



No one cares  
about your content  
(yet).

A friendly PSA from Cliff Seal, UX Designer



# This presentation will employ satire.

“Satire ... is ‘a literary manner which blends a critical attitude with humor and wit to the end that human institutions or humanity may be improved.’”

*The Purpose and Method of Satire, Robert Harris*



A stylized, semi-transparent background image of SpongeBob SquarePants. He is shown from the chest up, smiling broadly with his eyes wide open. His hands are raised in a gesture of surprise or excitement. The background is a warm, golden-brown color with faint, repeating patterns of stars and the character's face.

**@cliffseal**

**#NoOneCares**

**#WCPHX**

[Logos-Creative.com/WCPHX](https://Logos-Creative.com/WCPHX)



What are  
you trying  
to say?

# I'M CLIFF!!!! PLEASE LET ME SPEAK???

- I was born on November 19, 1986...that means I'm 26...I'm in my **20'S!!!**
- I live in Cabbagetown...that's in **ATLANTA!!!**...I live in a loft...a loft is a type of room.

- I'm **MARRIED!!!**...my wife's name is April...we met when we were kids...that means we've known each other a long time...we've been married for three years.
- I work at **PARDOT!!!!**...it says UX Designer on my business card...UX stands for user experience...I design user experiences for Pardot. **PLEASE LET ME TALK!!! PLEASE!!!11!!1**





**Y U M A D ?**





tl;dr



# logos

“In ordinary, non-technical Greek, logos had a semantic field extending beyond “word” to notions such as, on the one hand, language, talk, statement, speech, conversation, tale, story, prose, proposition, and principle; and on the other hand, thought, reason, account, consideration, esteem, due relation, proportion, and analogy.”



# Hi, I'm Cliff.

- I work at Pardot as a UX Designer (among other things).
- I'm an Atlanta native and live here with my wife, April.
- I've been working with non-profits and small businesses consistently for about four years, doing identities, web design and development, and more.
- I'm honored and excited to speak with you today about making more efficient connections between people and the things that they love.



# Hi, I'm Cliff.

- I work at Pardot as a UX Designer (among other things). I know what I'm talking about.
- I've been working with non-profits and small businesses consistently for about four years, doing identities, web design and development, and more. I have experience in the area I'm talking about.
- I'm an Atlanta native and live here with my wife, April. I'm a normal human being who's invested in others and my community.
- I'm honored and excited to speak with you today about making more efficient connections between people and the things that they love. I'm passionate about this.



“If we’re doing our job well, the computer recedes into the background, and personalities rise to the surface. To achieve this goal, we must consider how we interact with one another in real life.”

*Designing for Emotion,  
Aarron Walter*



# A Structure of Conversation

**Greeting:** “Hello.” or “Hi!”, or “Hayyyyyyyyyyy!” or \*head tilt\*

**Common Ground:** “It’s nice to see you again.” or “It’s great to finally meet you.” or “You work with Ted, right?” or weird catchphrase

**Circumstance:** “What are you up to these days?” or “How is that girlfriend of yours?” or “How’s the new job?” or awkward personal questions

**Eventually, Ending:** “It was nice to meet you.” or “It was great to see you again.” or “Thanks so much for your time.” or “Please don’t operate a motor vehicle right now.”

“Our lasting relationships center around the unique qualities and perspectives we all possess. We call it personality. Through our personalities, we express the entire gamut of human emotion. Personality is the mysterious force that attracts us to certain people and repels us from others. Because personality greatly influences our decision-making process, it can be a powerful tool...”

*Designing for Emotion,  
Aarron Walter*



# Conversational Assumptions

You have my attention for an indefinite amount of time.

Either I think we have something in common, or the futility of speaking with you is less awful than this silence.

Speaking with you will get me something I want—be that simple enjoyment, friendship, or a business relationship.

I understand (but may be unaware or forgetful) that you have the same motives.



# Technological Assumptions

You have my attention for an indefinite amount of time.

Either I think we have something in common,  
or I'm bored, or I came here by accident.

I hope that visiting this site will get me something I want—  
be that entertainment, an actual product, a chance to be charitable.

I understand (but may be unaware or forgetful) that you are  
either sharing with me or selling me something.

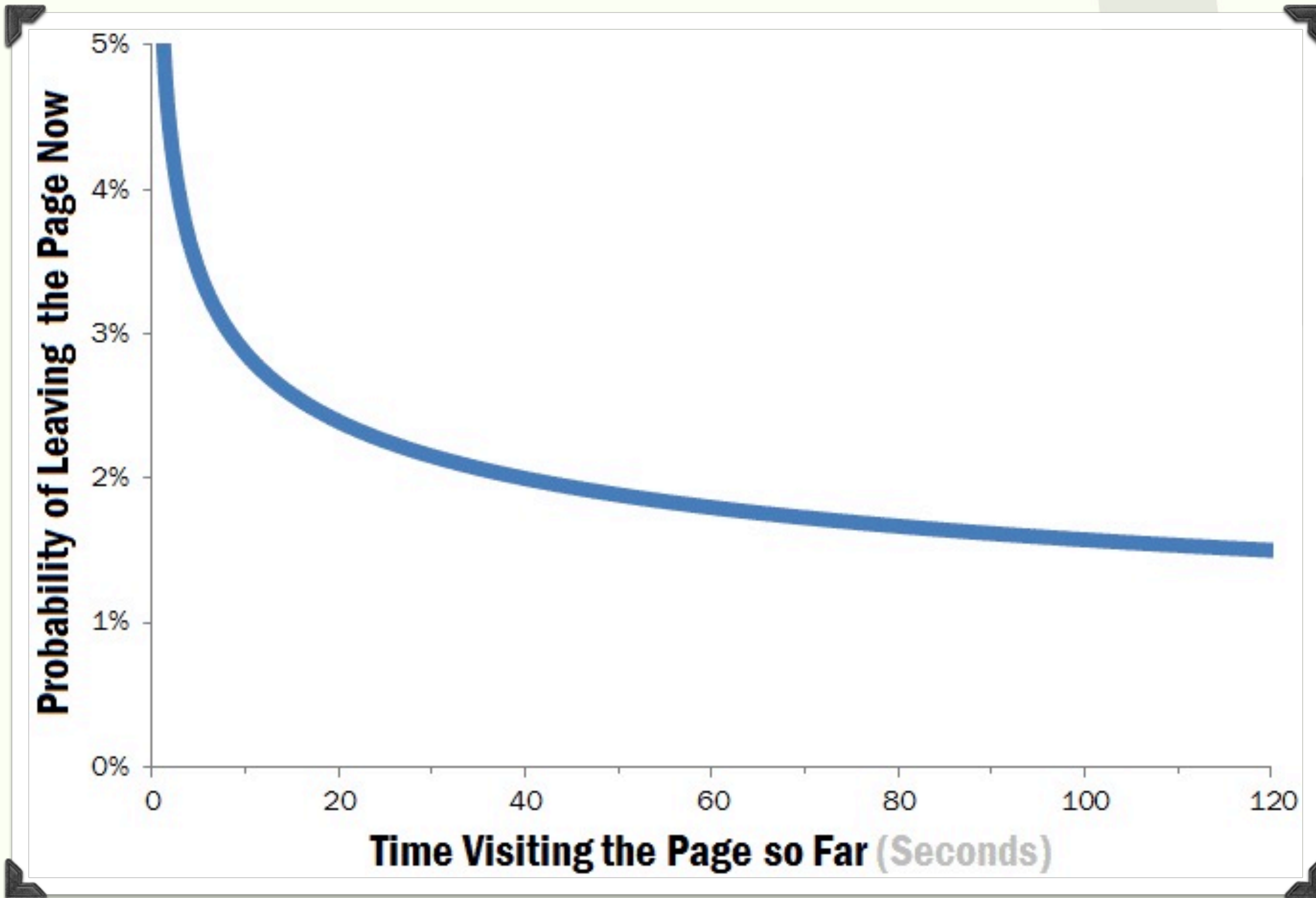






**How long do you have?**

**Negative Weibull distribution.**



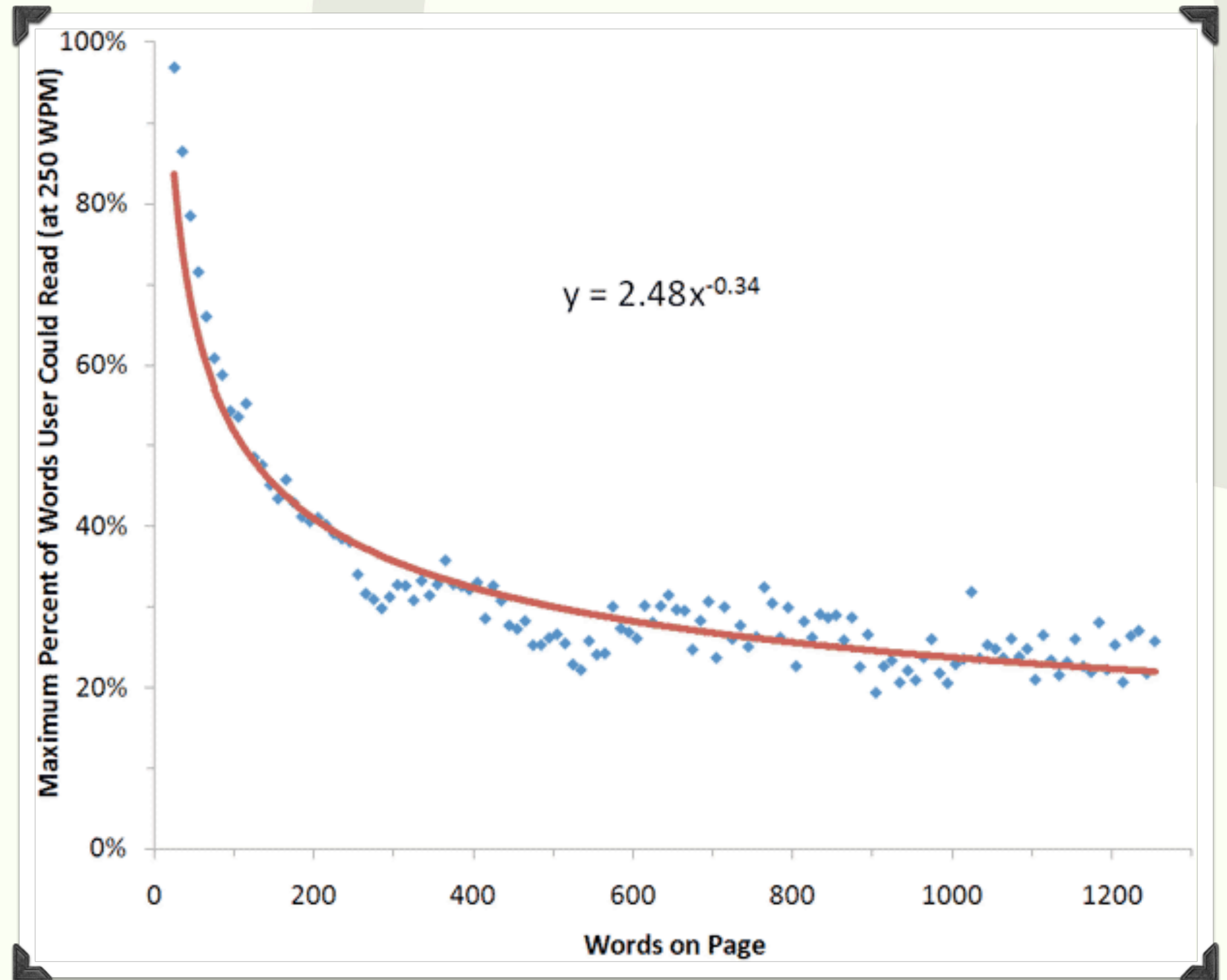
“The probability of leaving is very high during these first few seconds ... People know that most Web pages are useless, and they behave accordingly to avoid wasting more time than absolutely necessary on bad pages. ... To gain several minutes of user attention, **you must clearly communicate your value proposition within 10 seconds.**”

*How Long Do Users Stay on Web Pages?,  
Jakob Nielsen*

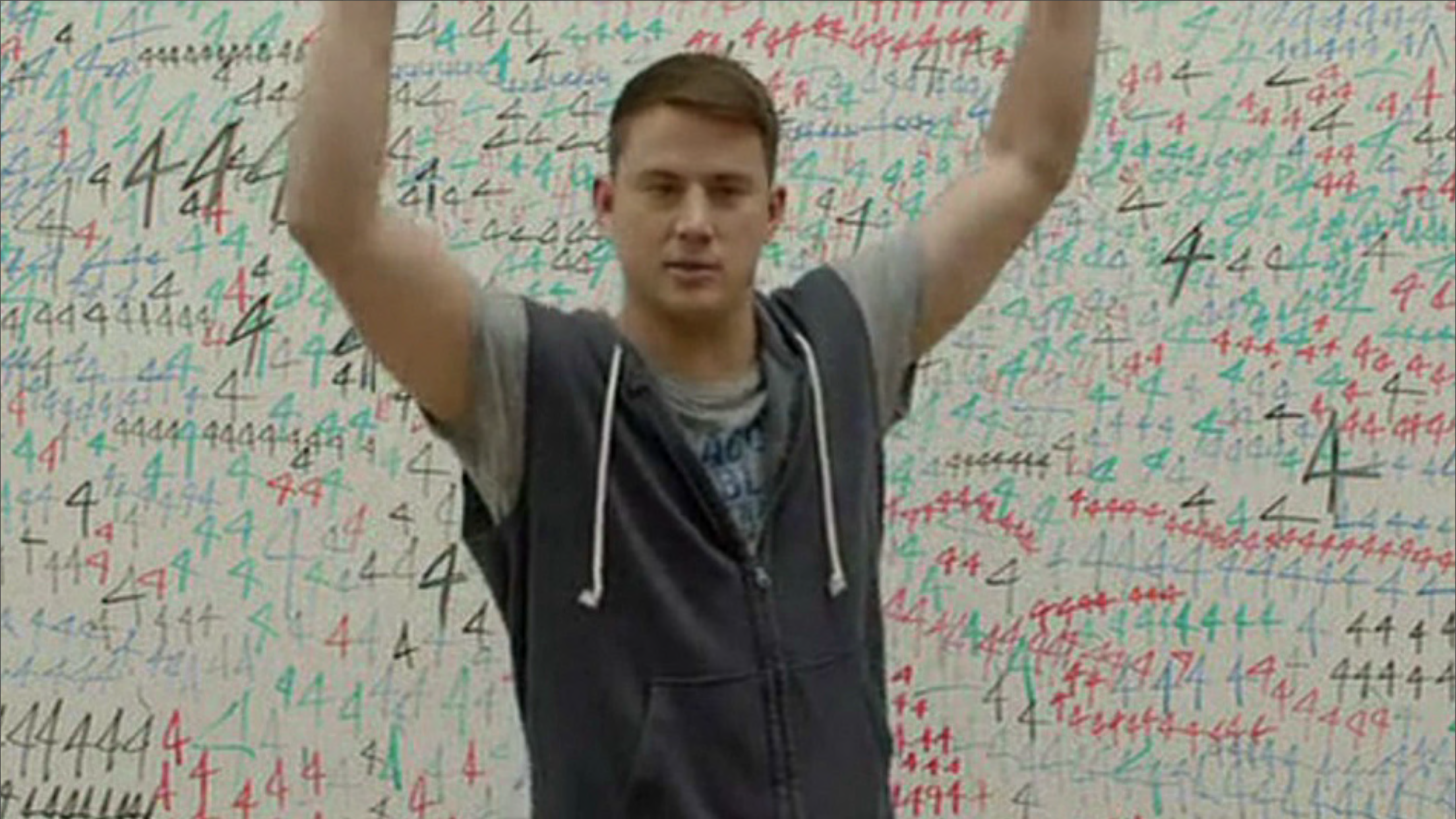


“On an average visit, users read half the information only on those pages with 111 words or less. In the full dataset, the average page view contained 593 words. So, on average, users will have time to read 28% of the words if they devote all of their time to reading. More realistically, **users will read about 20% of the text on the average page.**”

*How Little Do Users Read?,  
Jakob Nielsen*









# The Problem of Judgment



“Researchers found that the brain makes decisions in just a **20th of a second** of viewing a webpage.”

“The researchers also believe that these quickly formed first impressions last because of ... the ‘halo effect’. [...] Since people like to be right, they will continue to use the website that made a good first impression, as this will further confirm that their initial decision was a good one.”

*First impressions count for web,  
BBC News*

# Cognitive Bias (Halo Effect)

“The halo effect or halo error is a cognitive bias in which **our judgments of a person’s character can be influenced by our overall impression...**” *(Wikipedia)*

“A cognitive bias is a pattern of deviation in judgment that occurs in particular situations, which may sometimes lead to perceptual distortion, inaccurate judgment, illogical interpretation, or what is broadly called **irrationality.**” *(Wikipedia)*

“Unless the first impression is favorable, visitors will be out of your site before they even know that you might be offering more than your competitors...”

*First impressions count for web,  
BBC News*



# The Art of Conversation

## Do's of Conversation

1. Listen more than you talk.
2. Come to an occasion armed with topics at the ready.
3. Tailor the conversation to the listener.
4. Take your turn.
5. Think before you speak.

## Don't's of Conversation

1. Don't interrupt.
2. Don't talk to only one person when conversing in a group.
3. Don't engage in "one-upping."
4. Don't overshare.

## The Number One Rule of Conversation: Be Natural

*The Art of Conversation,  
Brett & Kate McKay*

“In the absence of detailed information, we all work from assumptions about who the user is, what he or she does, and what type of system would meet his or her needs. Following these assumptions, we tend to design for ourselves, not for other people.”

*Human Factor: Designing Computer Systems for People,  
Richard Rubinstein and Harry Hersh*



A stylized, abstract illustration in shades of brown and olive green. It depicts a stork-like bird in profile, carrying a large bundle or bundle on its back. The bird is facing right. The background is a solid light brown color. The text 'Lost Stork' is centered in the lower half of the image.

# Lost Stork

“He took into consideration the sensitive nature of our clientele the website will reach and designed a beautiful website in a very calming and non-threatening manner.”

*Meghan Swann, Lost Stork Foundation*





**Grok your  
users'  
experience.**

# grok

“Grok means to understand so thoroughly that the observer becomes a part of the observed—to merge, blend, intermarry, lose identity in group experience.”

*Stranger in a Strange Land,  
Robert A. Heinlein*





# Restaurants

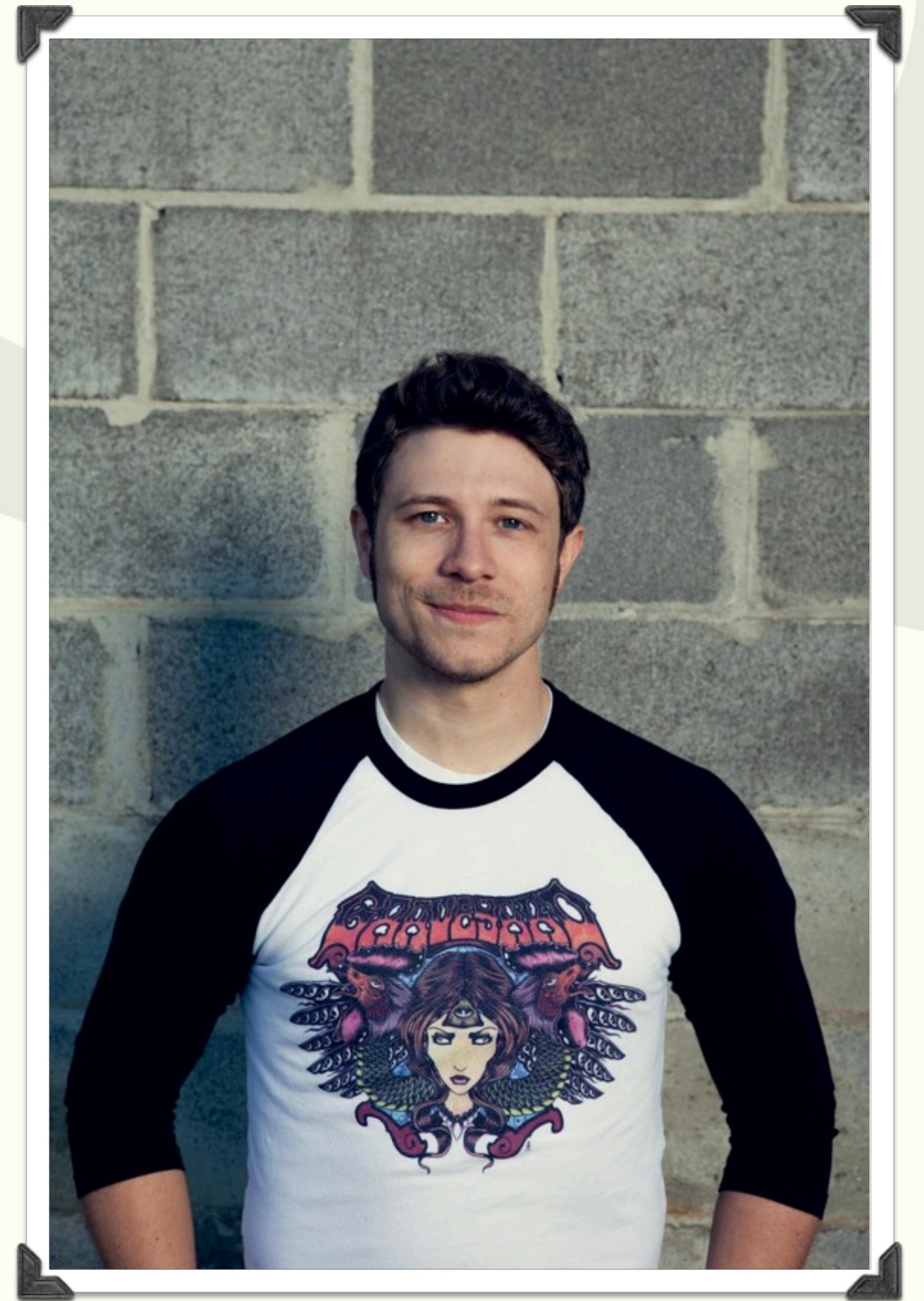
“Intel over instinct doesn’t mean logic over emotion. It just means [you] value the emotions of your target audiences more than [your] own emotions.”

*How to Evaluate a UX Designer for Your Company, or, What Makes a Great User Experience Designer*  
Whitney Hess



# User Persona

Cliff is a twenty-something, married man with no kids. He works at a tech company in Buckhead. He is easy-going but busy and focused, so he often sets reminders to accomplish accumulated tasks after work is complete, or does them immediately. He uses his iPhone to perform most research, schedule things, and communicate. He uses social media, but mostly to keep in touch with others and receive news and updates.



“Communicators rely on the listener or reader to invoke a context for understanding that is the same as the one they have in mind.”

*Clarity in Context: Rethinking Misunderstanding,  
Barbara Schneider*



# Context & Empathy



Grok your users, and seek to understand the circumstances surrounding their interaction with you

Focus on the areas where your contexts overlap

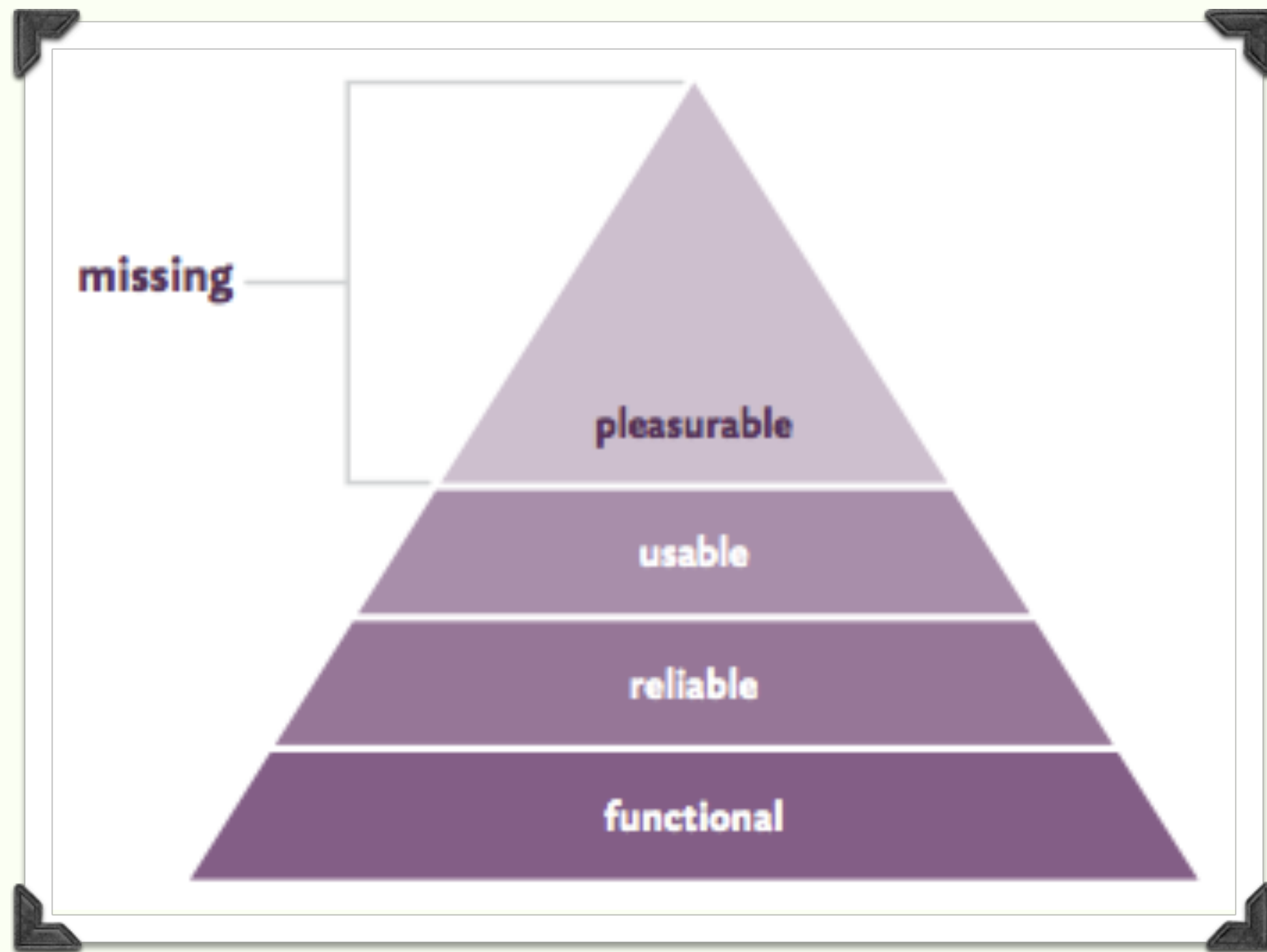
Provide a feedback mechanism (form, social media, short surveys, etc.) that you'll respond to

“MailChimp’s voice is first and foremost human. It’s familiar, it’s friendly, and it’s straightforward. We crack jokes and tell stories, but we know when to keep a straight face too. We’re helpful. And when we’re helping people, we use language that educates and empowers them without patronizing or confusing them. We have more than a million users [...] who experience a whole spectrum of emotions when they’re interacting with MailChimp. So we consciously adjust our tone, based on our users’ feelings.”

*Voice & Tone,  
MailChimp*



# Empowerment (Delight)



Play defense against negative emotion (i.e., irrelevance or poorly-presented content creates apathetic reactions)

Seek to create the positive emotional connections that benefit both the user and you

Always be a memorable pleasure



A man with a beard and a dark t-shirt stands in a wooded area, holding a long-barreled rifle. He is positioned next to the front of a dark-colored truck. The background consists of many thin, bare trees. The entire image has a warm, orange-brown color cast. The word "Defense" is overlaid in large, white, bold letters across the center of the image.

# Defense



# What I want from a restaurant website:

- ▶ Menu
- ▶ Specials and happy hour info  
(Including social promotions such as Foursquare, Groupon, and Twitter specials)
- ▶ Address with a link to google maps
- ▶ Online reservation system that actually works  
(instead of one where I make a reservation online, show up, and the hostess gives me a blank, confused stare when I tell her my name.)
- ▶ Hours of operation, parking and contact info



# What I get instead:



Obnoxious flash animation showing giant pictures of couples stuffing food in each other's faces

HURRRRRRRRRRRR!

Menu is only downloadable as a 90 megabyte PDF file

Can't copy/paste anything because it's in flash

Letter from the founder that no one has ever or will ever read

Every restaurant owner thinks that they're the first person to use the Papyrus font

Welcome,  
I would like to take this opportunity to welcome you to Cafe MeatyYummers, founded in nineteen-oh-who-gives-a-shit. We serve only the finest, freshest ingredients straight to your mouth. Our exciting, moody atmosphere will enchant and entrance you while you bathe in dim candlelight, which can also help make your date look better if he or she is ugly as hell.

Our warm, welcoming staff will treat you as nothing short of family — because if they don't we'll report them as illegals.

Anything is possible at Cafe MeatyYummers. The only limit is yourself.

Love,  
-Phil Meaty  
Owner



## Spice Kitchen MOONA

moona.jp/

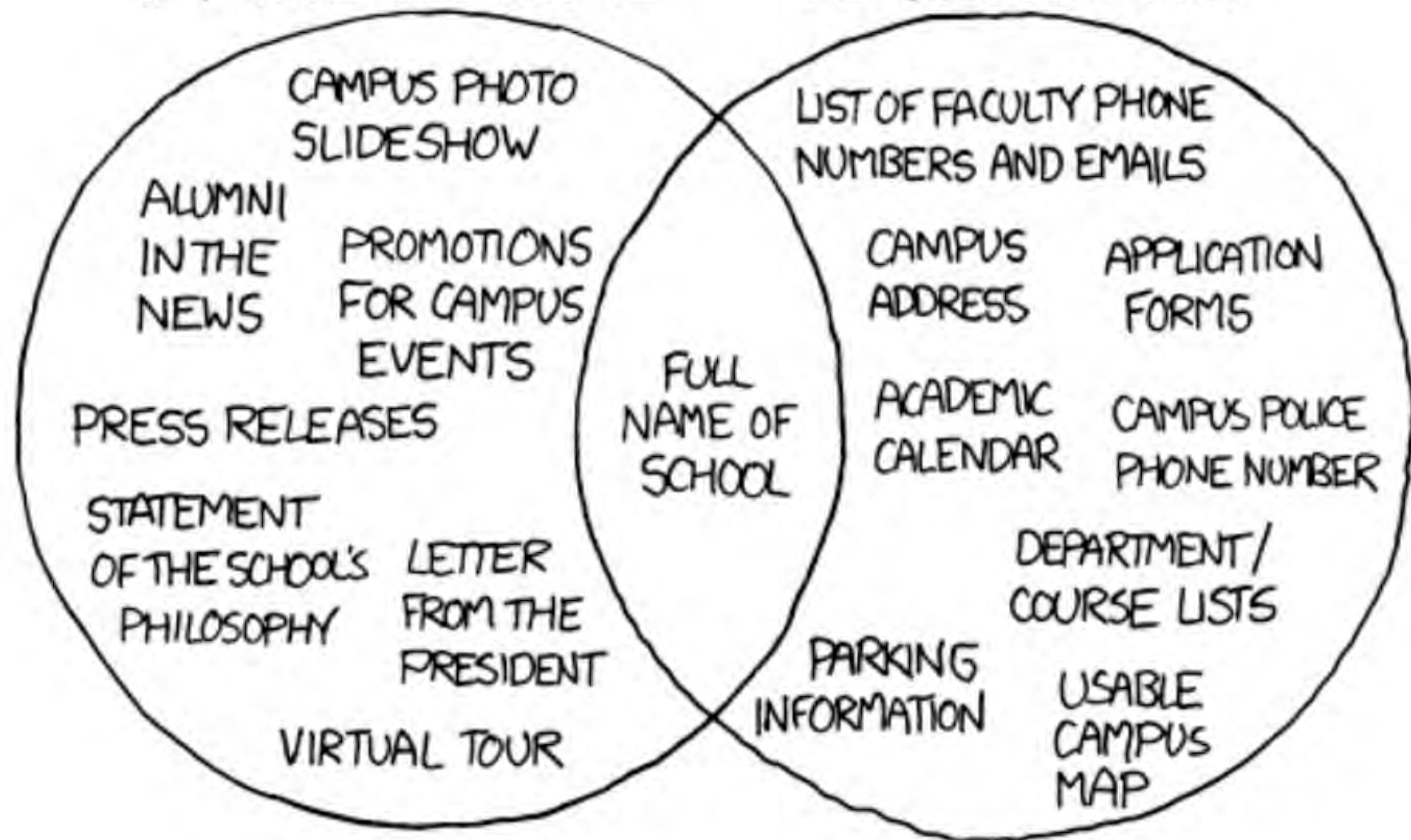


Search



THINGS ON THE FRONT PAGE  
OF A UNIVERSITY WEBSITE

THINGS PEOPLE GO TO  
THE SITE LOOKING FOR







## Power off

Device will now shut down

Yes

Cancel







# Courtesy in Content

Make your content **accessible to everyone through best practices**. This is no longer optional.

**Stop with the ‘click here’**. Tell the user what to expect when they click to avoid negative surprise, and use title tags. You might get an SEO boost as well. You can read [one of countless articles and opinions on this](#).

Avoid ‘dirty magnets’ like “Resources”, unless it links to exactly what it states.





A cartoon illustration of a man with spiky hair and glasses, holding a large stack of 100-dollar bills. The entire image is rendered in a monochromatic orange-brown color scheme. The man is looking towards the right with a slight smile. The background shows a ceiling with recessed lights.

**Offense**

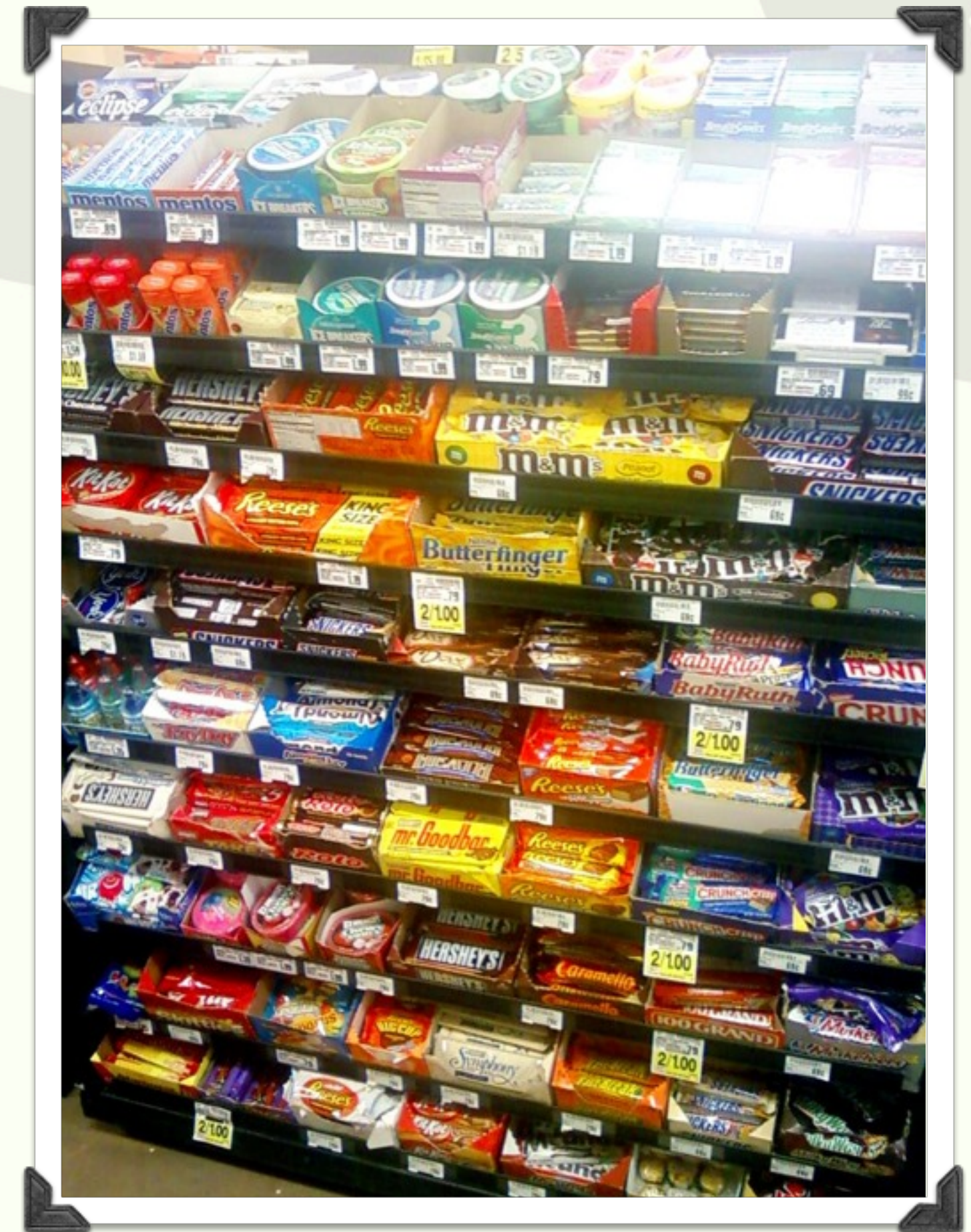


# Guide & Entice Your Users

**Clearly state your unique value proposition** and give an obvious action.

Appeal to the user's emotion by **creating opportunities for gut decisions**.

Use lines and 'line of sight', contrast, and action terms, to **direct the user's attention** to specific areas, especially along their normal eyesight path.



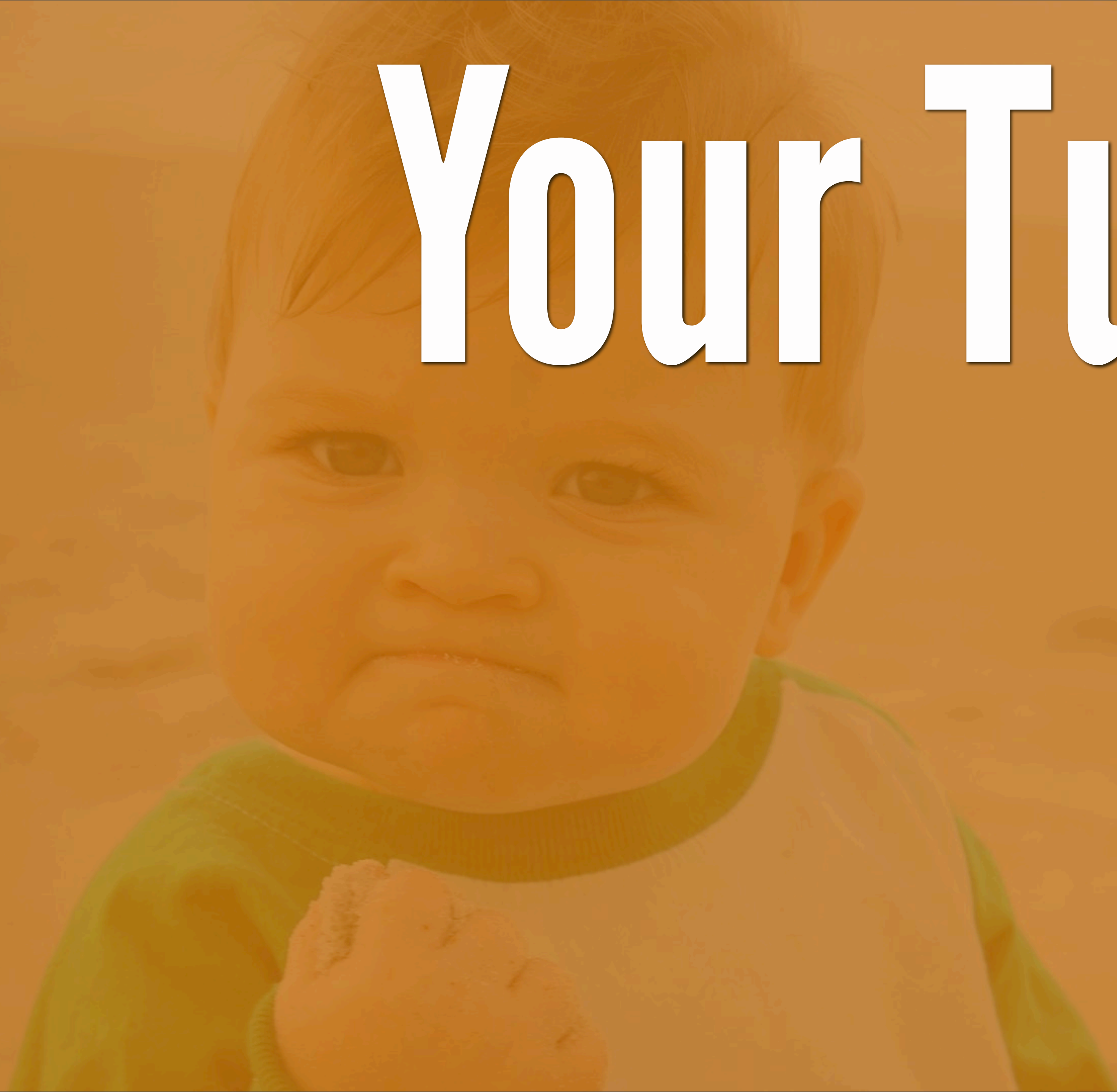


PLAY

**Stonerider**



# Your Turn







**You're good.  
Get better.**

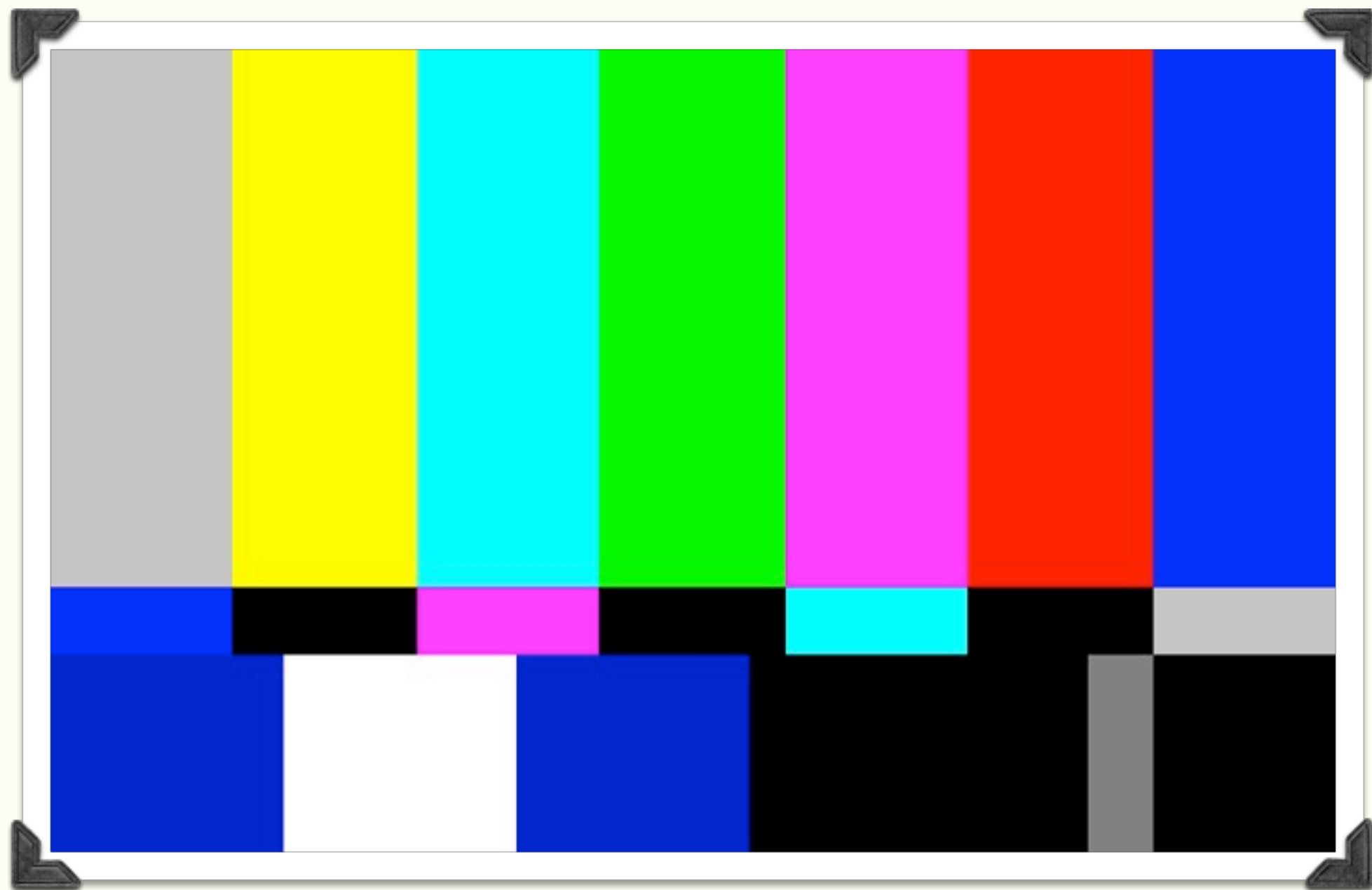


# Test all the things!





# Test All Your Assumptions



**Make a list of assumptions** about your target user, and **argue and update** that list often.

**Test calls-to-action and headlines** using A/B testing or multi-armed bandit algorithms. Then, optimize and re-test.

Constantly challenge the assumption that **you know what you are assuming** and that you're correct in those assumptions.





MacBook Pro







**Some people will not like  
your personality.**

**This is OK.**





A man with long, wavy hair, wearing a dark suit jacket, a light-colored shirt, and a patterned tie, is leaning his head on his right hand. He is looking directly at the camera with a slight smile. The background is a blurred indoor setting. The entire image is overlaid with a semi-transparent orange color.

**Don't get hasty.**






SEARCH

POWERED BY Google

Breaking news

# The Supreme Court has struck down the individual mandate for health care.

updated 10:11 AM EDT, Thu June 28, 2012

Make CNN Your Homepage

## Mandate struck down

### High court finds measure unconstitutional

Justices' ruling overturns requirement that Americans must buy health insurance. The decision will affect you, generations of Americans and this fall's presidential race.

FULL STORY

- Five scenarios: Health care options
- A lot on the line for small business
- Attention quickly turns to Congress
- **LIVE:** Crowd gathers outside court

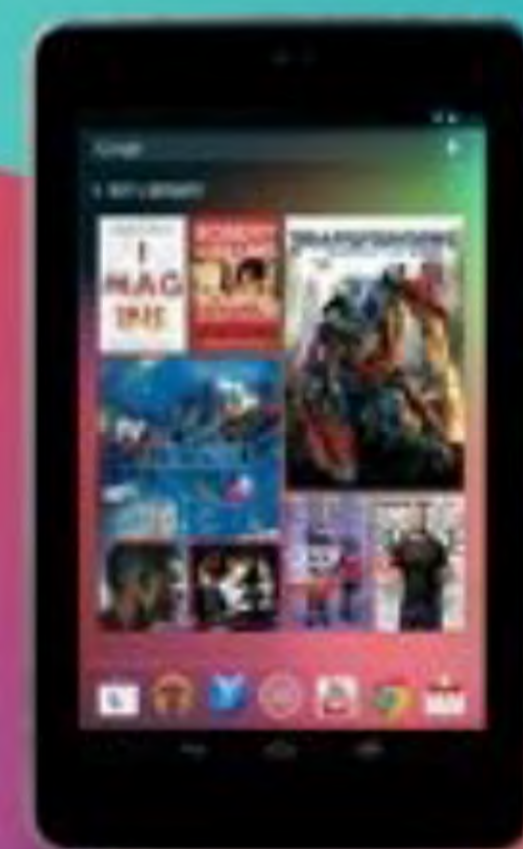


EPA/LANDOV

nexus<sup>7</sup>

Only \$199.

Learn more



ADVERTISEMENT

WEATHER

Enter a U.S. Zip or Intl city

GO





**YU NO TALK SEO YET**



# **Social media conversations are the backlinks of the future (today).**

You can use these same techniques on various social media networks. Immerse yourself in them, engage others in the way they want to be engaged, test, and adapt.



“Content doesn’t just get created in a vacuum. For it to be useful and a helper/catalyst for change, it needs underlying vision, structure and strategy. In other words, we need to be careful about throwing dozens of different, disparate ideas at the web (no matter how interesting they are by themselves), expecting them to be successful.”

*Some Thoughts on Web Content Strategy,  
Joshua Blankenship*




**END OF SHOW**



**WAIT FOR SOMEONE ELSE  
TO INITIATE CLAP**



A stylized, semi-transparent background image of SpongeBob SquarePants. He is shown from the chest up, with his characteristic yellow, porous skin and large, round eyes. He has a wide, toothy grin and his hands are raised in a gesture of surprise or excitement. The background is a warm, golden-brown color with faint, repeating patterns of stars and the character's face.

**@cliffseal**  
**#NoOneCares**  
**#WCPHX**

[Logos-Creative.com/  
WCPHX](https://Logos-Creative.com/WCPHX)