

SIC 11/2/11

9 AM TO 10 AM

AMAZON WEB EC2 CLOUD SRVS.

\$0.14/GB/MO - THAT IS CHEAP!

10:15 - 11:00, SCOTT LBSKY - PHOTOROCKET

UX INNOVATION IS BUSINESS INNOVATION

IF YOU HAVE A GOOD 1ST IMPRESSION, YOU'LL TELL

ONE PERSON, IF BAD, YOU'LL TELL 10.

UX KILLERS

- DON'T MAKE IT HARD TO LEARN SOMETHING, MAKE IT OBVIOUS

- DON'T MAKE ME SEARCH FOR IT.

- DON'T MISS IMPORTANT ABILITIES.

- DON'T TRY TO CONVINCE ME I NEED SOMETHING

- DON'T PISS ME OFF

CUSTOMER SERVICE IS USER EXPERIENCE

CRAIGSLIST IS NOT FANTASTIC UI, BUT IT IS SIMPLE AND

THEY INNOVATED HOW CLASSIFIEDS WERE DONE

YOU DO NOT HAVE TO BE FIRST - ex. Google

EVEN EARLY AMAZON WAS NOT A FANTASTIC UI - CUST. SKIS. WAS KEY.

BUT YOU MUST INNOVATE, LOOK @ MYSPACE.COM

COMMON UX DESIGN ERRORS

1. NO HUMAN INTERACTION - NO PHONE #
2. CAN'T FIND INFO.
3. CAN'T UNDO
4. BLOCKED FROM INTERACTING (FLASH EX.)
5. I AM NOT PROVIDED SOLID CUST. EXP.

UX BRILLIANCE

iOS, Dropbox, Twitter, ETC. - NOT JUST ONLINE

URBANEARS, VIRGIN AMERICA

"YOU HAVE 1 CHANCE TO MAKE A FIRST IMPRESSION"

UX INNOVATION IS BUSINESS INNOVATION

MUST FOCUS ON THE USER EXPERIENCE IN TOTAL

11:15 AM - ZOOK - SHAYAN ZADEH SHAYAN@ZOOK.COM

FIRST ATTEMPT: BE ON FACEBOOK

2ND ATTEMPT: GO SOCIAL CHANNELS

3RD ATTEMPT: GO ON OTHER/EVERY SOCIAL NETWORKS

SOCIAL WAS REALLY JUST A DIST. CHANNEL

- THIS IS EASY - TO LAUNCH ON FB (2 HRS)

4TH ATTEMPT: USE "FRIENDS" TO ENHANCE THE EXPERIENCE

- NO ONE USED IT.

THERE IS MORE THAN ONE SOCIAL GRAPH

5TH ATTEMPT: BUILD YOUR OWN SOCIAL GRAPH (ie. CATS, ETC.)

- THIS IS HARD, BUT WHAT IS HARD IS A DIFFERENTIATOR

- THIS WILL PAY OFF

LESSON #3: SYMMETRIC VS. ASYMMETRIC GRAPHS - ZOOK
NEEDS TO BE A TWO-WAY REL.

6TH ATTEMPT: LEVERAGE YOUR SOCIAL GRAPH FOR ENGAGEMENT

- THIS BECAME A BARRIER TO CONTROL SPAM.

LESSON #4: SHOW USER THE VALUE

HOW CAN YOU BE SOCIAL WITH YOUR PRODUCT?

1. PICK DIMENSIONS

- DISTRIBUTION

- ENGAGEMENT

- RETENTION

- ADOPTION

2. PICK GRAPHS - SYMMETRIC OR ASYMMETRIC

- FACEBOOK

- TWITTER

- ADDRESS BOOK

- YOUR OWN GRAPH

3. DEMONSTRATE VALUE

- BETTER USER EXP.

- NEW USAGE SCENARIOS
SOCIAL MEANS DIFF. THINGS
(GAMES VS. DATING)

Leveraging user interaction to generate more value.

1-2 PM - THE TRANSFORMATION OF NEWS MEDIA PANEL

1. MARK BRIGGS, KINGS

2. CURT WOODWARD, X ECONOMY.COM

3. MIKE DAVIDSON - NEWS VINE

4. JEFF COOK, GEEKWIRE.COM

WILL HUNNINGER, EVRI

TECH. HAS CHANGED NEWS BECAUSE:

1. AP SYNDICATED THE CONTENT - NEWSLINE IS 90% AP, 10% CREATIVE

2. THE WEB (DOH!) - NEW SITE FOR NEWS PANEL

3. WATCHING WHAT WAS HAPPENING - DRUDGE REPORT + CRACKSUST.ORG

APPETITE FOR LONG-FORM NEWS - GONE. WE LIKE DESSERT, BUT IS THAT
REAL JOURNALISM.

MOBILE TV IS ABOUT A YEAR AWAY.

NEWS AS A SERVICE, NOT A DESTINATION (IS THIS A THEME?) ^{WHAT IS OUR HOME?}

COMMUNITY INVOLVEMENT IN NEWS WRITING IS VERY HELPFUL!

LONG NEWS PROJECTS ARE GOING TO BE GONE - SOME WORKS WELL, SOME NOT

NYT HAS A PAID SECTION FOR LONG-FORM JOURNALISM
WSJ IS STILL A GREAT READ

SHORT JOURNALISM FITS WELL W/CPM ADVERTISING.

"YOU CAN EITHER BE A SHIT FUNNEL OR A SHIT UMBRELLA"

- MIKE DAVIDSON

SOME AGGREGATORS ARE RIPPING OFF OTHERS

SEMIFY IS A FILTER TOOL, AS IS TWITTER

THE FUTURE WILL BE MORE SMART ABOUT FILTERING

- THE BIG CONTENT PROVIDERS WANT BETTER QUALITY (GOOGLE, TWITTER)

HOW IS AUTHORITY CONTENT FOUND PROPERLY

ANTI-SEMIFY IDEA: FIND WHAT MY FRIENDS ARE READING +

TELL ME ALL THE OTHER RELATED ITEMS MY FRIENDS ^{ABOUT} _{READING}

SOME NEWS SERVICES ARE FOCUSED ON LIVE EVENTS

GEEKWIRE IS EXPERIMENTING W/A LOT OF IDEAS, LIKE JOB ADVERTISING.

WHAT IF NEWS CAME IN THE FORM OF THE DAILY DEAL

PEOPLE CONSUME 3 MIN OF NEWS 15 TIMES/DAY ON PHONE?

BUT EVRI IS SEEING 20 MIN, + LONGER AT A TIME ^{IN TABLETS}

NEWS WILL KNOW IN THE FUTURE WHAT 5 OR 10 ARTICLES ^{IN TABLETS} _{YOU WANT} ^{LIKE}

TOP CONTENT WILL ALWAYS BUBBLE UP. - CROWDSOURCING +
CROWD JOURNALISM WILL BECOME EVEN BETTER.

WE WILL SEE A MORE INFORMED PUBLIC

2:15 703 PM - SHAWNA CAUSEY, DIGITAL STRAT. / SMC ^{SENIOR VP}
WORKS ALSO @ NORSTROM

SOCIAL BUSINESS - USING SOCIAL TO CROWDSOURCE INNOV.
SHAWNA FORMERLY OF COMCAST. - 2008 BIG PROBLEMS

SKITTLES + OREO - CHECK IT OUT

"CAN A BRAND BE YOUR FRIEND?"

95% OF G'S DON'T ANSWER QUESTIONS ON FACEBOOK.

CHAPSTICK EXAMPLE - DON'T DELETE COMMENTS ON FB

THURSDAY, FOLLOWED BY FR/SUN ARE WHEN PEOPLE ARE LISTENING

- ALSO SUIT AFTER WORK + LATE @ NIGHT

LOOK @ SKITTLES! / FB PAGE.

HOW DO WE GO UP THE SOCIAL ENGAGEMENT JOURNEY
(INSIDENEW.COM)

STAGE 3: THE FULLY ENGAGED ENTERPRISE

CO-CREATION "THAT WAS MY IDEA"

REWARDS:

MY STARBUCKS IDEA - A GREAT EXAMPLE OF CO-CREATION
TUESDAY (LIKE A FLASH EVENT)

HACKING SEATTLE NEWS - LOOK FOR THE COMING DOCUMENTARY
- ADAM WING WAS INVOLVED.

HOW CAN WE (I) GET THE COMM. INVOLVED IN "CO-CREATING"
SETH GODIN - "HOW CAN YOU SQUANDER EVERY ONE
MORE DAY NOT TAKING ADVANTAGE OF THE
GREATEST STUFF IN OUR GENERATION"

3:15 PM - BEN BLOWITZ, WETPRINT CEO

- SOCIAL OPERATING SYSTEM IS A TRANSFORMATION
OF THE CONSUMER.

- DATA ON THESE CONSUMERS IS BEING COLLECTED

- 200%+ TIME SPENT CONSUMING MEDIA

- 69%+ INCREASE OF AMT OF TIME ON FB

- EVERYTHING ELSE IS DECLINING (90%) OVER THE
LAST YEAR

- BENEFITS OF SOCIAL O/S

CONS. - REL/PERS/ACC./NOW

PUB. - AUD. DATA/VIRALITY/REL./ENGAGING

HOW TO WIN ON SOCIAL WEB

- LOTS OF TIME SPENT ON SEO

- 5 STEPS TO KNOW & SERVE YOUR AUDIENCE

1. DETERMINE WHAT IT TAKES TO WIN
CLICKS/ADS/LOYALTY - AS AN EXAMPLE (TRAFFIC NOW -
TRAFFIC FOREVER)

2. CREATE A SOCIAL LABORATORY
DESIGN EXPERIMENTS (CREATE, TEST, MEASURE)

3. SEGMENT YOUR AUDIENCE
WETPAINT HAS 25 DIFF. AUDIENCES
YOU MUST SEGMENT THEM.

4. CREATE + FEED THEM GREAT CONTENT

5. TEST + MEASURE EVERYTHING

WETPAINT HAS 1.5 MILLION FANS

- WENT FROM 10 TO 20 TO 30 TIMES PER MO/USERS

FACEBOOK + TWITTER HAVE BEEN AROUND FOR 5 YRS.

- WE ARE AT THE BEGINNING OF THIS

TRANSFORMATION

HOW DO YOU TRACK ALL THESE EXPERIMENTS?

1. DO IT WELL.

2. DATA WH. - USING ALL DATA POSSIBLE

SOCIAL IS A RISKY FIELD VS. TRADITIONAL MEDIA BUT YOU
GET INSTANT FEEDBACK

FACEBOOK PAGE IS NOT AS IMP. AS THE FB FEED.

MOST USERS WILL HAVE CERTAIN PRIVACY ISSUES TO A COMPANY'S OFFER.

EDITORIAL CONTENT CREATORS CANNOT MAKE THE DECISION
TO WHEN, WHERE, & HOW FREQUENTLY IT IS DISPLAYED.

SOCIAL TV IS HUGE. REAL-TIME INTERACTION IS MASSIVE.

75% OF INTERACTION ABOUT TV HAPPENS ON ALL THE OTHER
DAYS BUT THE DAY IT AIRS.

THERE IS SO MUCH DATA AVAILABLE FOR GATHERING
SOCIAL DATA. - IT'S HUGE.

INTEREST-BASED SEGMENTATION WORKS BEST FOR WETPAINT

* IS THERE A STRAT. PLAY AROUND WETPAINT.

WETPAINT WANTS TO BE EXPERT AT SOCIAL DISTRIBUTION
SO THEY CHOSE IFC-34

GOOGLE+ DOES NOT ADD ANY NEW VALUE & ISN'T IN
GROWING BEYOND THE CURRENT 42MM TEXT USERS

4 PM - NATHAN TOTEN, MICROSOFT

CLOUD EXPERIENCE; CREATING SOCIAL GAMES ON WINDOWS ARE
CLOUD ENHANCES REAL-TIME COMMUNICATION

STORING GAME-STATE HELPS WHEN MOVING FROM ONE DEVICE
TO THE NEXT

SOCIAL IS ALSO EASY TO DO

ONLY PAY FOR WHAT YOU USE.

LEADERBOARDS/ACHIEVEMENTS/IN-APP PURCHASES ETC.

11/3/11 - SHANNON, ZUMOB1

200 MM PAGEVIEWS IN APPS/MO. - ALL OUTSIDE GOOGLE
5 PRINCIPLES OF DES. APPS.

1. MAKE IT PERSONAL
- PARENTING APP,

2. MAKE IT FOCUSED (CONTENT EXP.)

3. MAKE IT FRESH (CONTENT FRESHNESS PLANNING)

- CONTENT

- APP UPDATES REMIND YOUR USERS ABOUT YOU

- ADD A FEEDBACK LINK

4. MAKE IT LUCRATIVE

- INCENTIVIZES YOU TO WORK ON IT

- P vs Z

- EVEN BETTER IF IT'S LUCRATIVE + FREE

- PAID APP

- IN-APP MERCH.

- INT. MERCH.

- AD NETWORKS VS. SPONSORSHIPS

- XBOX MOUNTAIN DEW

5. MAKE IT FLEXIBLE

- in iOS ONLY,

W/MANY PLATFORMS, IT'S HARD

NATIVE/HTML5/CLOUD

W/ICE CREAM SANDWICH, IT'S EASIER

- FOR TABLETS, THE DESIGN MUST BE DIFF. BECAUSE THE USAGE PATTERNS ARE DIFF, SUCH AS USAGE IN COFFEE SHOPS + @ HOME

- GETTING FEATURED IN APP STORE IS HUGE.

10:15 DEBEK HALPERN - SOCIAL TRIGGER'S

Nobody CARES ABOUT YOUR CO. OR YOU - THEY CARE ABOUT WHAT YOU CAN DO FOR THEM

THE ALLURE OF KNOW IS IRRESISTABLE

BIZ OPP. COMES FROM BIZ. RESULTS LIKE THAT.

YOU MUST ADD "NOW" TO ALL YOUR MESSAGES

"YOU CAN SAVE 1 HR TODAY BY USING THIS PRODUCT"

FOCUS - IF U OFFER 10 DIFF SRVS, NO ONE GETS IT.

WHY DON'T PEOPLE FOCUS? WE ARE SCARED WE'LL ^{LOSE} ~~ON~~ APP.

IF YOU FOCUS, THERE IS A HALO EFFECT, SO YOU MUST BE AN EXPERT IN OTHER AREAS.

FOCUS

W/C
INSTANT + FOCUS

GIVE PEOPLE LESS OPTIONS, & THEY'LL MAKE A DECISION

- 24 SAMS / 6 JAMS - LESS PEOPLE WORKED, 1000% MORE BUZZ AT ZAPP'S.COM.

1. CUT DOWN ON PRODS DOCKHUNKING

- 3 CHOICES, THEN 5

- MAKE IT LIKE 3-5

- WRITE "THE 5 ANSWERS..."

2. MAKE A CLAIM, SHOW THE PROOF. - THIS BUILDS "INSTANT CREDIBILITY"

- A BLOG POST SHOWS THE PROOF. - EVEN BY SHOWING INFO FROM OTHERS

MAKE A CLAIM, BACK IT UP W/ AUTH. RESEARCH

3. SWITCH FROM BENEFIT TO FEAR OF LOSS MESSAGES.

- FOCUS ON WHAT PEOPLE CAN LOSE BY NOT USING YOUR PRODUCT

- PAINT A PICTURE OF THE WORST CASE SCENARIO

GIVE RESULTS NOW

HELP THEM PICTURE THEMSELVES

THEY DON'T CARE ABOUT YOU

*WHAT MESSAGE CAN I SHARE ONLINE LIKE THIS.

11:15 TA MCGANN - UX

VISUAL + FUNCTION + GDEX + WRITERT? + ?
EVERNOTE WITH CLIPPER APP

11 AM - REM ESTIMATE

HAVE NOT HIT BOTTOM, MAYBE ANOTHER 3% TO 5% ^{down} line

SOME PLACES HAVE SEEN SUPPLY SHORTAGE

BANKS ARE FAVORING SHORT-SALES DUE TO GETTING
A HIGHER PRICE

CONSUMER CONF. IS AS LOW AS IT WILL GO
WITH JOBS & RE TECH CO'S IN SEATTLE

1. HOUSE VALUES PAVED THE WAY, WHICH CREATED
AND VC FUND SYSTEM FOR THESE TYPES
2. SEATTLE IS MORE AFFORDABLE, SF IS RAISER ECONOMY