

Brand Experience and the World Wide Web

A presentation for WebVisions 2004
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- **Introductions**
 - :: *The View From 30,000 Feet*
 - :: *Brand Experience*
 - :: *User Experience*
 - :: *Brand Experience and You*

- Founding Principal of Involution Studios LLC
- Former Chief Design Officer of Thread Inc.
- Former college professor, television analyst, and radio personality
- Currently serving on the boards of three international industry associations

- Planned to be a philosophy professor
- Begin in advertising on the account side
- Moved into business strategy and then into creative
- What am I now? Designer? Experience Strategist? Catalyst?

Big goals...

*“To measurably
increase the happiness and
well-being of the human species.”*

About Involution Studios



- Involution Studios LLC is an innovation company, “A digital IDEO”
- We provide design, consulting, and training services
- Offices in Silicon Valley and Boston

Involution

\In`vo*lu"tion\, n.

[L. involutio: cf. F. involution. See [Involve.](#)]

I. The act of involving or infolding.

- ∴ Introductions
- **The View from 30,000 Feet**
 - ∴ Brand Experience
 - ∴ User Experience
 - ∴ Brand Experience and You

The Internet



- Revolutionary access to knowledge and information
- Re-definition of human communication



Globalization & Internationalization



- The center of business has shifted from local to global
- Brands operate in cultures they are not designed for
- There is a push-and-pull between global business and local culture

Marketing Pollution & Information Smog



- We are being overwhelmed by marketing pollution: a constant assault of too many worthless messages and interactions
- We are being overwhelmed by information smog: a staggering amount of relevant or valuable information that we cannot easily discern between

The Paradox of Choice



- The more choices that people have, the more difficult it becomes to make decisions
- The more stimuli that people experience, the less memorable and impactful all of it is

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“The emotional and intellectual associations people make with a specific person or thing.”

dk

“A brand is a person’s gut feeling about a product, service, or organization.”

Mary Neumeier :: author, *The Brand Gap*

Experience Defined



“What our senses and mind perceive of the world.”

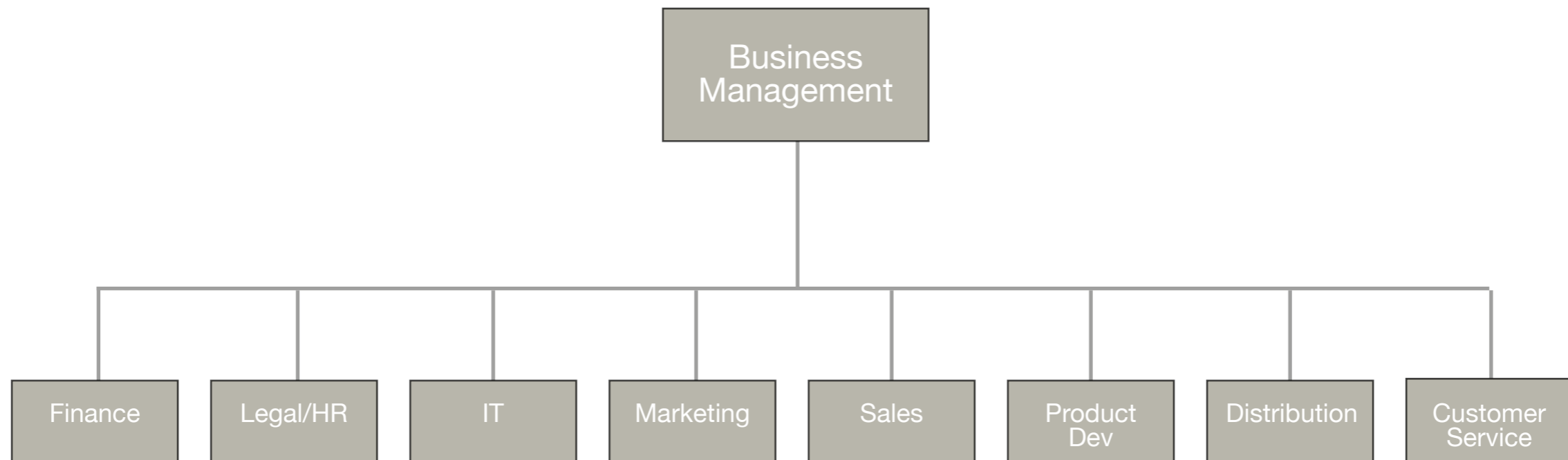
dk

“The elements that contribute to superior experiences are knowable and reproducible, which makes them designable.”

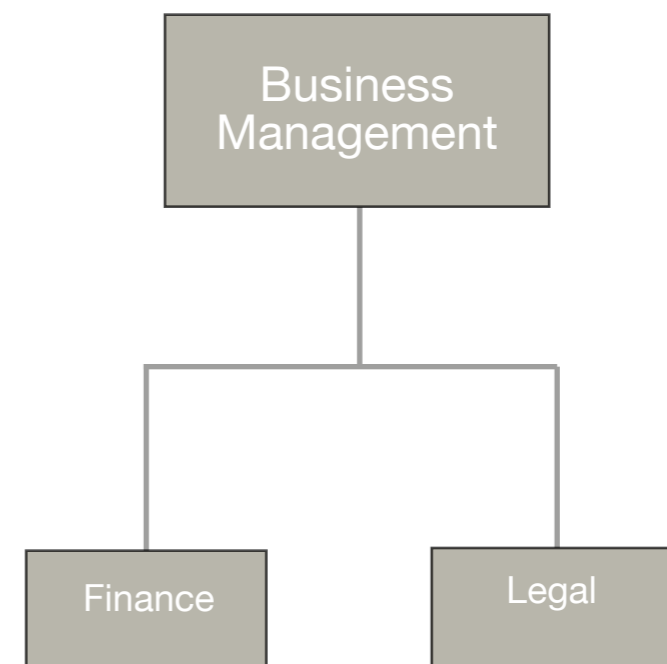
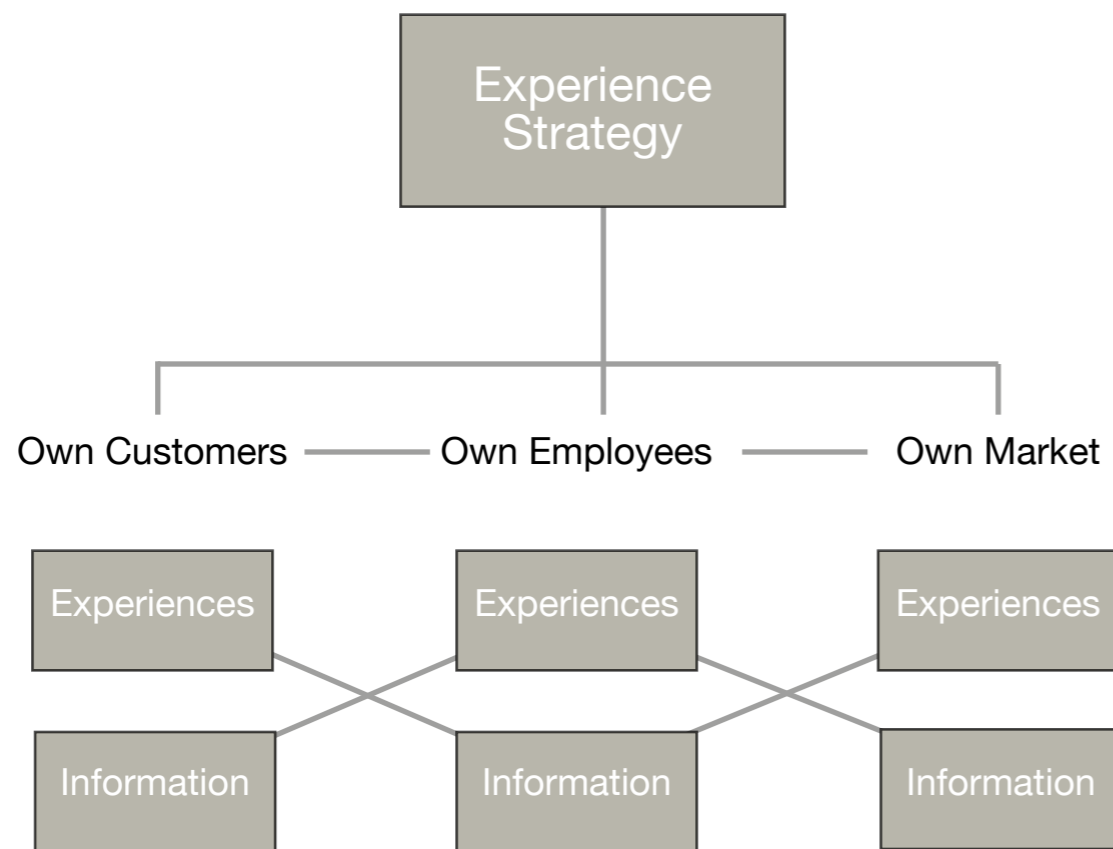
Nathan Shedroff :: author, *Experience Design I*

The strategic organization of all interactions that people have with an organization, person, or product.

Traditional Business Structure



Brand Experience Business Structure



Considering Brand Experience



1. **Shared vision**
2. Corporate culture
3. Information experience
4. Communication touches
5. Across the value chain



Considering Brand Experience



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- 2. Corporate culture**
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Increasing Levels of Engagement

Digital Media

:: Internet, Intranet

Traditional Media

:: Advertising, PR

Physical/Indirect

:: Brochures, Direct Mail, Remote
Service Calls

Physical/Direct

:: Trade Shows, Sales Calls, On-Site
Service, Internal Docs

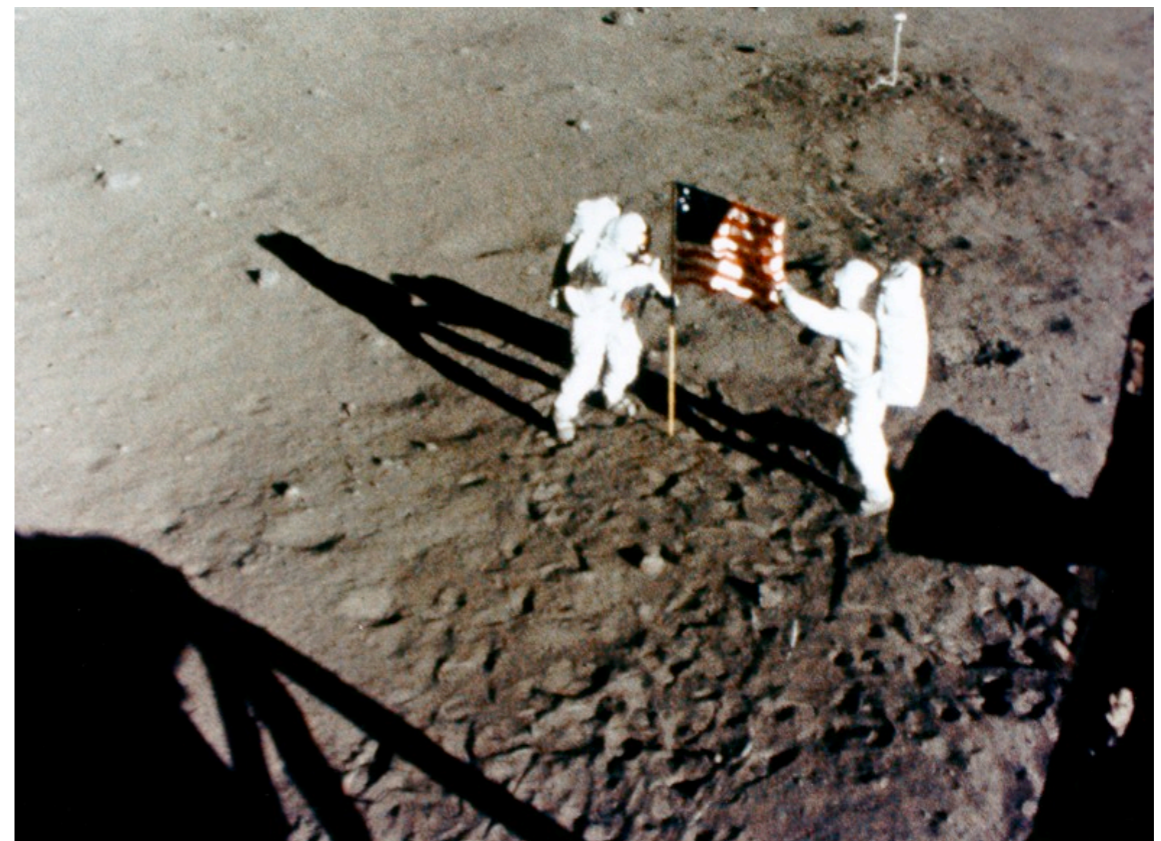
Considering Brand Experience

1. Shared vision
2. Corporate culture
3. Information experience
4. **Communication touches**
5. Across the value chain

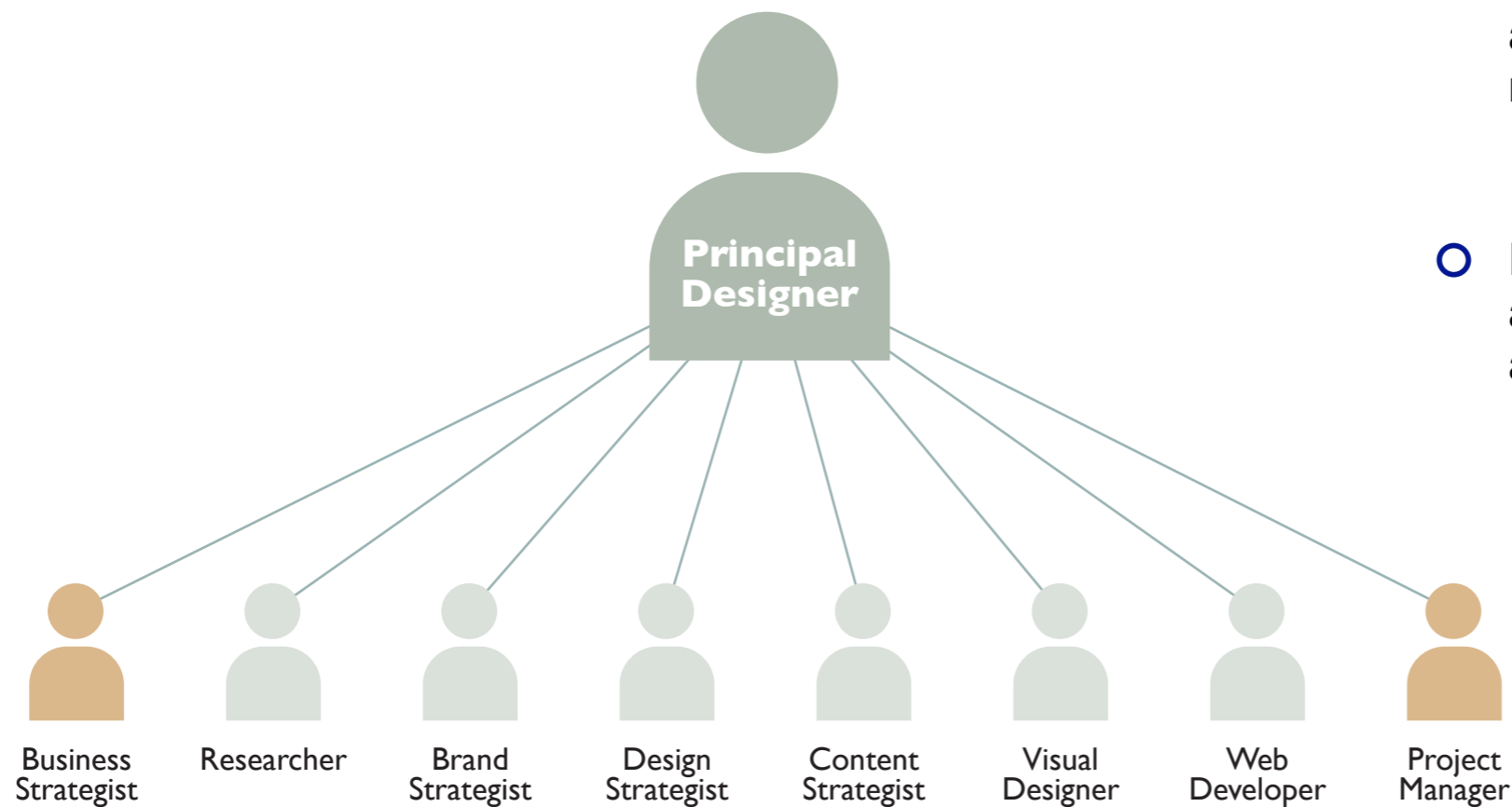


Considering Brand Experience

1. Shared vision
2. Corporate culture
3. Information experience
4. Communication touches
5. **Across the value chain**



Brand Experience and Design



- Brand experience is the strategic, holistic business approach to the application of various design and media
- It represents the upward growth and convergence for designers of all types

Knowledge Jobs and Offshoring



- Customer service
- Financial analysis
- Programming
- Visual Design
- Usability

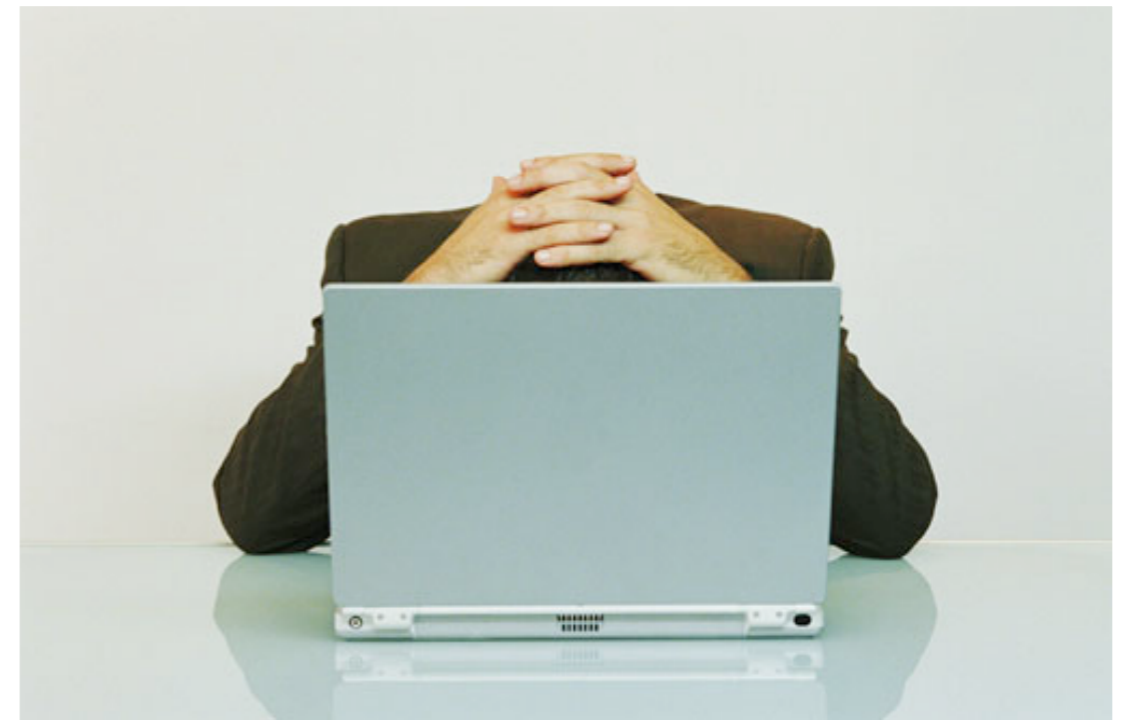
“I don’t think this has been fully understood by the United States[.]...If you look at India, China and Russia, they all have strong education heritages. Even if you discount 90 percent of the people there as uneducated farmers, you still end up with about 300 million people who are educated. That’s bigger than the U.S. work force.”

Craig Barrett, CEO Intel

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What is a 'User'?

- A **user** is a **person** who is interacting with a specific design.
- The term 'user' is outdated and dehumanizing...
- ...but, it is understood and accepted by most organizations in our industry



Why 'Experience'?

People are increasingly demanding rich, multi-sensorial experiences

Why?

- Because...user's overwhelming number of choices has increased their sophistication and selectivity
- The Internet and CRM have conditioned them to expect personalization
- They are tuning out traditional communication media messages

Defining ‘User Experience’



“Design of a particular product with special attention to the people who will be interacting with it.”

dk

“An emerging field concerned with improving the design of anything that people experience: a website, a toy or a museum.”

User Experience Network (UXNet)

Experience Needs Good Design



“Creation in or alteration of the physical world to meet the needs and desires of people.”

dk

“Everything is design. Everything!”

Paul Rand

Experience Needs Good Design



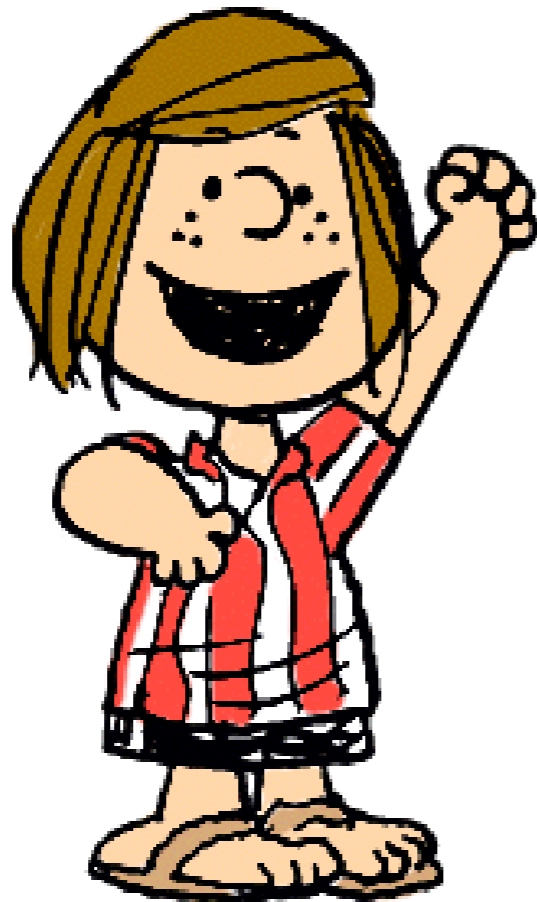
- **Must** address the *needs* and *desires* of people
- **Must** affect both their *intellect* and *emotion*

Design for All Five Senses

1. Sight :: sense currently most utilized by designers
2. Sound :: easy to integrate with most designs
3. Smell :: sense with the strongest relationship to memory
4. Taste :: the least utilized by designers
5. Touch :: the most intimate of the senses



A Brief “Pleasure Pause”

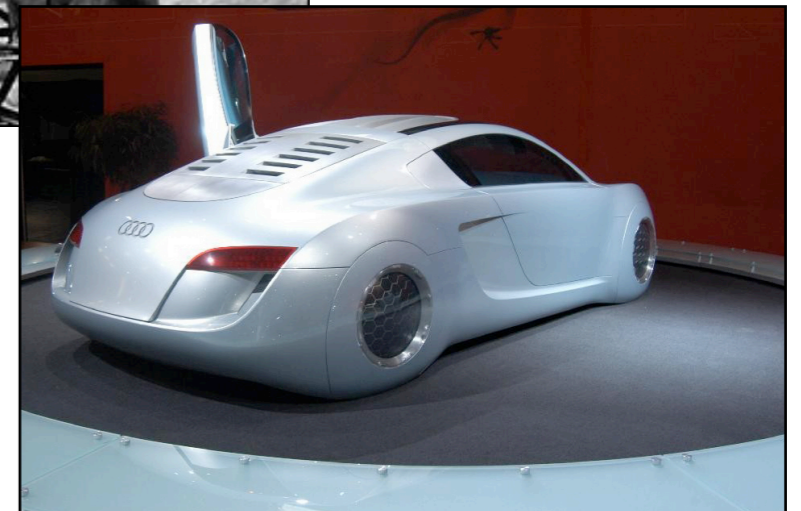


User Experience is...

...complex & multi-disciplinary

It requires:

- A re-definition of problems and solutions
- A broad knowledge-base across many disciplines and a deep knowledge-base through at least one discipline
- Collaborative methods and mindsets



Central Disciplines of User Experience

DESIGN	SCIENCE
Marketing Information Architecture Writing Visual Design Computer Science Usability	Research Methods Psychology Sociology Biology Physics Anthropology

Web Design Process



EXPERIENCE STRATEGY	USER EXPERIENCE	
<p>Business need</p> <p>Research and analysis</p> <p>Innovation and brainstorm</p> <p>User research and human factors</p> <p>Design strategy</p>	<p>Project management</p> <p>Design direction</p> <p>Information architecture</p> <p>Content collection/creation</p> <p>Visual design</p> <p>Usability testing</p>	<p>Programming</p> <p>Network engineering</p> <p>Quality control</p> <p>Production</p> <p>Maintenance methods</p>

Experience Strategy



- Business need
- Research and analysis
- Innovation and brainstorm
- User research and human factors
- Design strategy

User Experience



- Project management
- Design direction
- Information architecture
- Content collection and creation
- Visual design
- Usability testing
- Programming
- Network engineering
- Quality control
- Production
- Maintenance

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Why BE matters to you



- More and more of *our* jobs and functions are being commodified
- Makes us more valuable to our employers and clients
- Represents new challenges and deeper understanding of what we do
- Increases our earning potential

How can I get started?



- Expand your skills horizontally
- Expand your skills vertically

How can I get started?



Continue your formal education

- Stanford University “D” School
- Harvard Business School - Advanced Leadership Program for Design
- Bentley College
- Interaction Design Institute Ivrea

How can I get started?

Accelerate your personal education

- Digital Publications
 - Digital Web Magazine (www.digital-web.com)
 - Boxes and Arrows (www.boxesandarrows.com)
 - A List Apart (www.alistapart.com)
 - Design Interact (www.designinteract.com)
- Digital Resources
 - Design by Fire (www.designbyfire.com)
 - InfoDesign (www.informationdesign.org)
 - Nathan Shedroff (www.nathan.com)
 - GUUUI (www.guuui.com)

How can I get started?



Collaborate

- Join groups, make relationships with passionate and interesting people
- Shape the next generation: engage with academia, mentor young professionals
- Find *your* unique voice

“Sharing knowledge is better than having it.”

Peter J. Bogaards

How can I get started?



Take Control

- When you design, provide rich experiences
- Buy from and invest in good experiences
- Insist on a healthy brand experience where you work

“Become the change you want to see in the world”

Gandhi



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