The Art & Science of Seductive Interactions

STEPHEN P. ANDERSON
THE FOLLOWING PREVIEW HAS BEEN APPROVED FOR ALL AUDIENCES

BY THE MOTION PICTURE ASSOCIATION OF AMERICA, INC.

www.filmratings.com

www.mpaa.org
I help businesses with 'Product Strategy & Design' needs
I help businesses with ‘Product Strategy & Design’ needs.

@stephenanderson

poetpainter.com
The Art & Science of Seductive Interactions
Profile Completeness

- **40%**
  - Adding another position will bring you to 60%

Profile Completeness

- **80%**
  - Adding a summary will bring you to 85%

Profile Completeness

- **85%**
  - Adding education will bring you to 100%

Profile Completeness

- **90%**
  - Adding another recommendation will bring you to 95%

Profile Completeness

- **100%**
Q: WHY DID THIS WORK?
Q: WHY DID THIS WORK?

- **levels**
- **rewards**

Profile Completeness
- 40%
  - Adding another position will bring you to 60%

Profile Completeness
- 80%
  - Adding a summary will bring you to 85%
Q: Why did this work?

levels

rewards
HOLD THAT THOUGHT...
great product
does fine in usability testing
no obvious problems
great product
does fine in usability testing
no obvious problems

high bounce rate
low adoption
not enough registered users
undifferentiated from the competition
high bounce rate
low adoption
not enough
registered users
undifferentiated
from the
competition

great product
does fine in
usability
no obvious
problems

"I'm a great app, if people would just get to know me..."
Seduction
Seduction
the process of deliberately enticing a person
to engage in some sort of behavior,
frequently sexual in nature
Seduction

the process of deliberately enticing a person to engage in some sort of behavior, frequently sexual in nature
“GETTING TO FIRST BASE”
HOW DO I ...

GET PEOPLE TO SPEND MORE THAN 2 MINUTES WITH OUR SERVICE

“GETTING TO FIRST BASE”
HOW DO I ...

GET PEOPLE TO SPEND MORE THAN 2 MINUTES WITH OUR SERVICE

“GETTING TO FIRST BASE”

STAND OUT FROM THE COMPETITION
HOW DO I ...

GET PEOPLE TO SPEND MORE THAN 2 MINUTES WITH OUR SERVICE

INCREASE # OF REGISTERED USERS

STAND OUT FROM THE COMPETITION

“GETTING TO FIRST BASE”
“GETTING TO FIRST BASE”

HOW DO I...

GET PEOPLE TO SPEND MORE THAN 2 MINUTES WITH OUR SERVICE

INCREASE # OF REGISTERED USERS

INCREASE USAGE & ADOPTION

STAND OUT FROM THE COMPETITION
Research for a 2008 Music Application
DO WE HAVE ANY “BETA-JUNKIES” IN THE ROOM?
lots of...

"meh..."

A FEW...

"hey, check this out!"
Discover new music with friends – FREE

- **Playlists.** Share iTunes playlists with friends
- **New music.** Get music picks and free MP3s to match your tastes
- **Concerts.** Get notified when your favorite artists are playing near you

Email address: 
Password: 
First name: 
Last name: 
Age: 
Country: U.S.A. 
Zip Code: 

By signing up, you accept the terms of use and confirm you're 13 or older.

Join iLike

- **Remember me**

Add your music to Myspace

Are you a Facebook user?
Click here to add music to your Facebook profile with iLike

© 2009 iLike // About // Help
Discover new music with friends – FREE

- **Playlists.** Share iTunes playlists with friends
- **New music.** Get music picks and free MP3s to match your tastes
- **Concerts.** Get notified when your favorite artists are playing near you

Email address: **stephenp**

Password: 

First name: 

Last name: 

Age: 

Country: **U.S.A.**

Zip Code: 

By signing up, you accept the terms of use and confirm you're 13 or older.

**Join iLike**

**Are you a Facebook user?**
Click here to add music to your Facebook profile with iLike

© 2009 iLike // About // Help
Discover new music with friends – FREE

- **Playlists.** Share iTunes playlists with friends
- **New music.** Get music picks and free MP3s to match your tastes
- **Concerts.** Get notified when your favorite artists are playing near you

Email address: [email protected]
Password: ●●●●●
First name: Stephen
Last name: Anderson
Age: [select age]
Country: U.S.A.
Zip Code: [enter zip code]

By signing up, you agree to confirm you're 13 or older.

Join iLike

Remember me

Download the Sidebar to connect iTunes with friends

Learn more

Are you a Facebook user?
Click here to add music to your Facebook profile with iLike
Find your friends on iLike

- Open your address book and we'll show you who's already here.
- Ask your contacts to "add" you as a friend

**msn** Hotmail  
Select

**Yahoo! Mail**  
@yahoo.com

Your Password: __________________________

View friends on iLike

Note: We won't save your username and password or spam your friends

**AOL**  
Select

**Gmail**  
Select

No thanks, skip this step
Next, get the iLike Sidebar - Free
Works with iTunes and Windows Media Player

- Share your playlists with friends
- Download free music from new artists
- Add your music to Facebook, MySpace, or a blog
- Learn more

Download

Mac users: iLike requires Mac OS X 10.4 or higher
Windows users: download iLike for Windows XP or Vista

I accept the terms and conditions
Skip this step

Learn more

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* iLike is a trademark of iLike.com and not affiliated with Apple Computer. Reproduction, publication, or public exhibition of materials provided at this site is prohibited.
List your favorite bands, separated by commas:

{WHAT I EXPECTED}
Tell us which artists you like

We'll recommend you new music and calculate your music compatibility with your friends on iLike. The more artists you rate, the better.
Tell us which artists you like

We'll recommend you new music and calculate your music compatibility with your friends on iLike. The more artists you rate, the better.
Tell us which artists you like

We'll recommend you new music and calculate your music compatibility with your friends on iLike. The more artists you rate, the better.

Thievery Corporation  Carrie Underwood  Keith Urban  Coldplay  Beyoncé

Leona Lewis  Radiohead  The Beatles  Kelly Clarkson  Pearl Jam
Tell us which artists you like

We'll recommend you new music and calculate your music compatibility with your friends on iLike. The more artists you rate, the better.
Tell us which artists you like

We'll recommend new music and calculate your music compatibility with your friends on iLike. The more artists you rate, the better.

<table>
<thead>
<tr>
<th>Thievery Corporation</th>
<th>Carrie Underwood</th>
<th>Keith Urban</th>
<th>Coldplay</th>
<th>Beyoncé</th>
</tr>
</thead>
<tbody>
<tr>
<td>iLike</td>
<td>iLike</td>
<td>iLike'</td>
<td>iLike'd</td>
<td>iLike</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Leona Lewis</th>
<th>Radiohead</th>
<th>The Beatles</th>
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<thead>
<tr>
<th>U2</th>
<th>MGMT</th>
<th>Jay-Z</th>
<th>Panic At The Disco</th>
<th>Sean Kingston</th>
</tr>
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<tbody>
<tr>
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<td>iLike</td>
<td>iLike</td>
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</tr>
</tbody>
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<thead>
<tr>
<th>Christina Aguilera</th>
<th>Enrique Iglesias</th>
<th>Incubus</th>
<th>KT Tunstall</th>
<th>Justin Timberlake</th>
</tr>
</thead>
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</tr>
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<tr>
<th>Fall Out Boy</th>
<th>Shakira</th>
<th>Sean Paul</th>
<th>Evanescence</th>
<th>Usher</th>
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Go to my home page  Show me more artists
USER GOALS

I had a great time clicking bands I like

iLike gained lots of data about my musical tastes & preferences

BUSINESS GOALS
Tell us which artists you like

We'll recommend you new music and calculate your music compatibility with your friends on iLike. The more artists you rate, the better.
Q: WHY DID THIS WORK?
Q: WHY DID THIS WORK?

Tell us which artists you like

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feedback loop

Our actions will modify subsequent results
curiosity
Q: Why did this work?

curiosity

visual imagery
curiosity
visual imagery
pattern recognition

Why did this work?
Why did this work?

- curiosity
- visual imagery
- pattern recognition
- recognition over recall
BUT WAIT, THERE’S MORE!
You have successfully created a profile on iLike.

What to do next

- Get the iLike Sidebar for iTunes or Windows media player - we'll automatically recommend music and concerts based on what you play, and we'll add your favorite music and playlists to your profile on iLike.

  Share your music listening

- Play the iLike Challenge

- Add a photo to your profile

You received this email because you are registered on iLike.com. Click here to manage your email settings.
Name this Gorillaz song
Listen to the sample and select the correct song title.

Which Gorillaz song is this?

Last Living Souls
Don't Get Lost In Heaven
Dirty Harry
O Green World

Challenge Rank: Music Intern
Your total points: 152
Points to next rank: 48
Best streak: 47 points
Current streak: 17
Questions answered: 26
Correct: 17 (65.4%)
Average answer time: 5.9 seconds

Invite a friend to play
Enter an email address [invite]

Music Downloads for Free
Get 100% Legal and Free Music From Your Favorite Artists
www.FreeMusicDownloadSpot.com

Free Country Music
Listen To Your Favorite Music Now! It's Free with the Music Toolbar
Music.alottoolbars.com

Hey Pimp My Profile
Free Backgrounds and Layouts. Download
Name this Gorillaz song

Listen to the sample and select the correct song title.

Which Gorillaz song is this?

- Last Living Souls
- Don't Get Lost In Heaven
- Dirty Harry
- O Green World

Time left: 29 seconds
Points: 10
Multi-Genre

Challenge Rank: Music Intern
Your total points: 152
Points to next rank: 48

Best streak: 47 points
Current streak: 17

Questions answered: 26
Correct: 17 (65.4%)
Average answer time: 5.9 seconds

Invite a friend to play
Enter an email address

Invite from address book
Previous Question

All Apologies by Nirvana

Album  iLike  Send  Video  Fans

In Utero  © Geffen
Buy it:  Rhapsody  iTunes  Amazon  Get ringtone

Save for later
Song page

Start your free trial today
Try Rhapsody
Your compatibility score:

??????

We'd love to tell you how compatible your music tastes are with Tony A's, but first you'll need to download the iLike Sidebar or tell us which artists you like.

iLike Challenge Rank:

Music Deity

You are 50,001 points behind Tony A

My friends

Tony A has 15 friends
USER GOALS

I had a great time playing music games

BUSINESS GOALS

iLike gained lots of data about my musical tastes, preferences & knowledge
Q: WHY DID THIS WORK?
Q: Why did this work?

sensory experience

HIS WORK?
Q: Why did this work?

sensory experience points

HIS WORK?
sensory experience
points
levels

This work?
sensory experience

points

levels

appropriate challenge

HIS WORK?
DID YOU NOTICE... IT WASN’T THE USABILITY THAT MAKES IT GREAT?
INCREASING MOTIVATION

Psychology

REMOVING FRICTION

Usability

(from Joshua Porter)
INCREASING MOTIVATION

Psychology

Usability

REMoving FRICTION
(from Joshua Porter)
Quick Exercise:

What do we know about people?
What do we know about people?

- we're curious
- we're also afraid of change
- we seek out patterns
- we like to order and organize things
- we're intensely self-centered
- we're lazy
- we're highly visual thinkers and learners
- we like to be the hero of the story
- we respond to our name and other first person cues
- we don't like to make choices, but we like choice
- we like to be in control (and we like to be guided)
- we find novelty and surprise interesting
- ...and so on
trickle down
economy
bin
social proof

People follow the lead of similar others.
People follow the lead of similar others.
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we find novelty and surprise interesting
...and so on
Being A Tease.
THE "DON'T OPEN IT" CPK THANK YOU CARD

To you from CPK. But seriously, DON'T open it.
We'll do it for you, on your next visit.

NWA NORTHWEST AIRLINES
Rate Your Recent Return
To Reveal 2 Movies You’ll Love

1
2

Add
Add

No Opinion
Not Interested
Not Interested

(click the stars)
whurley posted new photos

Shared with: Everyone

1 hour ago

whurley is in your address book but you'll need to connect before you can share content with each other. Why?

Connect or Hide this feed

http://pulse.plaxo.com/
Your profile has been viewed by 11 people in the last 2 weeks, including:

Someone at Team One Advertising
Principal in the design industry
Owner in the internet industry
Someone at Pcms
Someone at Nhs

To see 6 more people, upgrade your account.
This site reaches approximately 85,879 U.S. monthly people. The typical visitor reads theatlantic.com and visits cartoonstock.com.

Audience Also Likes
The people who visit dallasobserver.com are also likely to visit these categories and sites:

- Politics & Commentary
  - theatlantic.com 11.6x
  - Huffington Post 8.0x
  - politico.com 8.0x
  - Slate 6.6x
- Humor
  - cartoonstock.com 10.2x
  - urbandictionary.com 7.7x
  - ebaumsworld.com 5.1x
  - collegehumor.com 1.5x
- News/Information
  - The Superficial 8.2x
  - E! Online 8.1x
  - monstersandcritics.c... 6.9x
  - starpulse.com 5.4x

Audience Also Visits
The people who visit dallasobserver.com are also likely to visit:
IS THIS YOUR SITE?

Business Activity

To see business activity, Get Quantified!

People tend to visit this site from home. When they are at work, we found 114 small companies, 54 medium companies, and 28 large companies.
1. Register

Hi there! Signup to begin using Lovely Charts in a minute, for free!
All we need is your (valid) email address and a password to identify you, and your name to greet you properly :)

Name:  
E-mail:  
Password:  
Confirm Password:  

- Subscribe to our lovely newsletter!
- I agree to the Terms of Service

Register  Cancel
Playing Hard To Get.
“private beta”
“private beta” + “social proof”
THE SINGLE MOST IMPORTANT FACTOR IN DETERMINING WHETHER OR NOT A PERSON WILL ADOPT ONE OF THESE SITES IS WHETHER OR NOT IT IS THE PLACE WHERE THEIR FRIENDS HANG OUT.

Danah Boyd
“private beta”
+
“social proof”
“private beta”

+ 

“social proof”

= 

WHOA!
What are you doing?

Latest: The Period Table of Typefaces: http://tinyurl.com/cpgxl8 :D about 24 hours ago

MIX09 Flotzam on the big screens at #MIX09, your clever Tweet is still hot... HUGE! Where Flotzam? Check it out.
You’ve made it!
Let’s get you into your first ROOV!

Alright, give us two words that describe what you're involved in or passionate about:
(e.g. MISSIONS, BUSINESS, MUSIC, CHURCH, SPORTS)

Find a ROOV!
Erik Johnson
Job Title: General Manager, cubeless

One world is enough for all of us.

Contact Information
Location: Southlake, Texas
Cube #: A2-544
Work Phone: 682-605-3014
Cell Phone: 214-268-9391
Email: Erik.Johnson@sabre-holdings.com
Organizations: Sabre Travel Studios

My Stats
Karma: 51
Best Answers: 0
Answers: 4
Questions: 7
Profile Views: 79

Notes (6)

Leslie Nelson
Jun 14, 2008

Barbara
Jun 12, 2008

Dennis Parks
Jun 05, 2008

Toby
May 30, 2008

Lamii Tran
May 30, 2008

Al Comeaux
May 15, 2008
Earn 80 Karma to unlock this photo spot

change □ delete □

Notes (2)
Earn 80 Karma to unlock this photo spot
So what's with this Karma number?

It's a simple number to represent your activity within the community. By doing good things like asking great questions, answering others' questions, and visiting the site regularly, your Karma will increase. And, as an added bonus, your top-notch questions and answers that others vote as positive or as the “Best Answer” will also boost your community Karma.

As your Karma increases you'll gain the ability to add additional photos to your profile and receive special recognition and status in the community.

FYI - What goes around comes around... shady activities can also lower your Karma.

Here are the details (for all the bean counters out there):

<table>
<thead>
<tr>
<th>Community Status</th>
<th>Karma</th>
<th>Represented By</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newbie</td>
<td>0-9</td>
<td></td>
</tr>
<tr>
<td>Novice</td>
<td>10-19</td>
<td></td>
</tr>
<tr>
<td>Member</td>
<td>20-39</td>
<td></td>
</tr>
<tr>
<td>Guide</td>
<td>40-79</td>
<td></td>
</tr>
<tr>
<td>Advanced</td>
<td>80-199</td>
<td></td>
</tr>
<tr>
<td>Community Leader 1</td>
<td>1200-399</td>
<td></td>
</tr>
<tr>
<td>Community Leader 2</td>
<td>2400+</td>
<td></td>
</tr>
</tbody>
</table>

(Don't worry we'll create more levels for all of the over achievers out there!)
60% - 70% of Sabre employees actively use the system each month

60% of questions asked are answered within one hour of posting (90% in 24 hours)

Average of 30 page views per employee user visit

Each question posted to the community receives an average of nine answers
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reputation
points
levels
scarcity
On Friskiness, Gifts & Pleasant Surprises.
In 2008, you mostly coincided with:

- Kevin in Austin, Miami, and San Francisco
- Peter in Austin, Miami, and Berkeley
- Jay in Minneapolis
- Chris in Miami and San Francisco
- Brandon in Miami and San Francisco

You took 17 trips in 2008, which added up to 55,753 km or 15% of the distance to the moon.

You have 52 travellers in your network. They travelled a total of 1,753,265 km in 2008, and everyone on Dopplr travelled a total of 1331.4 million km or 8.9 AU in 2008: the approximate distance to Saturn from the Earth as of January 2009.

Your personal velocity for 2008 was 6.36 km/h, which is about the same as a duck.

The 5 most popular cities in your network are San Francisco, Austin, New York, Miami, and Chicago.

The furthest distance you travelled was to New York (4,120 km from Mountain View), which is the 2nd most popular city on Dopplr. The shortest distance you travelled was to Austin (322 km from Plano), which is the 21st most popular city on Dopplr.

You spent the longest in Minneapolis. Jesse Spalding has a tip:

Lots of great farmer’s markets in the summer!

Minneapolis Farmer’s Market on Lyndale Ave and Cesar Chavez Ave or Nicollet Mall

http://www.mplsfarmersmarket.com/

Mill City Farmer’s Market on Chicago Ave and 2nd St.

See more on the city page for Minneapolis on Dopplr.

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APP FOR FREQUENT TRAVELLERS

Matt Biddulph

Where Next? { Memphis...
+ Add a trip

Search
“SERENDIPITY”

Sunday March 15th
You are at home in Plano today,
where the time is 3:30pm

You've planned a trip to Memphis between
March 18th and March 23rd
where the time is 3:30pm.

Andrew Hinton, Chris Baum, Dan Brown, Joshua Porter, Kaleem,
Livia Labate, Matthew Milan and Peter Merholz have trips that
coincide with this one.
"July, no trips, we envy you."
WILL THE REAL DOPPLR LOGO PLEASE STAND UP?
Total: 6,606 kg CO₂

- December, 1 trip = 311 kg CO₂
- November, 3 trips = 944 kg CO₂
- October, 4 trips = 1,041 kg CO₂
- September, 2 trips = 1,240 kg CO₂
- August, 2 trips = 927 kg CO₂

July, no trips, we envy you.
June, no trips, we envy you.

- May, 2 trips
- April, 2 trips
- March, 1 trip

Total carbon for...
All of Dopplr's carbon c

52 travellers share their trips with you. Look for other travellers you already know?
“PERSONAL VELOCITY”

19.97 km/h is Derek’s Personal Velocity
Which is about the same as a squirrel.

14.93 km/h is Brady’s Personal Velocity
Which is about the same as a chicken.

8.30 km/h is Todd’s Personal Velocity
Which is about the same as a butterfly.

6.47 km/h is Stephen’s Personal Velocity
Which is about the same as a duck.

1.58 km/h is Garrett’s Personal Velocity
Which is about the same as a giant tortoise.
## Your Carbon

### 2008

**Total so far:** 1,163 kg CO₂

<table>
<thead>
<tr>
<th>Month</th>
<th>Trips</th>
<th>CO₂</th>
<th>Total This Month</th>
<th>Total So Far</th>
</tr>
</thead>
<tbody>
<tr>
<td>April</td>
<td>2</td>
<td>1,052</td>
<td></td>
<td></td>
</tr>
<tr>
<td>March</td>
<td>1</td>
<td>110</td>
<td></td>
<td></td>
</tr>
<tr>
<td>May</td>
<td>0</td>
<td>0</td>
<td></td>
<td>0</td>
</tr>
</tbody>
</table>

*May, no trips, we envy you.*

**Total carbon for all your trips to date:** 1,163 kg CO₂

All of Dopplr's carbon calculations are provided by AMEE.
Welcome to Seattle, WA

3338 trips to this city, 30 today
It's Thursday 3:37am in Seattle
People travel from here to New York, London, Vancouver and Boston,
and to here from Las Vegas.

Seattle, Washington
by fddi

More Seattle photos on flickr

Map data ©2008 Tele Atlas - Terms of Use
2008 Personal annual report for Stephen Anderson

You took 17 trips in 2008, which added up to 55,753 km or 15% of the distance to the moon.

In 2008, you mostly coincided with:

- Kevin in Austin, Miami and San Francisco
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- Chris in Miami and San Francisco
- Brandon in Miami and San Francisco

In 2008, you spent

- 323 Days at Home
- 43 Days Traveling

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...
See more on the city page for Minneapolis on Dopplr.

Your carbon for 2008

6,606 kg CO2
Based on figures from Fueleconomy.gov, 1 x Hummer H3 4WD truck produces nearly 10 metric tonnes of CO2 a year. The visualisation above uses this figure to illustrate your carbon from Dopplr as calculated by our friends at http://amee.cc and is an approximation only.

The city images above sourced from Flickr and are used under a Creative Commons Attribution Licence: by pusgums, brickell by alexdecarvalho, Passing Under The Golden Gate Bridge by Dawn Endico, Seattle, Washington by fddi1, Apple I keyboard by Marcin Wichary, smokin by mudpig and Spoonbridge and Cherry by TimWilson.
In 2008, you mostly coincided with:

- **Joe**: including Des Moines and Washington
- **John**: including Peterborough and Washington
- **Michelle**: including Washington and Detroit
- **Sarah**: in Columbus

**In 2008, you spent**

- **133 Days at Home**
- **233 Days Travelling**

You have 4 travellers in your network. They travelled a total of 657,789 km in 2008, and everyone on Dopplr travelled a total of 1331.4 million km or 8.9 AU in 2008: the approximate distance to Saturn from the Earth as of January 2009.

Your personal velocity for 2008 was 38.10 km/h, which is about the same as a six-lined race runner lizard.

The 5 most popular cities in your network are Washington, Columbus, Cincinnati, Denver and Miami.

The furthest distance you travelled was to Kabul (11,211 km from Chicago), which is the 829th most popular city on Dopplr. The shortest distance you travelled was to Oregon (6 km from Toledo).

**You spent the most time in Chicago. Lauren Kurtz has a tip: “The Publican. Amazing beer list and melt in your mouth food. In the Fulton Market area.”**

**Your carbon for 2008**

- **42,299 kg CO2 (4.2 Hummers)**

Based on figures from FuelEconomy.gov, 1 x Hummer H3 4WD truck produces nearly 10 metric tonnes of CO2 a year. The visualisation above uses this figure to illustrate your carbon from Dopplr as calculated by our friends at http://amee.cc and is an approximation only.
You took 234 trips in 2008, which added up to 337,729 km or 92% of the distance to the moon.

In 2008, you mostly coincided with:
- Joe including Des Moines and Washington
- John including Peterborough and Washington
- Michelle including Washington and Detroit
- Sarah in Columbus

Your personal velocity for 2008 was 38.10 km/h, which is about the same as a six-lined racerunner lizard.

The 5 most popular cities in your network are Washington, Columbus, Atlanta, Denver and Miami.

The furthest distance you travelled was to Kabul, which is the 629th most shortest distance you travelled compared to your hometown.

You spent the most time in Chicago. Lauren Kurtz has a tip: “The Publican. Amazing beer list and melt in your mouth food. In the Fulton Market area.”

Based on figures from FuelEconomy.gov, 1 x Hummer H3 4WD truck produces nearly 10 metric tonnes of CO2 a year. The visualisation above uses this figure to illustrate your carbon from Dopplr as calculated by our friends at http://amee.cc and is an approximation only.

http://www.adaptivepath.com/blog/2009/01/26/2099/
Q: WHY DOES THIS WORK?
brains pay attention to what brains care about, not necessarily what the conscious mind cares about. And to the brain, "interesting" is just the most basic prereq.

Kathy Sierra

http://headrush.typepad.com/creating_passionate_users/2005/12/but_is_it_inter.html
If you were a brain, and you'd been evolving for a very, very long time... what would you find interesting?

* Surprise, novelty, the unexpected
* Beauty
* Stories
* Conversation
* Emotionally touching (the whole kids and puppies thing)
* Counterintuitive failures or mistakes
* Fun, playfulness, humor
* Varying visuals
* Faces of people, especially with strong expressions
* Sounds, music
* Shock, creepy things
* and of course...
* Sexiness

brains pay attention to what brains care about, not necessarily what the conscious mind cares about. And to the brain, "interesting" is just the most basic prereq.

Kathy Sierra
http://www.mailchimp.com/
http://www.mailchimp.com/
Your email shouldn't be much more than 600 pixels wide.

Email not displaying correctly? View it in your browser.

JungleBook
600 pixels wide, any height, JPG or GIF

Acme Bananas
The Fine Art of Playful Conversation.
Keen
Lisbon

10% off! (was $93.95) $84.56
Sizes: 7, 5, 6, 7, 8, 9, 10, 11, 12

Free shipping and returns!
<table>
<thead>
<tr>
<th>Action</th>
<th>Energy Saved</th>
<th>How?</th>
</tr>
</thead>
<tbody>
<tr>
<td>I will...</td>
<td>replace 1 lightbulb with a CFL</td>
<td>1643 hours of reading</td>
</tr>
<tr>
<td>And save enough energy...</td>
<td>to light</td>
<td>6 traffic lights</td>
</tr>
<tr>
<td>If...</td>
<td>100 people joined me</td>
<td>we could power, for a year,</td>
</tr>
</tbody>
</table>
Inaugural Words: 1789 to the Present

A look at the language of presidential inaugural addresses. The most-used words in each address appear in the interactive chart below, sized by number of uses. Words highlighted in yellow were used significantly more in this inaugural address than average.

2009
Barack Obama

Mr. Obama called on Americans to work together to rebuild a faltering economy. “For everywhere we look, there is work to be done. The state of the economy calls for action, bold and swift, and we will act,” he said. He also promised to restore America’s place in the world. “Know that America is a friend of each nation and every man, woman, and child who seeks a future of peace and dignity, and that we are ready to lead once more.”

nation America people work generation world common time seek spirit day American peace crisis hard greater meet men remain job power moment women father endure government short hour life hope freedom carried journey forward force prosperity courage man question future friend service age history God oath understand ideal pass economy care promise children Earth stand demand purpose faith hand found interest
The way you present data changes the connection that people have to that information. A lot of what gets described as “playful” design is really just about making it clear what the data you can alter is, and providing simple inputs to make that change – it’s all about highlighting those feedback loops.

-Tom Armitage

http://infovore.org/talks/if-gamers-ran-the-world/
WHAT?
SO WHAT?
NOW WHAT?
That was fun!
That was fun!

Hmm... WHY was that fun?

GREAT ONLINE EXPERIENCE

{REVERSE ENGINEERING}
GREAT ONLINE EXPERIENCE

Hmm... WHY was that fun?

That was fun!

Aha!

{REVERSE ENGINEERING}
That was fun!

Hmm… WHY was that fun?

Aha!

GREAT ONLINE EXPERIENCE

{REVERSE ENGINEERING}

human psychology
{SORY, NO 9 TIPS OR 5 LESSONS}
GREAT ONLINE EXPERIENCE

 Hmm... WHY was that fun?

 Aha!

 USEFUL TOOLS FOR CREATING...
social proof
People follow the lead of similar others.

reciprocity
People repay in kind.

authority
People defer to experts.

scarcity
People want more of what they can have less of.

duration effects
Perception of time is subjective and can be influenced.

sensory integration
People respond better when more of the senses are engaged.

recognition over recall

imagery
Vision trumps all other senses.
Social Proof

People follow the lead of similar others.

"Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum."

SEE ALSO: bandwagon effect, herd mentality
How can we use { } to... [goal]

(concept I’m working on)
How can we use { } to... [goal]

(concept I’m working on)
PERSUASION, CHOICE, INFLUENCE

GAME MECHANICS

COGNITIVE SEDUCTION: FUN, HUMOR, PLAYFULNESS, SURPRISE,

SOCIAL PSYCHOLOGY / SOCIAL DESIGN
THANKS!!

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