

Designing **Engagement**

@jaimeejaimie



Hi!

@jaimeejaimie

jaimeejaimee on Bests

bests.com/jaimeejaimee

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UX strategy+design consultant,
writer, speaker. @heybests //
@wwdcgirls. Past lives:
@blackpixel // @zappos //
eatdrink

<http://ohheyjaimee.tumblr.com>

Themes

Movies

- 1 The Empire Strikes Back
- 2 Rocky
- 3 The Goonies
- 4 Some Like it Hot
- 5 Up
- 6 The Burbs
- 7 Escape from Alcatraz
- 8 Psycho
- 9 Step Brothers
- 10 Tombstone

TV Shows

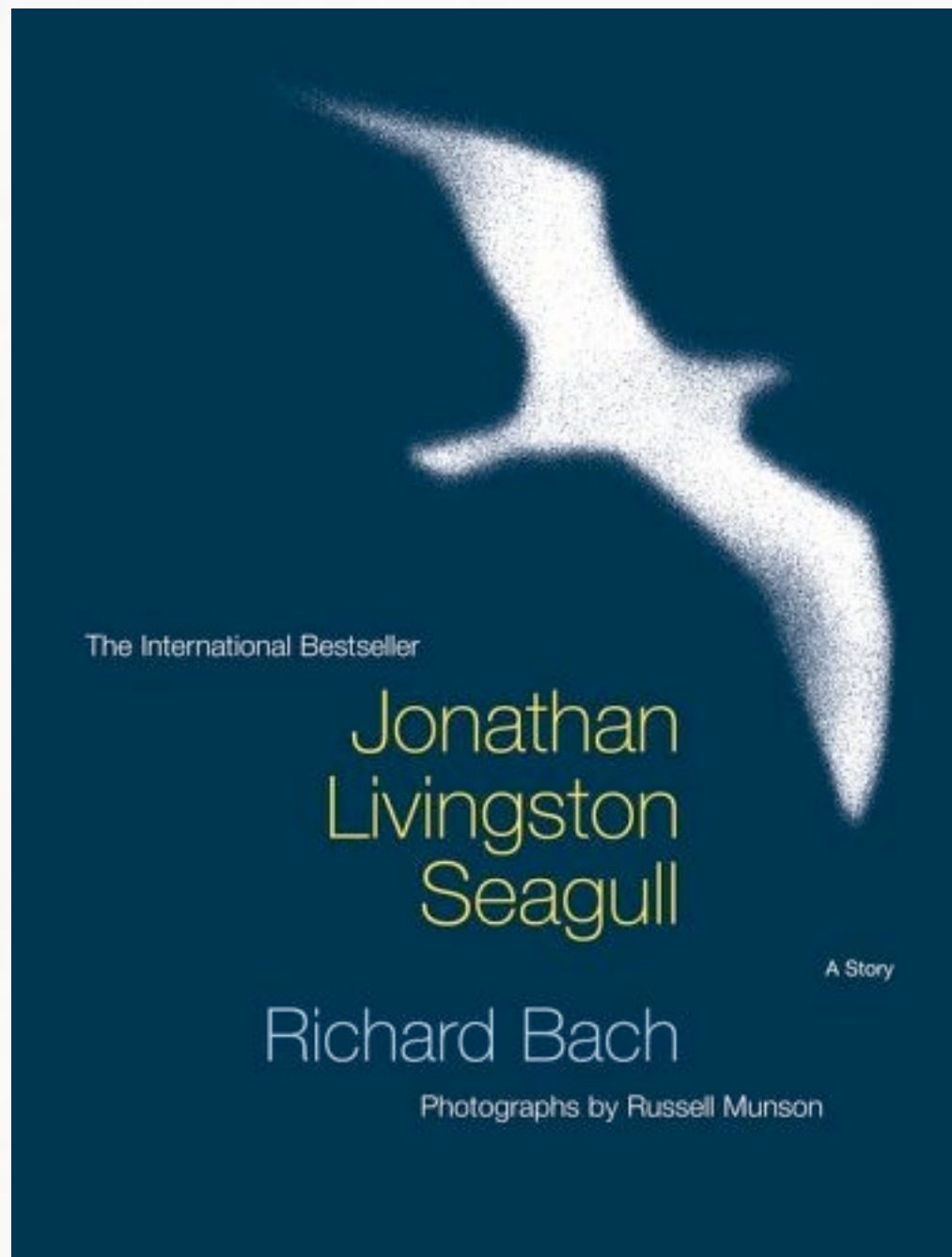
- 1 Twin Peaks
- 2 Parks & Recreation
- 3 The Mighty Boosh
- 4 Adventure Time
- 5 Kids in the Hall
- 6 The Aquabats Super Show
- 7 Six Feet Under
- 8 Seinfeld
- 9 Boardwalk Empire
- 10 Spongebob Squarepants

Bands

- 1 Joy Division
- 2 Depeche Mode
- 3 The Smiths
- 4 Iron Maiden
- 5 Black Sabbath
- 6 Joan Jett & the Black Hearts
- 7 Erasure
- 8 T.Rex
- 9 The Cramps
- 10 Black Lips

Bests.com

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Designing Engagement.

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"Finding out who your
customers are is only
half the question.

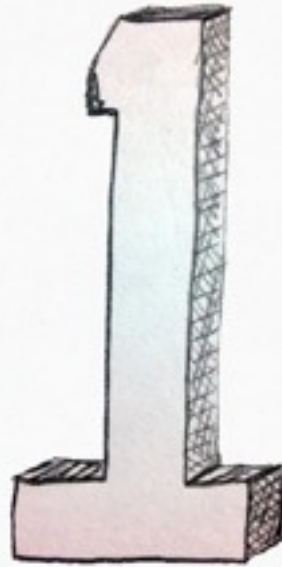
You also have to understand
who you are."

-Aarron Walter

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Three things...

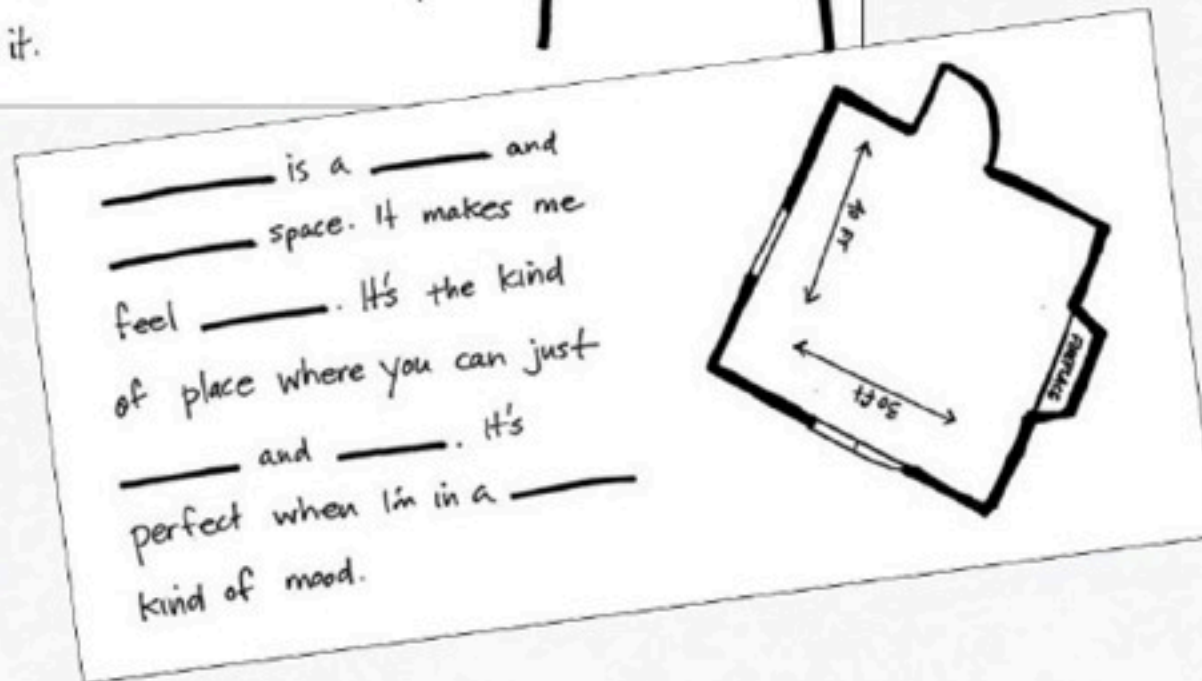
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Personality.

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_____'s personality is
 _____ and _____. On a
 good day _____ is _____.
 On a bad day, _____ is _____,
 but _____. _____ is
 surprisingly _____, which is why
 we love it.



these cards, credit: Leah Buley

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If my product were a celebrity...

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Oprah



Bjork

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Same personality?

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Already a Member

Username: (Username must be at least 3 characters)

enter your username

Email Address:

enter your e-mail address

Password:

enter your password


[Forgot your password?](#)

By joining, you will receive the Oprah's Lifeclass newsletter.

Sign in

Trustworthy. Professional.

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Sign in to Carbonmade.

Email
jaimee@weareswingset.com

Password
..... (Forgot?)

Moustache!



Adventurous. Playful.

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Personality informs everything.

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OnBoarding.

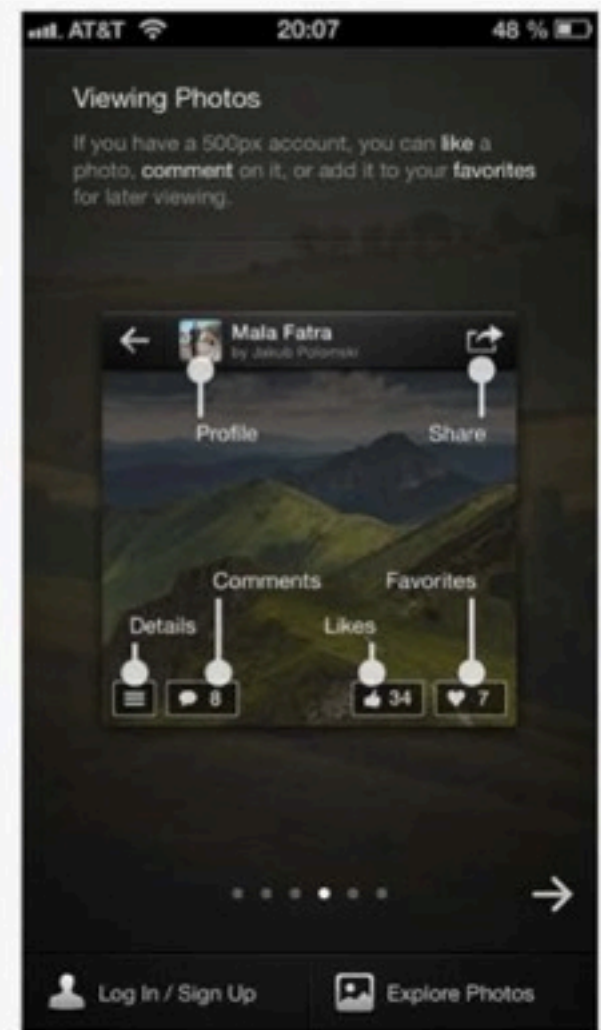
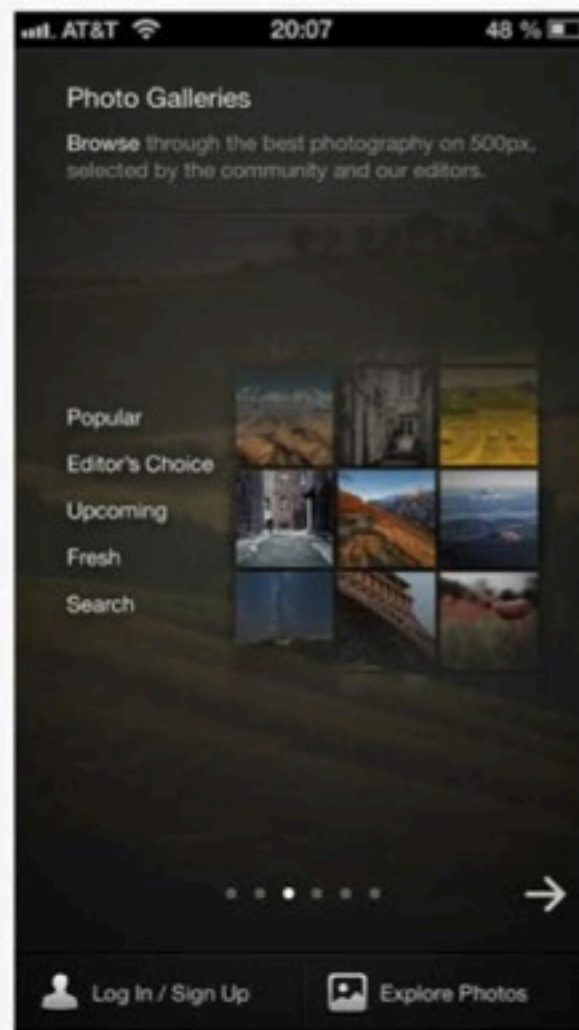
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Introduce the Concept.

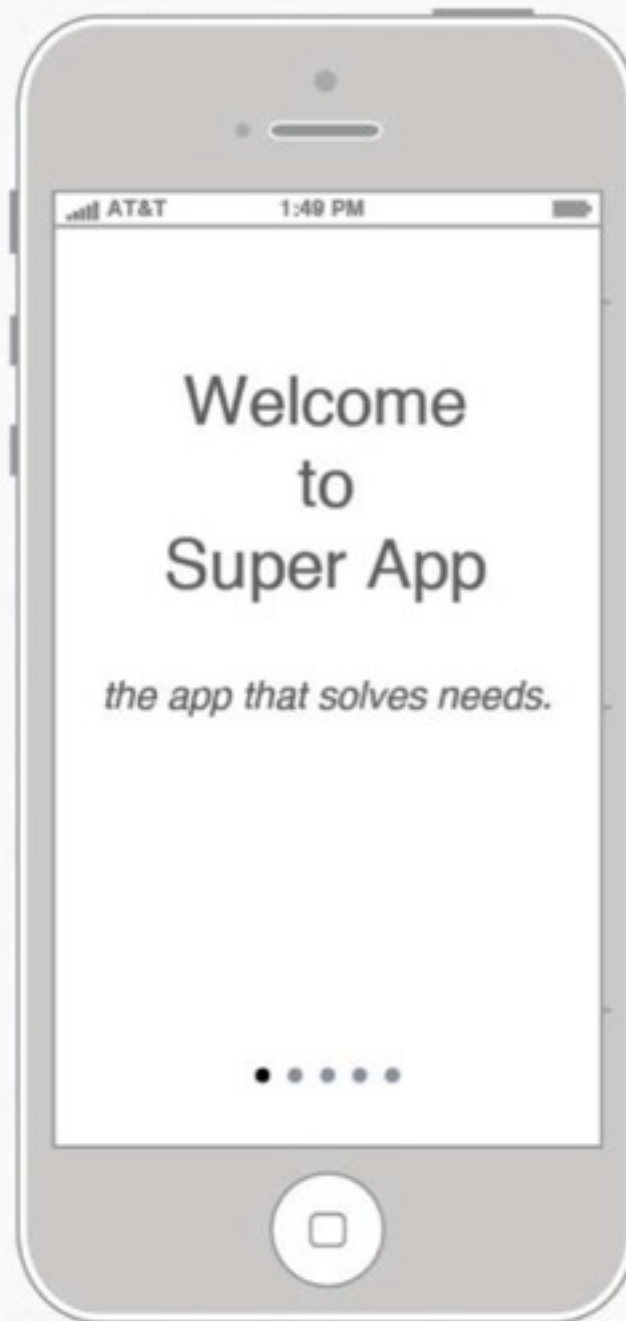
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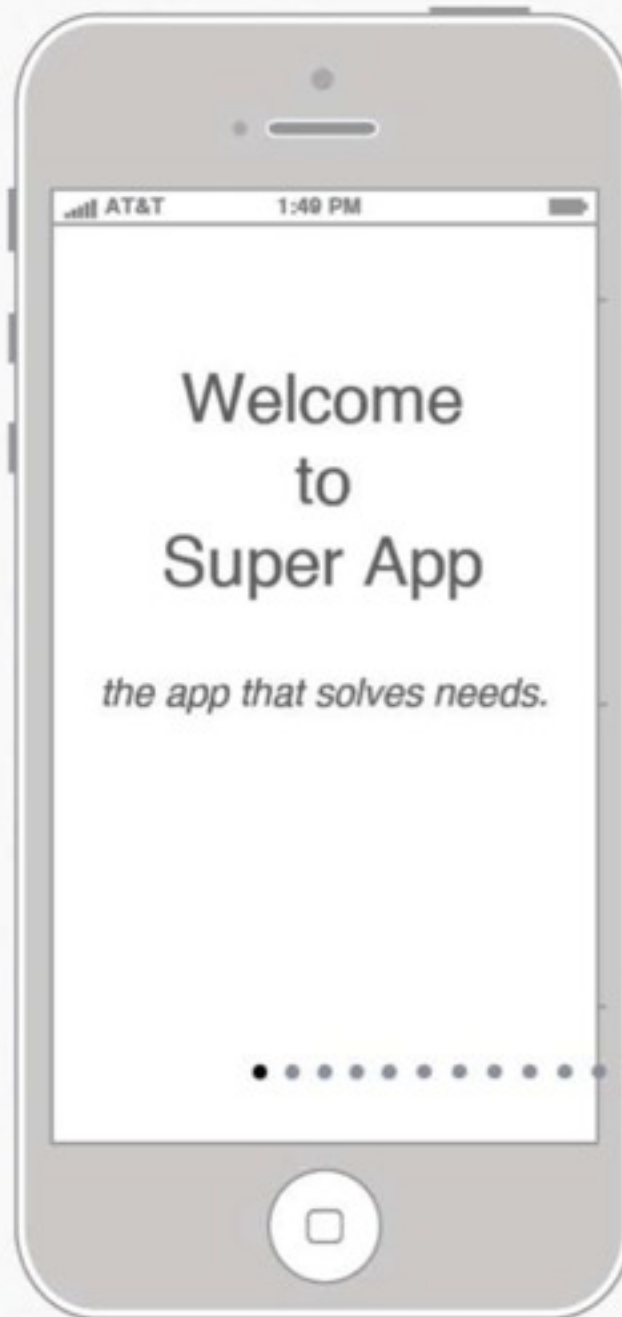
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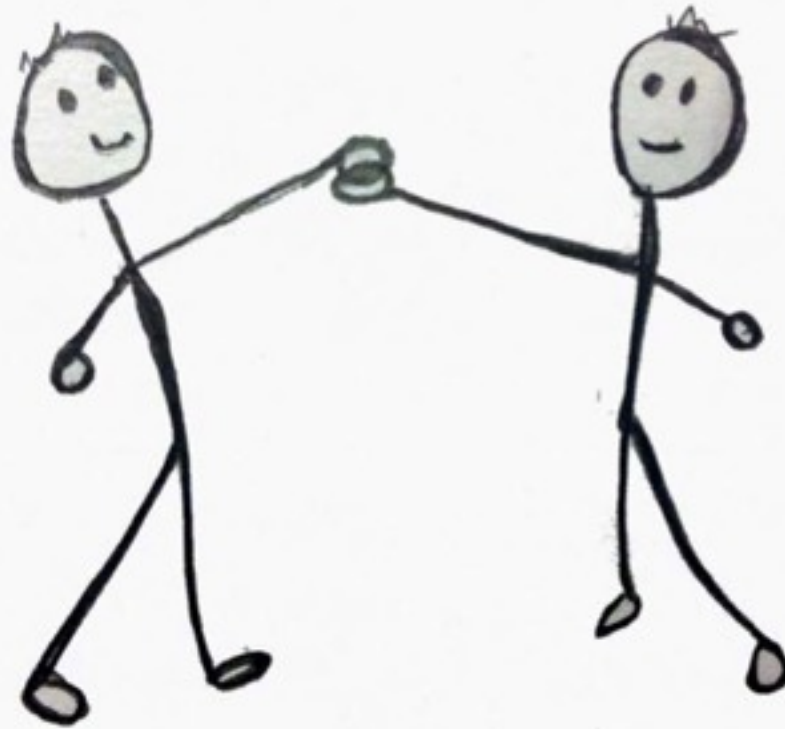
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Empathy rules!

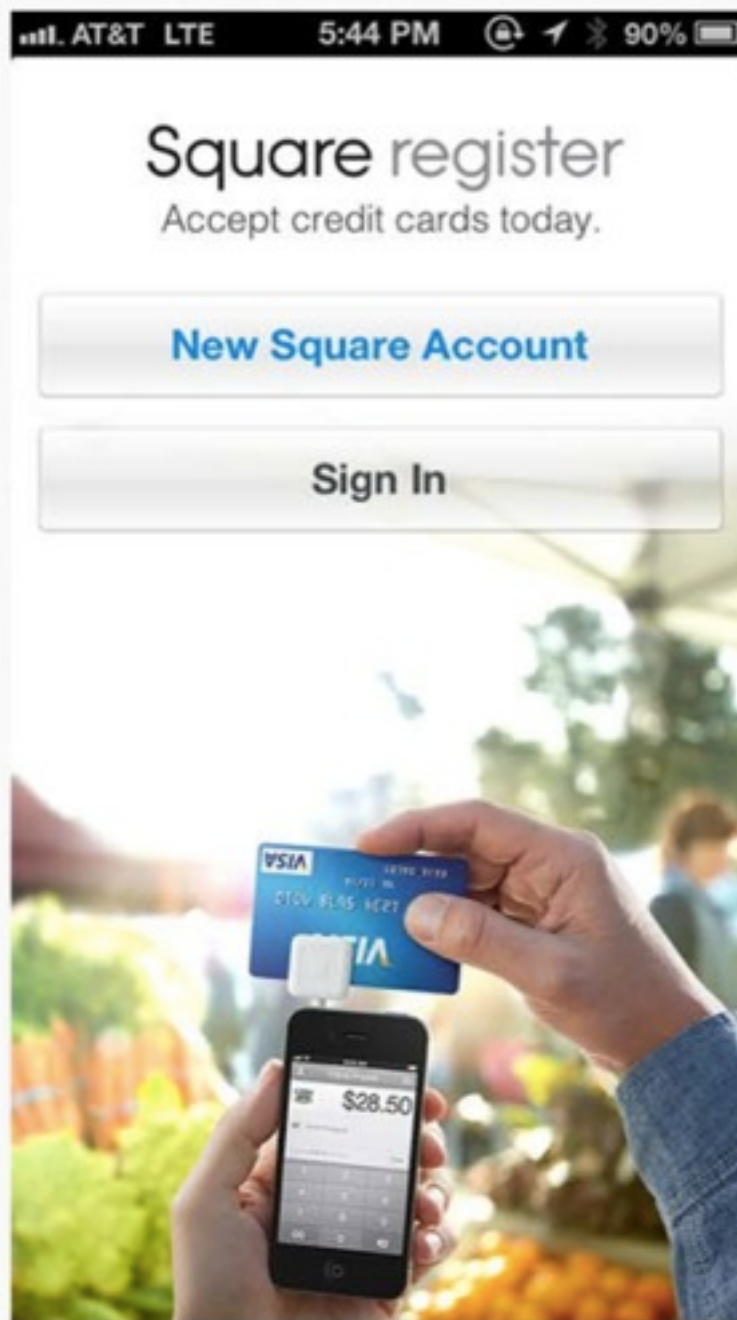
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Square register

Accept credit cards today.

[New Square Account](#)

[Sign In](#)

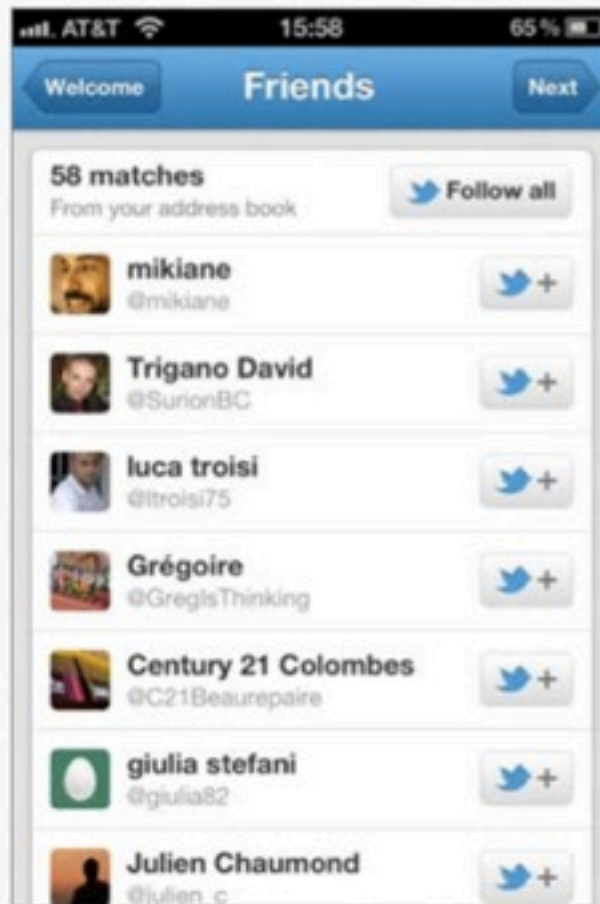


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Define your objectives.

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Copy.

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**Words on Buttons.
Alert Messages.
App Description.
Release Notes.
UI Microcopy.**

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Use a copy framework.

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App Copy Framework

For: _____

To say: _____

So they will: _____

Displayed via: _____

When: _____

Tone: _____

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App Copy Framework

For: _____

To say: _____

So they will: _____

Displayed via: _____

When: _____

Tone: _____

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MAD **LIBS**

For App Copy

These words are for _____ ,
to say _____ so that they will
_____. The words will be
displayed via _____
when _____ .

The tone of these words should
be _____ .

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MAD LIBS

For App Copy

These words are for Users Making a Purchase,
to say Status of Order so that they will
Know What's Happening. The words will be
displayed via Confirmation Screen, and Email
when They've Completed an Order.

The tone of these words should
be Clear, yet playful in a Bjork sort of way.

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Thanks, new friend!

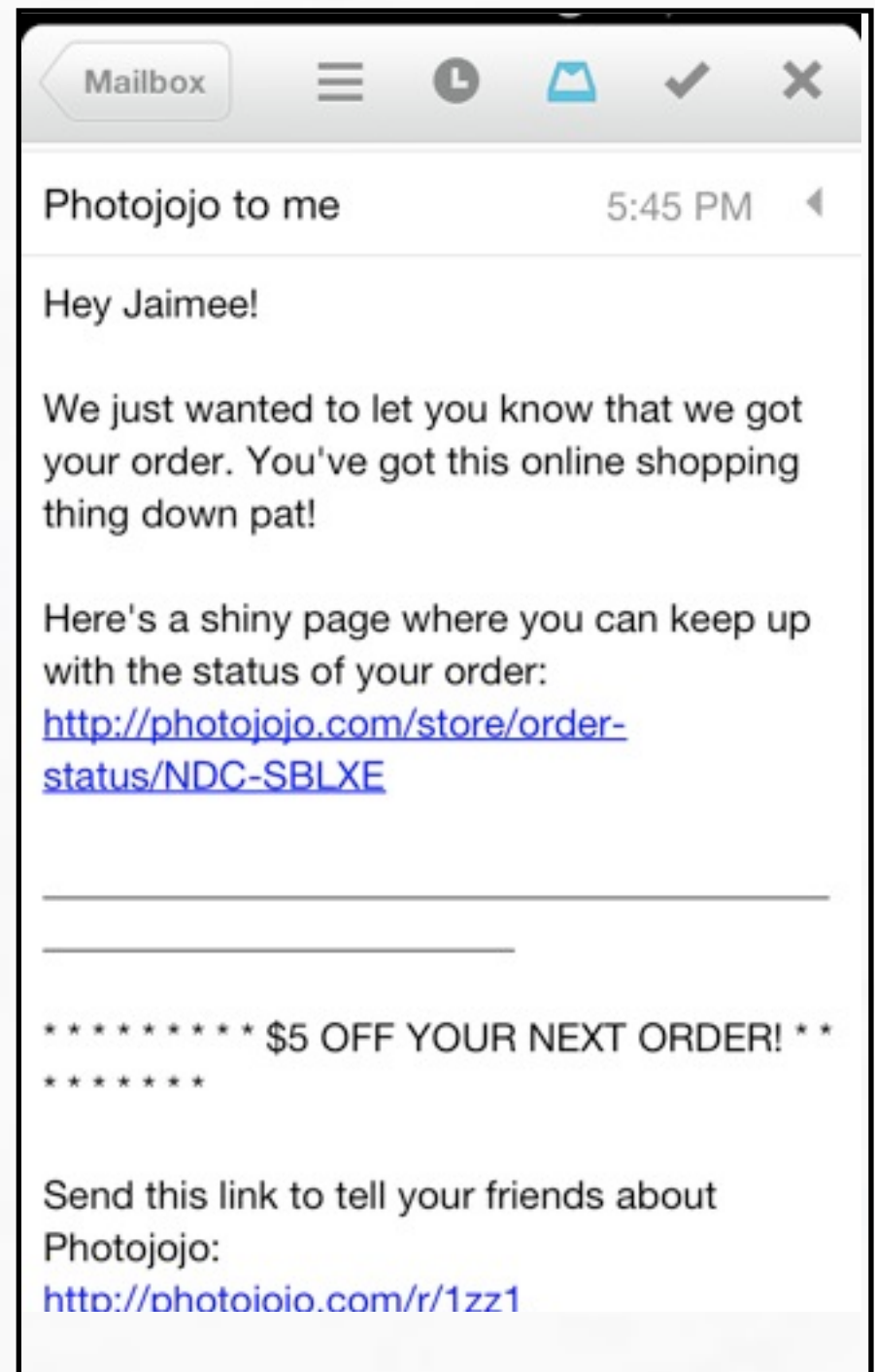


We just sent your order number and other details by email.

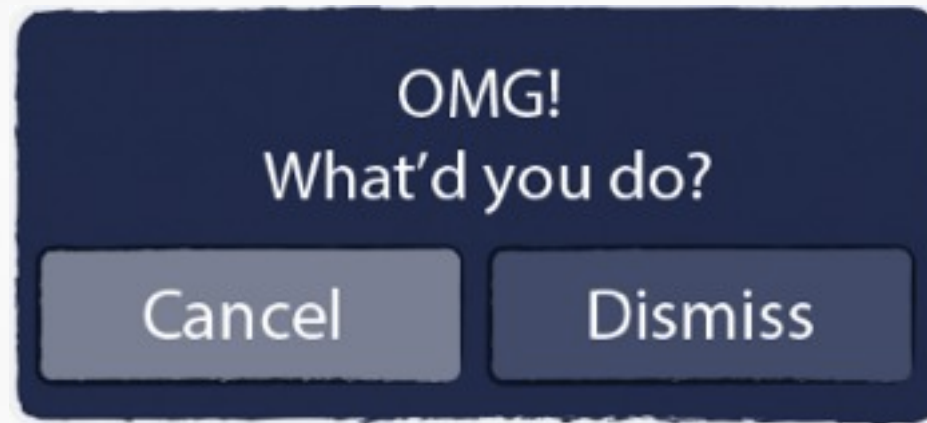
(We'll send you a second email when your order ships.)

Thanks for buying from us. You make us smile.

Return to Awesomeness!



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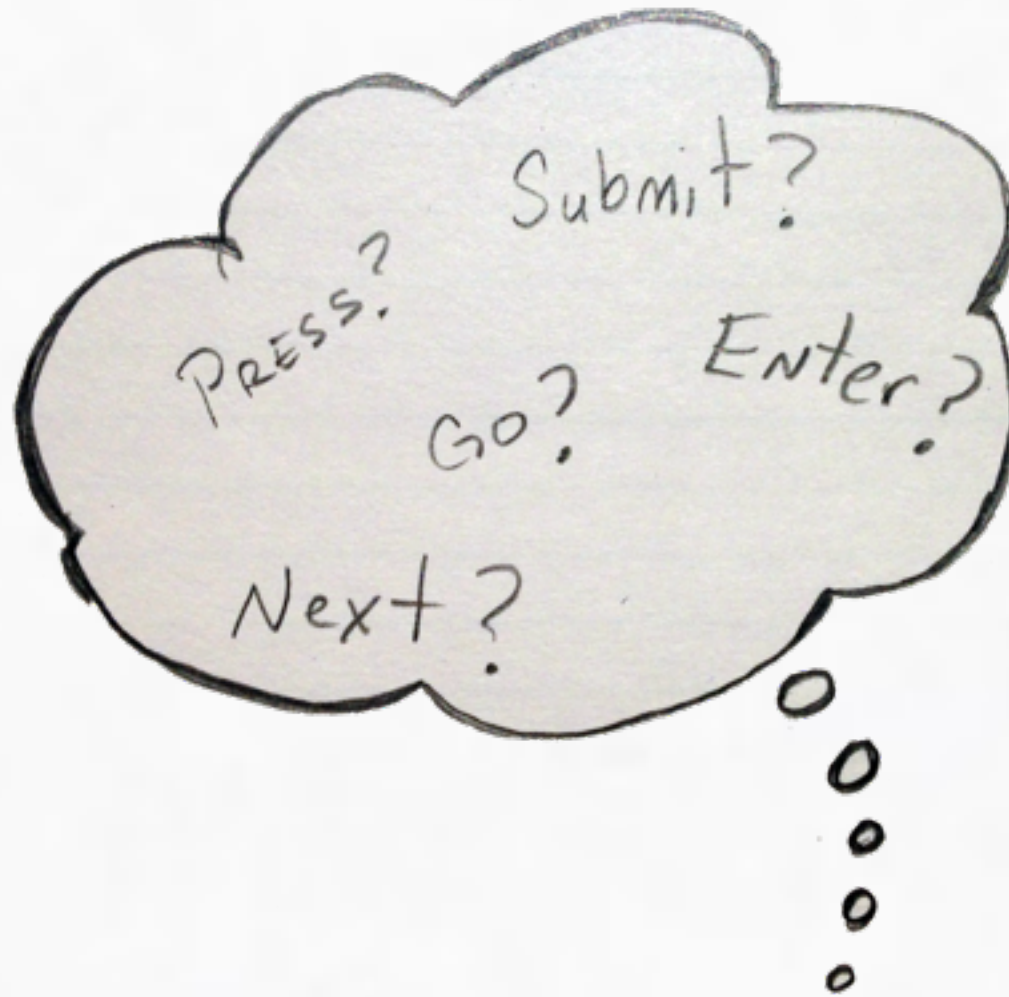


Fun. Not scary.

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Honesty is Important.

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Word Choices.

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Sign in to Carbonmade.

Email

Password
 [\(Forgot?\)](#)



Adventurous. Playful.

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A screenshot of the Twitter 'What's happening?' tweet composition window. The window has a title bar with the text 'What's happening?' and a close button (X). Below the title bar is a large text input area with a vertical cursor. At the bottom of the window, there are three buttons: a camera icon, a location pin icon, and a 'Tweet' button.

Mark Trammell & Jesse James Garrett

Creating Engagement on Twitter, UX Week 2011

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What are you doing? ✕

|

  Tweet

Mark Trammell & Jesse James Garrett

Creating Engagement on Twitter, UX Week 2011

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The world is littered with
examples of compelling
copy that makes things
interesting, engaging,
clear, funny, inspiring...

-Des Traynor

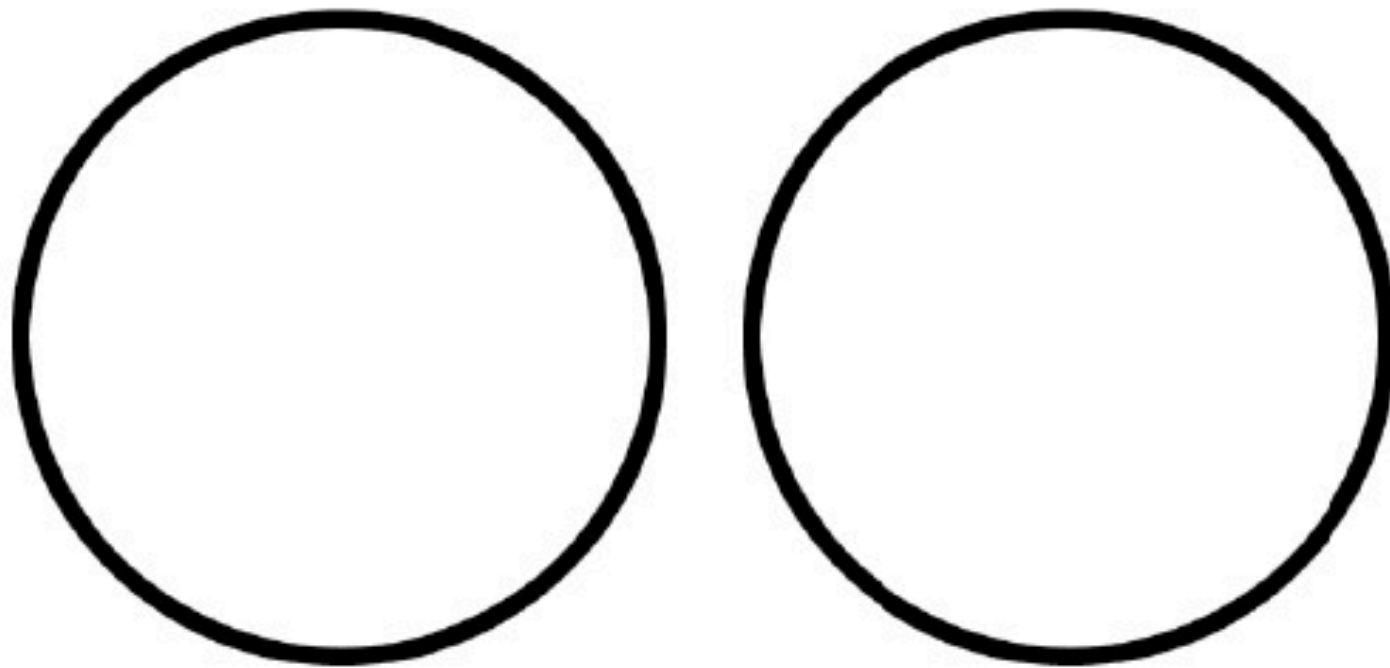
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**"Come in and try
the worst meatball
sandwich that one
guy on Yelp ever
had.
IN HIS LIFE."**

-Des Traynor

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Arrggh! Our tubes are clogged!

Because this sucks*, we thought you might like to enter an impromptu competition to win a FREE PRO ACCOUNT!

Just print out this page and colour in the dots. When the site's back up, take a photo of your creation and post it to Flickr, tagged with "flickrcolourcontest".

Team Flickr will pick a winner in the next couple of days, and that lucky duck will get a free year of Pro.

* Seriously, we apologise for the unannounced downtime. We're working as fast as we can to get flickr.com back online. [Details here.](#)

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ovolo

WiFi Portal

Terms & conditions:

Do no evil

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Yelp

Version 6.7.0

May 17, 2013

UPDATE

Between the new season of Arrested Development, a new Daft Punk album, and the potential for a Taco Bell Waffle Taco, there's certainly a lot to be excited about these days. The Yelp Mobile team would like to give you a couple more reasons with these iPhone app updates:

- Browsing through Tips just got a ton easier with better pagination controls and support for side-swiping.
- We also made adding business photos a lot more elegant. Now it's easier to add multiple photos and review all the previous photos you've uploaded for a business.



Featured



Top Charts



Genius



Search



2

Updates

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Version 6.7.0

May 17, 2013

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Featured



Top Charts



Genius



Search



2

Updates

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Review your product.

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Three things...

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Personality. OnBoarding. Copy.

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Cheap. Delightful. Engaging!

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ohheyjaimee.tumblr.com/resources

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Thank
You!

ohheyjaimee.tumblr.com/resources

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