

Micro-Interactions In a 2.0 World

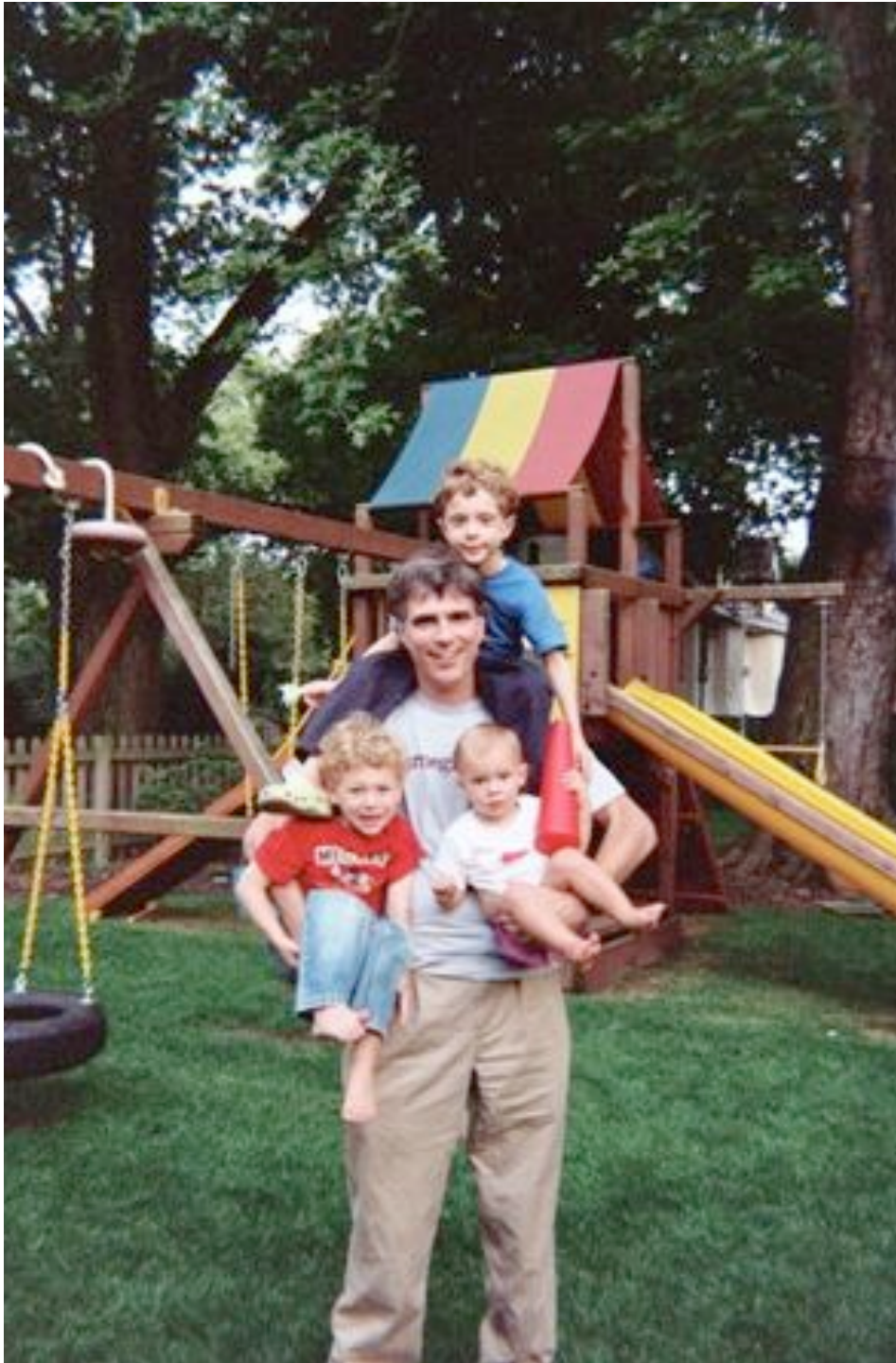


David Armano, VP, Experience Design Critical Mass / criticalmass.com

Blog: darmano.typepad.com

Twitter: twitter.com/armano

Some Things
Don't Change



Meet Randy Pausch

Dad
Husband
Scientist
Author

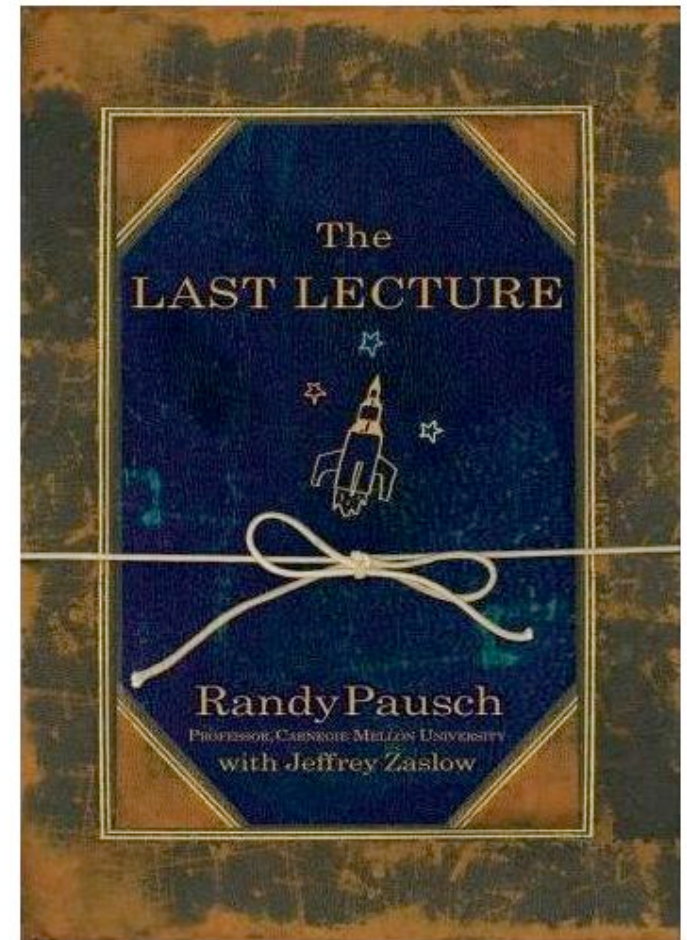
Recently passed away
from pancreatic cancer

Disney's \$100,000 Salt + Pepper Shaker



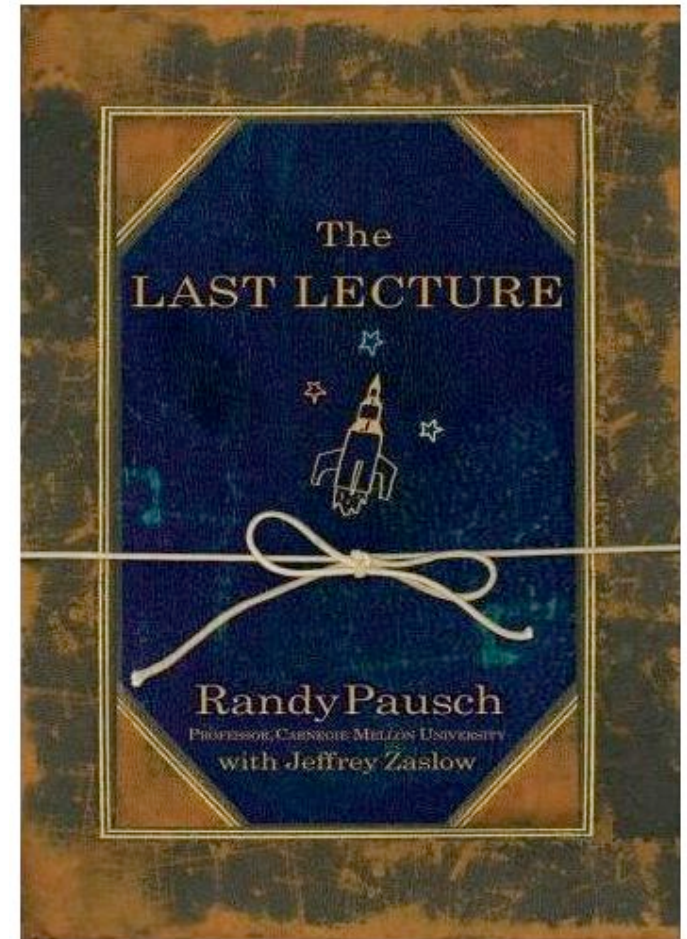
“If I sent a child into one of your stores with a broken salt and pepper shaker today, would your policies allow your workers to be kind enough to replace it?”

~Randy Pausch



*“...the executives squirm at the question. They know the answer: **Probably not.**”*

~Randy Pausch



Some Things

Do



i love citibank

Search

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[Logic+Emotion: I Love My citi](#)

I Love My citi. Citi_1 No, I'm not talking about Chicago. Though this city has been very good to me. I'm talking about **citi** (or **Citibank** for those who ...

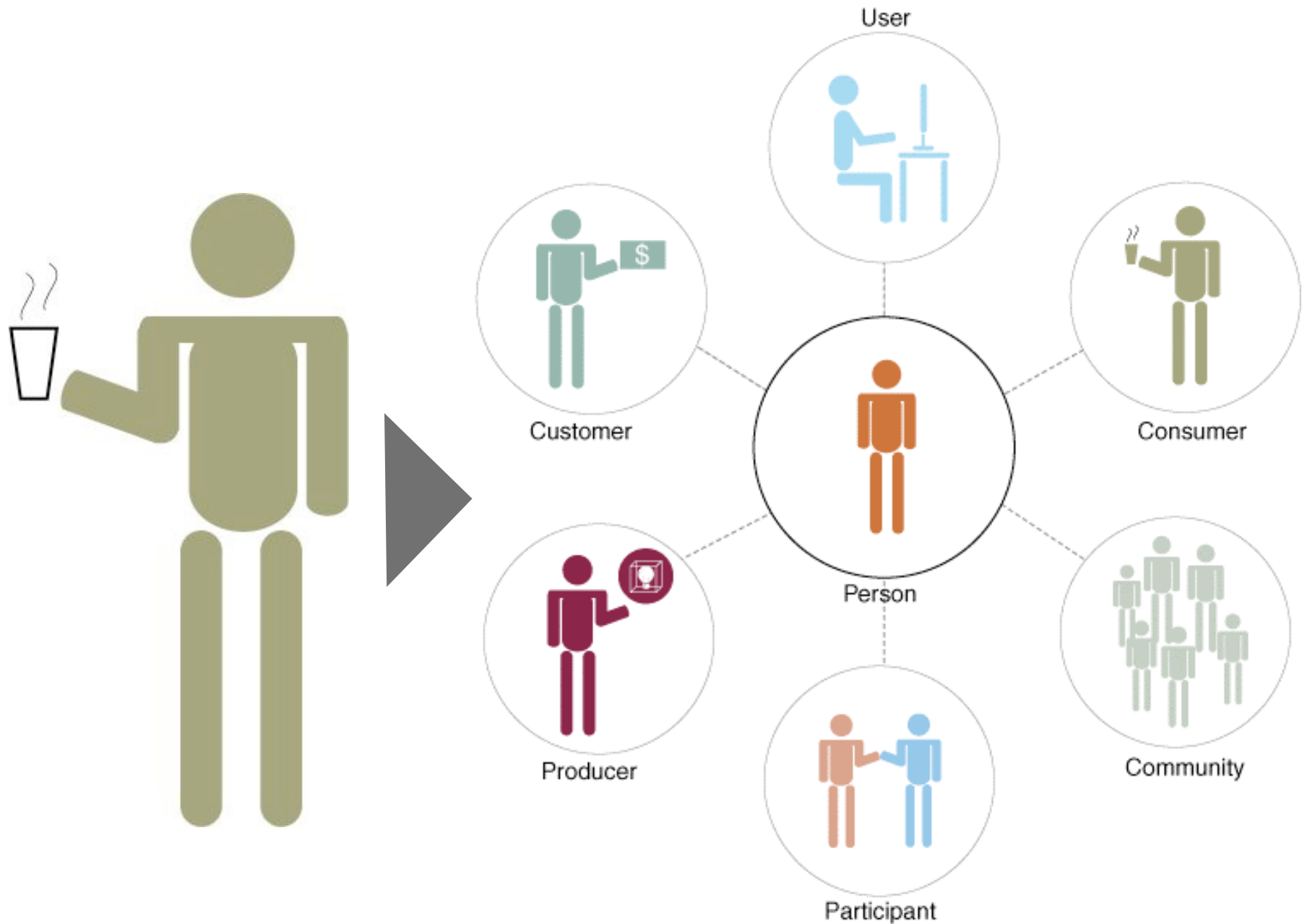
[darmano.typepad.com/logic_emotion/2006/04/i_love_my_citi.html](#) - 51k -

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#1

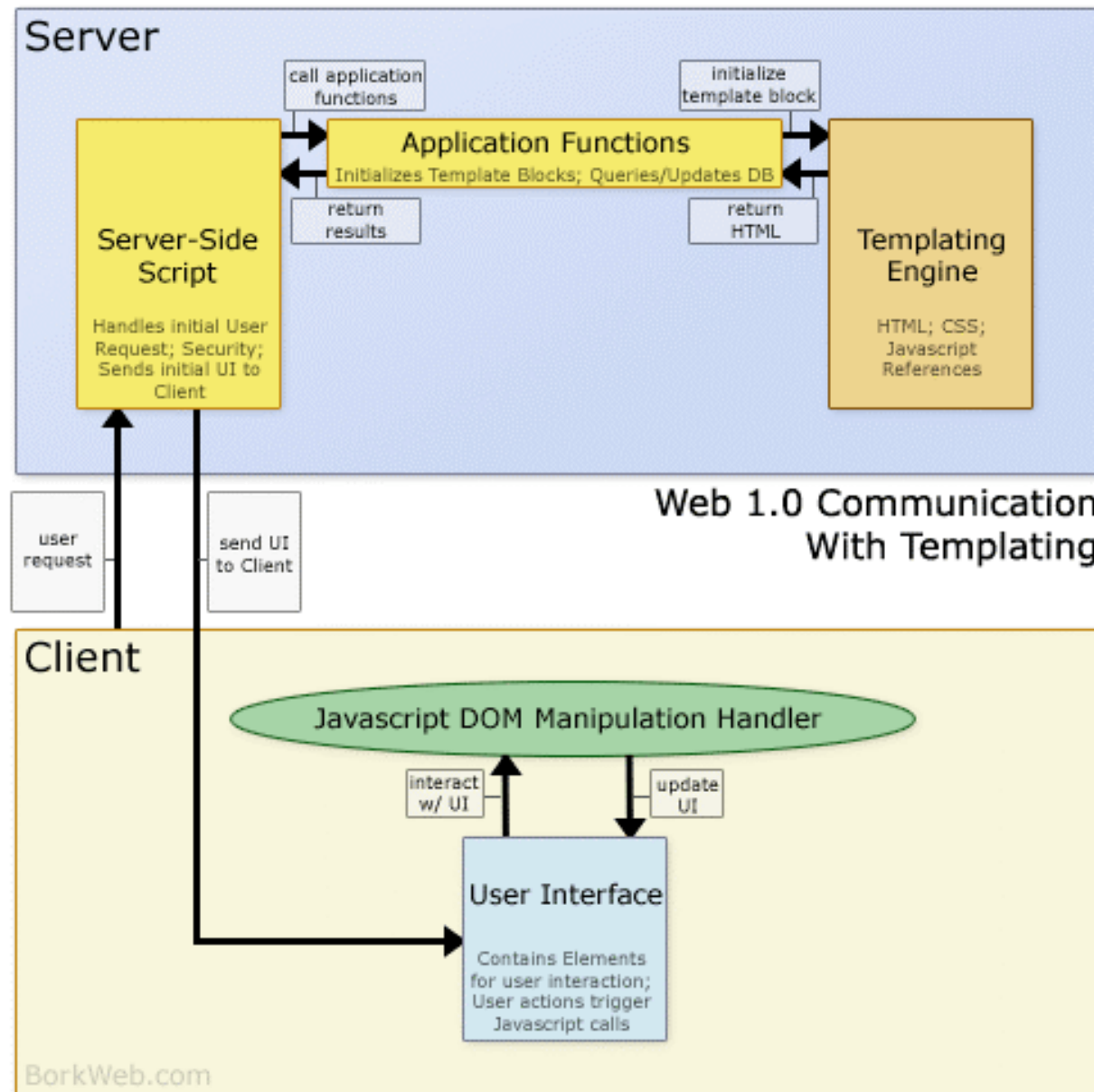
Consumer Behavior is
Changing

From Passive Consumption To Active Participation



Technology Has
Changed Too

From Front + Back Ends...



...To Endless Fragmentation of Services



<http://www.flickr.com/photos/stabilo-boss/93136022/sizes/o/>

Services Which Can Be Mixed + Mashed Like Melodies

Toolbar Buttons
Provide Access to other Mash Maker Features

Suggestions
Mashups I might want to apply to this page

Visualization Widget
Show a visualization of the data on the page

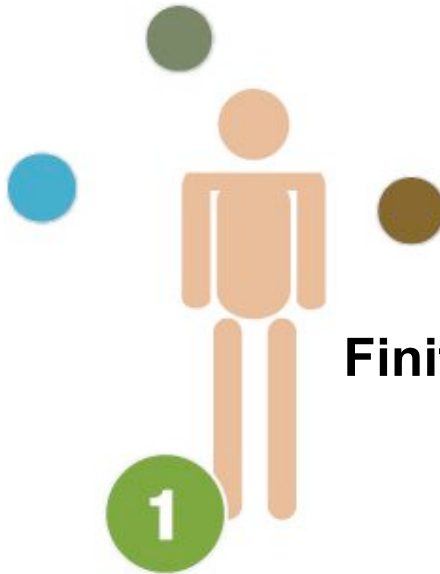
Annotations
Data added by a widget

Normal Page
Reached by normal browsing and enhanced by Mash Maker widgets

Restaurant Name	Neighborhood	Cuisine	Price	Available Times (click time to reserve)
1300 on Fillmore	Pacific Heights	American	\$\$	1300 on Fillmore requires more advance booking for online reservations
1550 Hyde Cafe & Wine Bar	Russian Hill	Organic	\$\$\$	1550 Hyde Cafe & Wine Bar requires more advance booking for online reservations

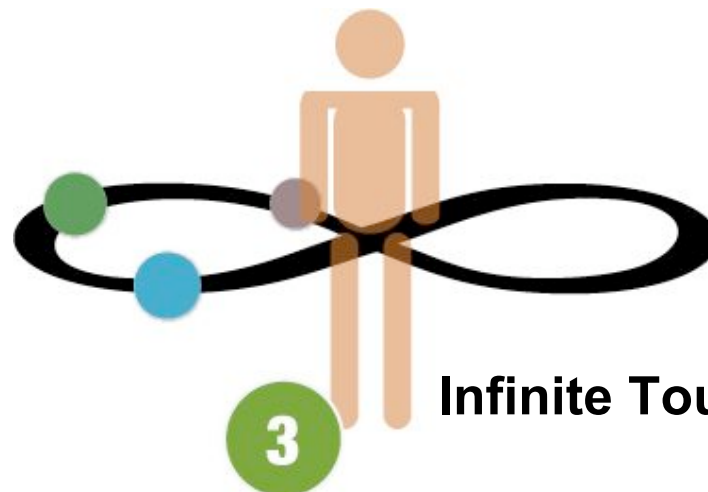
Intel Mash Maker suggests customizations and widgets. (Credit: Intel)

The End
Result Are
Touch
Points
Which
Seem
Infinite



Finite Touch Points

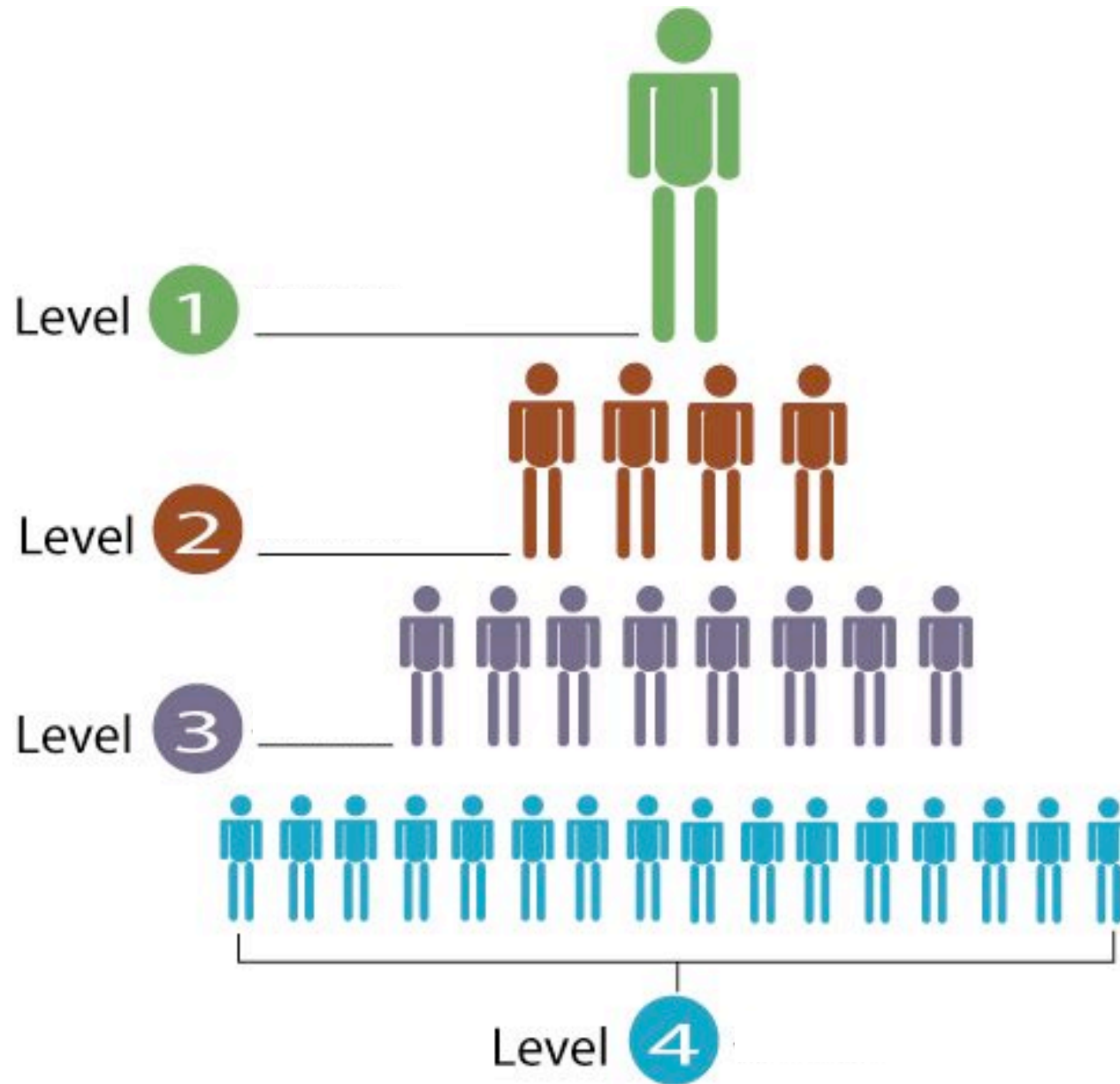
Multiple, Connected Touch Points

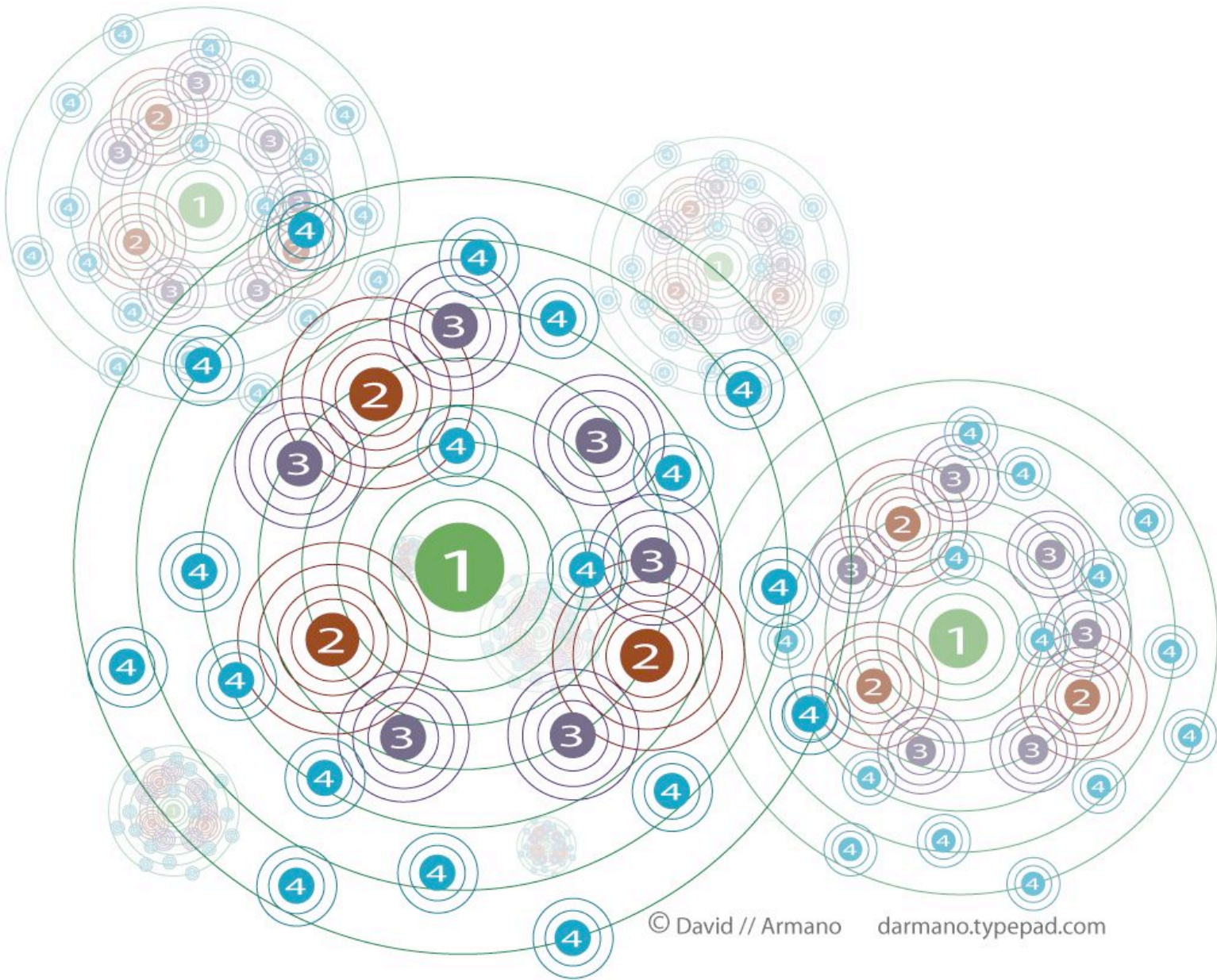


Infinite Touch Points

We Influence
Each Other Differently

From Celebrities + Public Figures





...To Anyone + Everyone

We Broadcast
to Each Other
LIVE

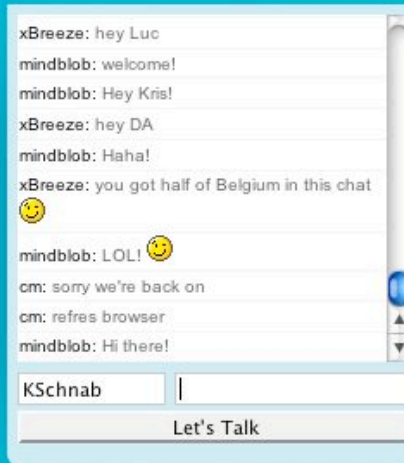
CRITICAL MASS | ALWAYS IN BETA

Welcome to the digital conversation at Forrester's Consumer Forum 2007. (Live video from October 11-12). We believe that creating great experiences for your customer is an open dialogue and a never-ending process. You can find us in Booth 200. Let's talk.

beta cam



beta chat



twitter in beta

3 ideas for co-creative marketing.
<http://tinyurl.com/27bsa7> 3 days ago

View our demo reel. It's "always in beta" <http://blip.tv/file/416499> 3 days ago

beta pix

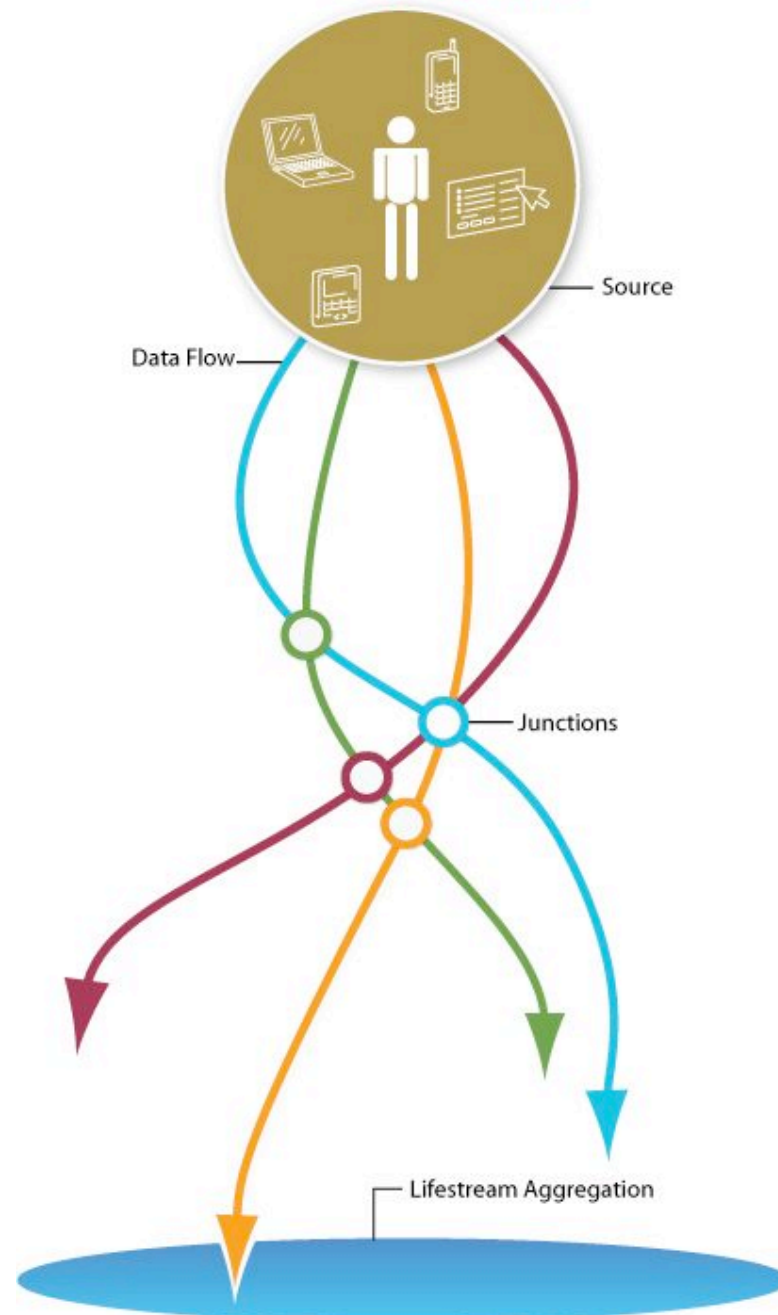


find us in beta



About Critical Mass | Critical Mass is a digital marketing agency that helps the world's most admired companies use digital channels to express their brands, delight customers, and drive results. Ranked an interactive leader by Forrester Research for 3 consecutive years based upon expertise in transaction-led and image-led work, our clients include Dell, Mercedes-Benz USA, Procter & Gamble, Rolex, Global Hyatt, and many others. Founded in 1995, Critical Mass has offices in Calgary, Toronto, Chicago, New York, Las Vegas, Austin, and London.






LifeStreams



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-  [Ma.gnolia](#)
-  [StumbleUpon](#)





Status

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-  [Pownce](#)
-  [Twitter](#)

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-  [Vimeo](#)
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Photos

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
Blogging

-  [Blog](#)
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Music

-  [iLike](#)
-  [Last.fm](#)
-  [Pandora](#)

Books

-  [Goodreads](#)
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Miscellaneous

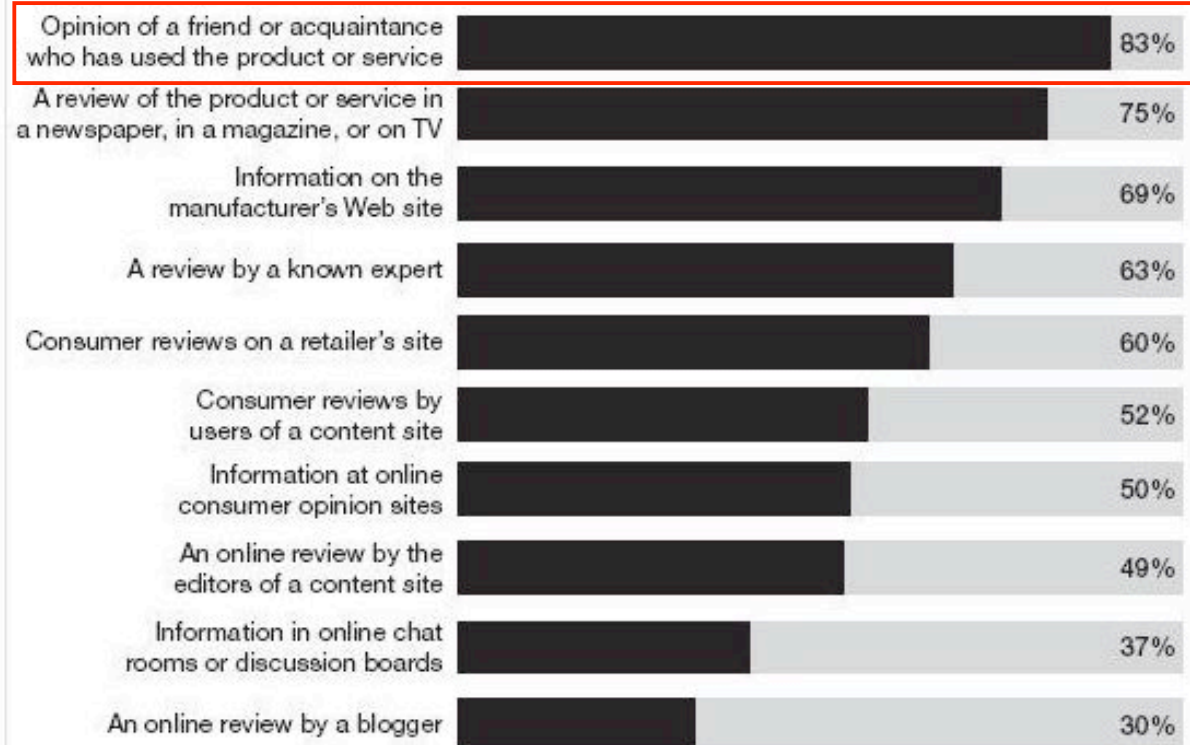
-  [Amazon Wishlists](#)
-  [Disqus](#)
-  [LinkedIn](#)
-  [Netflix Queue](#)
-  [Netvibes](#)
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-  [Upcoming](#)
-  [Yelp](#)

We Trust People Who
Are Like US

FIGURE 7-1

How much online North American consumers trust sources of information about products or services

Note that friends' opinions rank higher than reviews in a newspaper, in a magazine, or on TV. Note also that 60% trust reviews on a retailer's site—reviews from people whom they have never met.



Figures include respondents who answered 4 or 5 on a scale of 1 (do not trust) to 5 (trust completely).

Base: Online North American consumers.

Source: Forrester's NACTAS Q3 2006 Media & Marketing Online Survey.

From *Groundswell: Winning in a World Transformed by Social Technologies*

by Charlene Li and Josh Bernoff

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A Brand Is Not What
YOU Say it is. It's
What THEY Say it is.

evil



P&G



soap

company **big** big big and cold big business big company

bigbrother bizarre new p&g logo bland blue bmw bold

boring boring! borng bowring brand engine brand

management branding brands brazil brian boitano c+d calidad cancer catering cautious
cereal and soap operas change of logo chemical engineer

chemicals chiatday cigarettes ciggeretes

cincinnati class great brands premium classic

clean cleaners **cleaning** cleaning products cleaning supplies

cleaning supploes cleanproducts climb clinical cluster coach cold commercial commodities
concer condoms

conglomerate

conservative consulting consumer consumer goods consumer

products cool cordis **corporate** corporate crap

corporation corrupt cosmetics cotton **cpg** crap cream crest

Source: brand tags (<http://www.brandtags.net/>)

We Want More
From Brands

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Heat's on? Time for the unmistakable taste of ice-cold Coca-Cola. Lifts your spirits, boosts your energy...

things go
better
with
Coke



Less Promises

...More Actions

*“Companies stage
an **experience**
when they engage
customers in a
memorable way”*

The Experience Economy



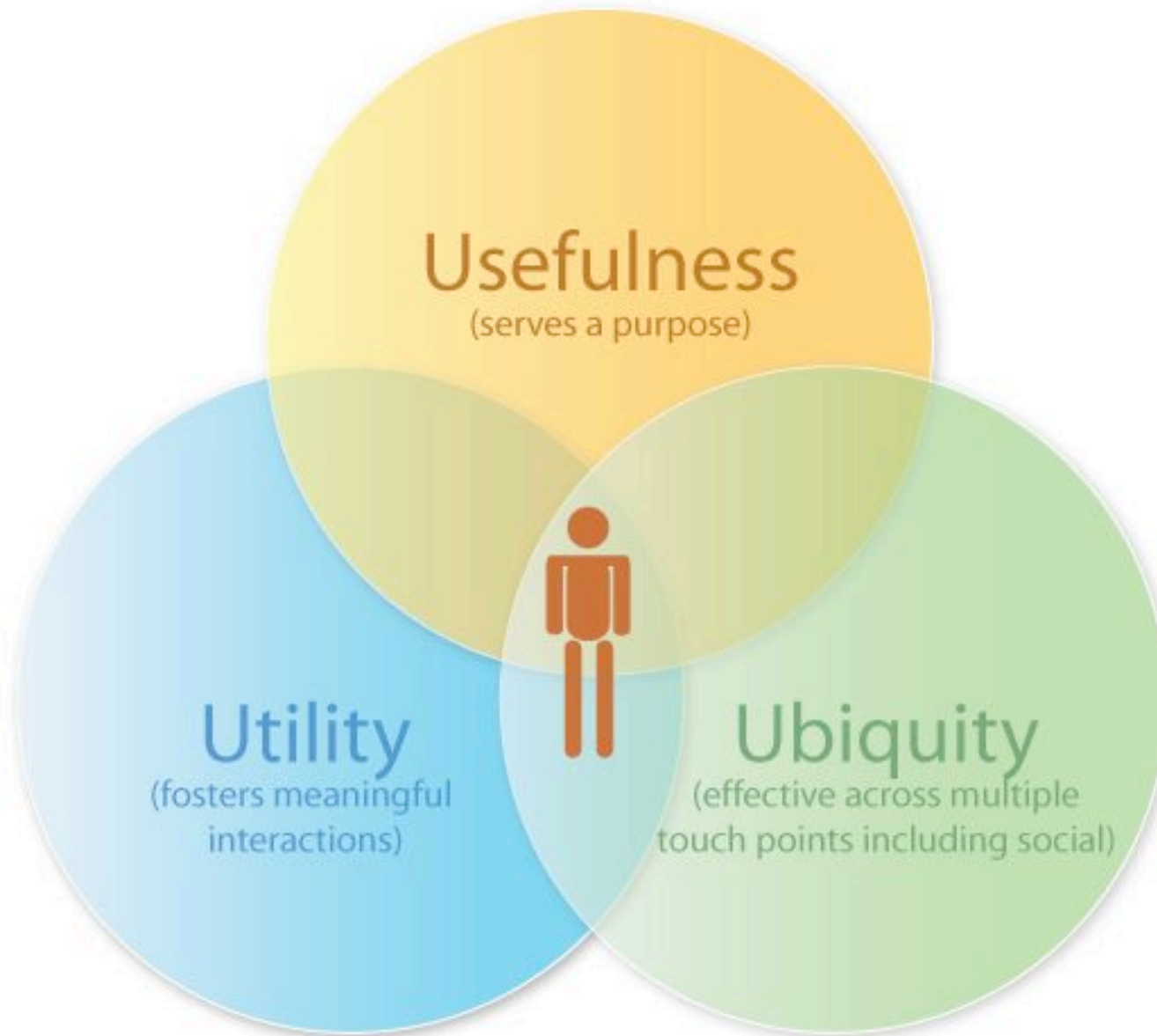
*Work is Theatre &
Every Business a Stage*

B. JOSEPH PINE II
JAMES H. GILMORE

Interactions Which
Engage, Enable, + Empower

The 3 U's

A Model for "Advertising" in the Application Economy



From Brochure-Like Websites...

Website (1999)



[like shopping](#)[learn](#)[connect](#)[contribute](#)

the great thing about energy is
the more you use,
the more you get.

So go for it. Crank up the music and jam in your living room. (Don't worry about the neighbors.) Walk a little longer than usual. Or join a team. Ultimate frisbee is an easy group sport to pick up, and there's bound to be a team in your area.

If you're looking for an intense way to spend an afternoon, be a race volunteer. All the action will definitely get your heart pounding. For more ideas on staying revved up, see how the queen of energy, Marion Jones, stays focused and positive.

 totally energized



try ultimate frisbee
Ultimate Frisbee is more than a sport—it's a culture. Players love to welcome new people, and it's easy to pick up the game, so there's no reason to be intimidated.

[check it out](#)



meet marion
Marion's philosophy is simple: "If you believe you can, anything's possible." With five medals under her belt, she's proving that a woman's mind is the strongest part of her body.

[see her interview](#)



be a race volunteer
Helping out at a race is a great way to find out more about a sport you might be interested in. If you're already into a sport, it's a fun way to meet new people who share a similar interest.

[find out more](#)

register today
[try a free issue of Sports Illustrated for Women](#)



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NIKEgoddess
magazine?
[check it out now](#)



see a different side of
NYC
[check out the city profile](#)



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...To Everyday Experiences + Interactions



Brand Experience (2007)



And Brands That Merge Personality With Utility



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Vegas

Welcome to the Official Las Vegas Tourism Web Site
brought to you by the Las Vegas Convention and Visitors Authority

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users visit [LVCVA.co](#)

[Home](#) > [My Vegas](#)

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"HOWDY"

 **Rusty Armano**
My Vegas

▼ [MY TRIP GALLERIES](#)

[view all](#) | [edit](#) | ? |

Select Trip Gallery

[NEW GALLERY](#) →

Displaying 10 of 10 photos



[Upload More](#) | [Rename this Gallery](#) | [Delete this Gallery](#)

▼ [MY FRIENDS](#)

[view all](#) | [edit](#) | ? |

Displaying 4 of 32 friends



Karl



Evan



Tim



Rob

[INVITE FRIENDS](#) →

▼ [MY FAVORITES](#)

[view all](#) | [edit](#) | ? |



Hotels & Resorts



[Click here to save additional favorites.](#) Save as

▼ [MY RSVP](#)

[edit](#) | ? |

Click on the drop-down below to view your trips.

My Trips:

MIX 08

[GO](#) →

Accepted Trips:

Select below

[GO](#) →

OR

[PLAN A NEW TRIP](#) →

RSVP
REALLY SIMPLE VEGAS PLANNER

Engagement is the
New Sticky

BORDERS.

search

All Media



[advanced search](#)

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[Shopping Cart](#) 0 items

[Wish List](#)

[Store Locator](#)

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[DVDs](#)

[Kids](#)

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magic shelf™

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[Picked for You](#)

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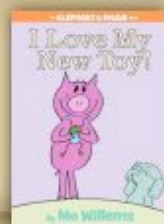
[For Sports-Loving Dad](#)

[Birth of a Nation](#)



New DVDs

New For Kids



FISKARS®

Fisk-A-Teers

CRAFTING AMBASSADORS



a fisk-a-whax?

how to join

Visit
the
Blog!

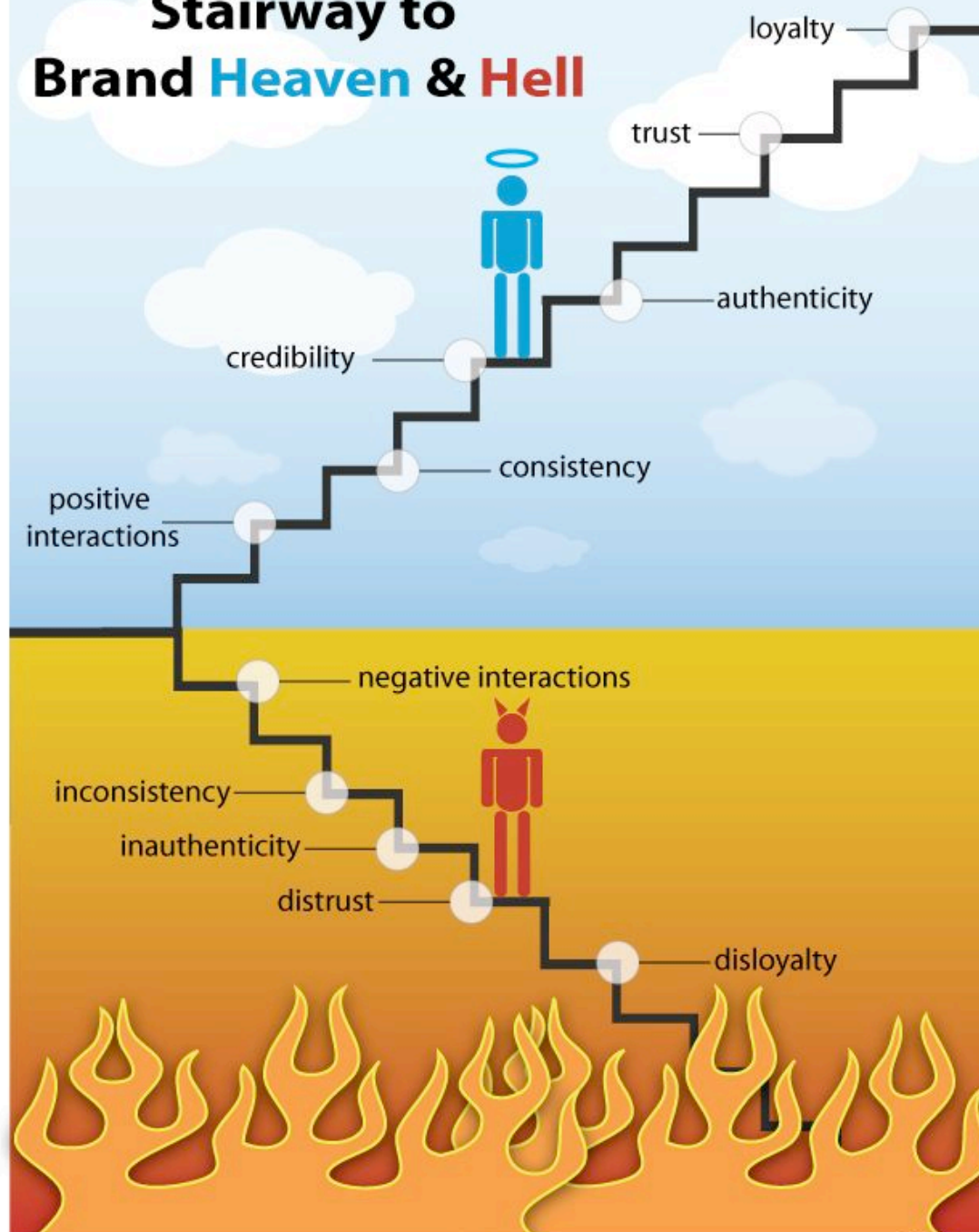
Your Brand Is The Sum of its
Interactions

“We live in a world where the little things really do matter. Each encounter no matter how brief is a **micro interaction** which makes a deposit or withdrawal from our rational and emotional subconscious. The sum of these interactions and encounters adds up to how we feel about a particular product, brand or service. Little things. Feelings. They influence our everyday behaviors more than we realize.”

- David Armano

inspireUX

Stairway to Brand **Heaven** & **Hell**



**“Micro-interactions”
Are Fast Becoming The
Building Blocks of “Brand 2.0”**



Google Talk window: Anna (Available) and Max (Available) are in a chat. Max is sharing a picture (62.3 KB) with you.

Google Home page: iGoogle. Search bar, navigation links (Web, Images, Maps, News, Shopping, Mail, more), and user links (darmano@earthlink.net, Classic Home, My Account, Sign out).

Widgets on the home page include: Date & Time (Mon APR 28), NYT > NYTimes.com Home, Quotes of the Day, Dictionary.com Word of the Day, Weather (Glenview, IL), Wired Top Stories, and a Stock Market section.



Google Docs search bar with 'Search Docs' button.

Recent Documents section: Showing 1 - 20 of 35. Documents include 'All About Tea', 'BusinessIII', 'Google Logo', 'Copy of All About Tea', 'My Calendar', 'HalloWelt', and 'Napoleon'.

Google Video Top 100 section. Featured video: Nike Portugal Vs. Brazil Ronaldo, Roberto Carlos, Ro... (01:30, 4/27/2006). Other videos include Nike Werbung Portugal Vs. Brazil (Euro 2004), UNbelieveab, like Portug, Barbie Girl, C Ronaldo, maradonna, Ronaldo, R, Cristiano R, INCREDIBL, Frank Calie, and GIRL CAUC.

Want To Get
“Googley?”
Get The Basics Right

Extrodinary Customer Experience

Useful

Is there a reason to use this?

Does it serve a purpose?

Does it satisfy needs?

Useable

Is it intuitive?

Is it easy to use?

Is it accessible?

Desirable

Is it pleasing aesthetically?

Is it differentiated?

Is it memorable?

Sustainable

Can it be maintained?

Can it evolve?

Can it be supported?

Can it scale?

Social

Does it facilitate conversation?

Does it support sharing?

Does it encourage community?

The Basics

Taking it further

Users: Emotional and rational wants/needs

Business: Measurable goals and objectives

Brand: Core values and brand objectives

Foundation

...And Embrace
Change

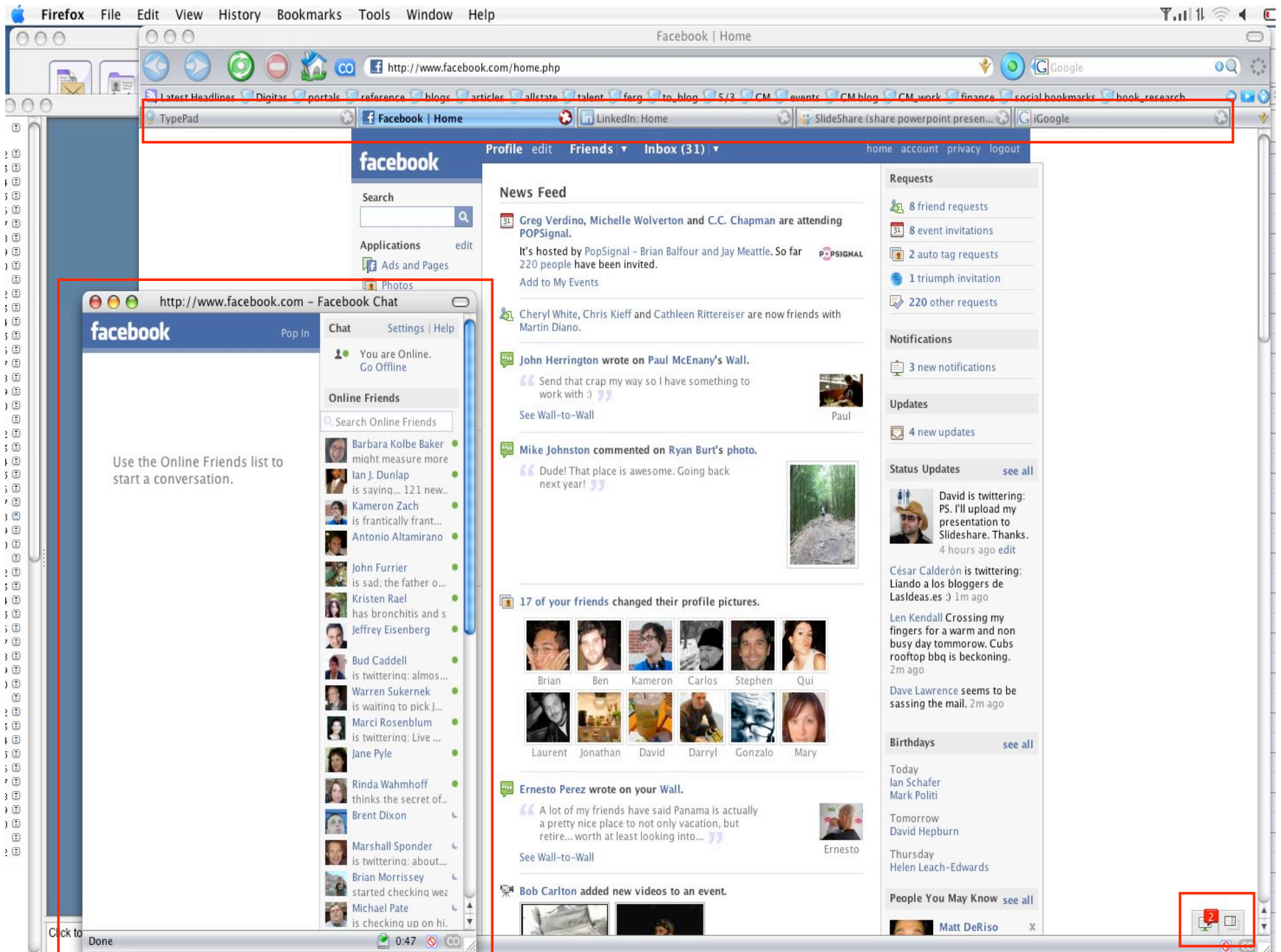
A Business Model That Didn't Adapt





One That Did

From Websites To Web Applications



Distribution is the
New Centralized

iGoogle - Windows Internet Explorer


http://www.google.com/ig?hl=en

SnagIt

Contact UsiGoogle

WebImagesMapsNewsShoppingGmailmore

Classic Home | Sign in



Google Search

I'm Feeling Lucky

Please sign in to save your page

Advanced Search

Search Preferences

Language Tools

Home

Add a tab

Get artist themes

Select theme

Advertise

Vegas Right Now



THURSDAY-FRIDAY, MAY. 29-30 - GARY ALLAN

Country star [Gary Allan](#) brings the Living Hard tour to the [House of Blues](#).

★ [Tell A Friend](#) ★

FRIDAY, MAY. 30-SUNDAY, JUN. 1 - STEVEN WRIGHT

Master of the one-liners, comedian [Steven Wright](#) performs at the [Orleans](#).

★ [Tell A Friend](#) ★

FRIDAY, MAY. 30 - OZOMATLI

Catch the unique urban hip-hop, jazz-funk, Latin-salsa sounds of [Ozomatli](#) at the [Hard Rock](#).

★ [Tell A Friend](#) ★

SATURDAY, MAY. 31 - VOLUNTEER JAM

Catch The Charlie Daniels Band, 38 Special and Scooter Jennings at [Volunteer Jam](#) at the [Orleans Arena](#).

★ [Tell A Friend](#) ★

NEXT 10 DAYS >

NEXT 7 DAYS >

THIS WEEKEND >

Weather

Arlington Heights, IL

72°F

Clear

Wind: W at 3 mph

Humidity: 74%

Today

Tue

Wed

Thu

76° | 45°

54° | 38°

63° | 45°

70° | 49°

CNN.com

Deadly tornadoes take Midwest

Mars probe sends home first pics


China races to dynamite 'quake lake'

How to of the Day

How to Do a Deadlift

How to Breed Red Cherry Shrimp

Date & Time



Mon MAY 26

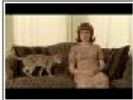
S	M	T	W	T	F	S
			1	2	3	
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

YouTube Videos


YouTube

Recently Featured


Page: 1 2 3



Laura Peek a...
2:42



Little devil...
1:14



WNYC Streets...
4:04

start

Inbox - Microsoft Out...

RE: Last images for V...

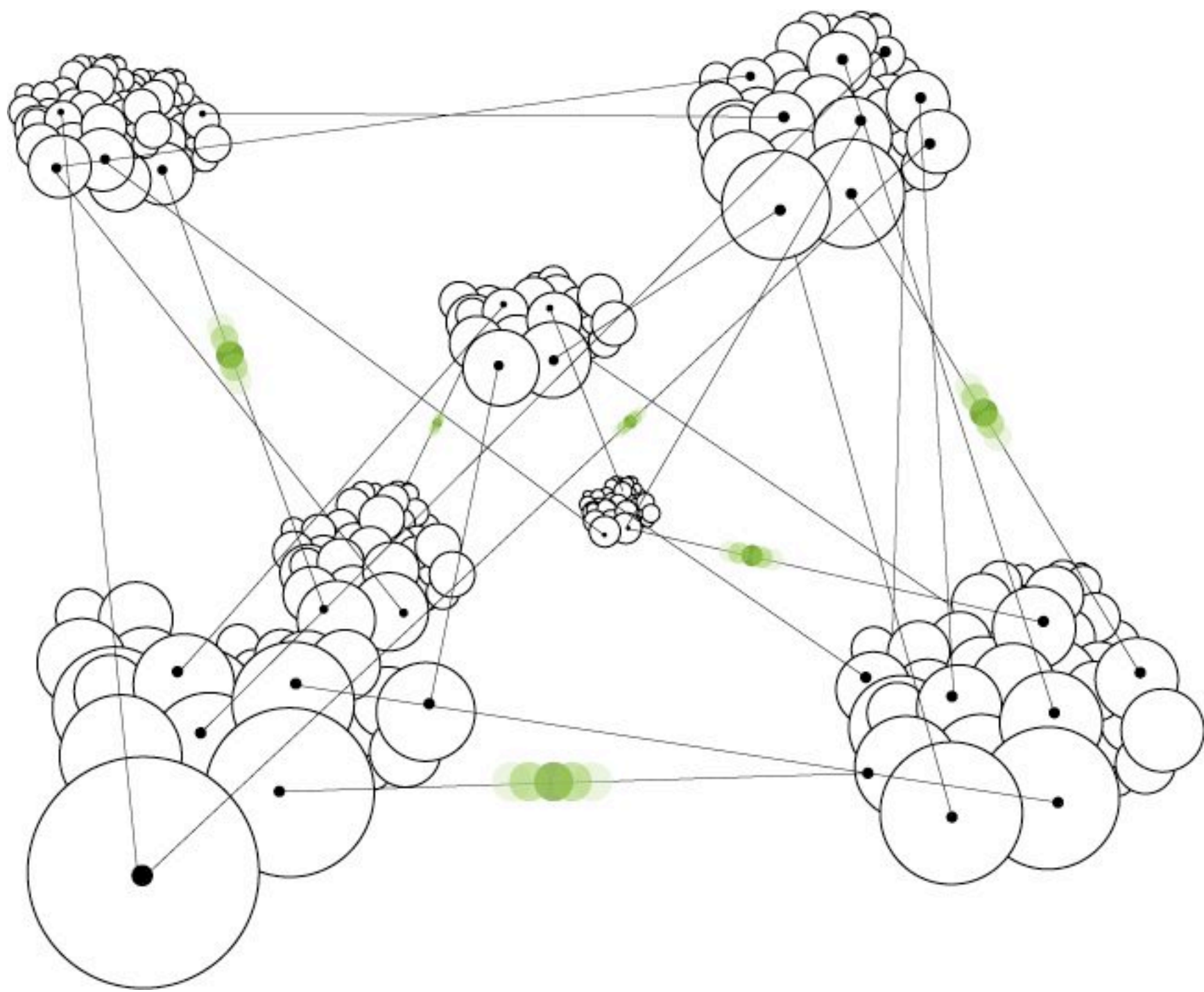
iGoogle - Windows In...

Internet

100%

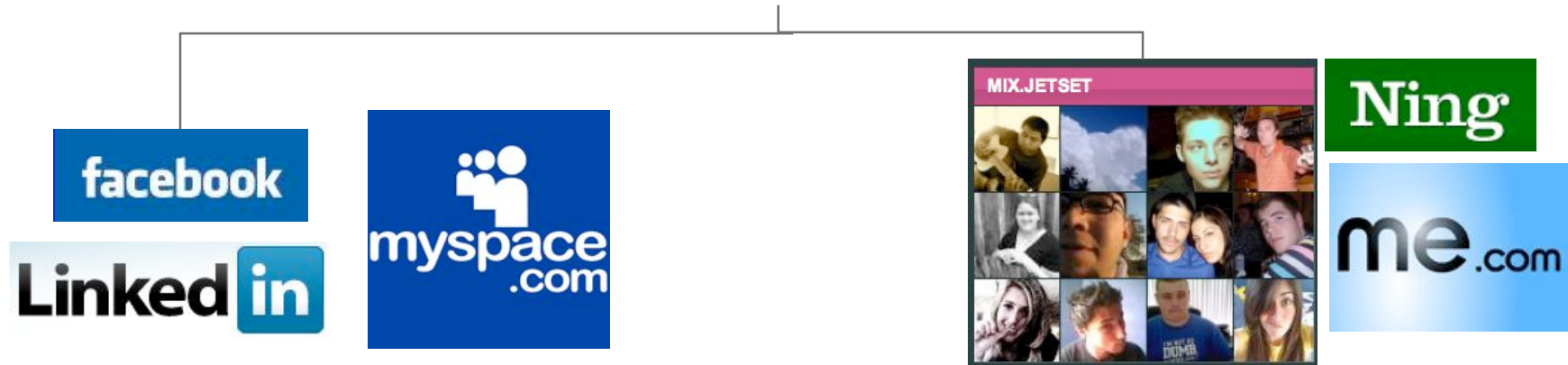
10:44 AM

The Social Experience
Is Composed of Millions of
Micro-interactions



Examples:

Evolved from forums



“Mainstream” Networks

“DIY” Networks



“Virtual World” Networks

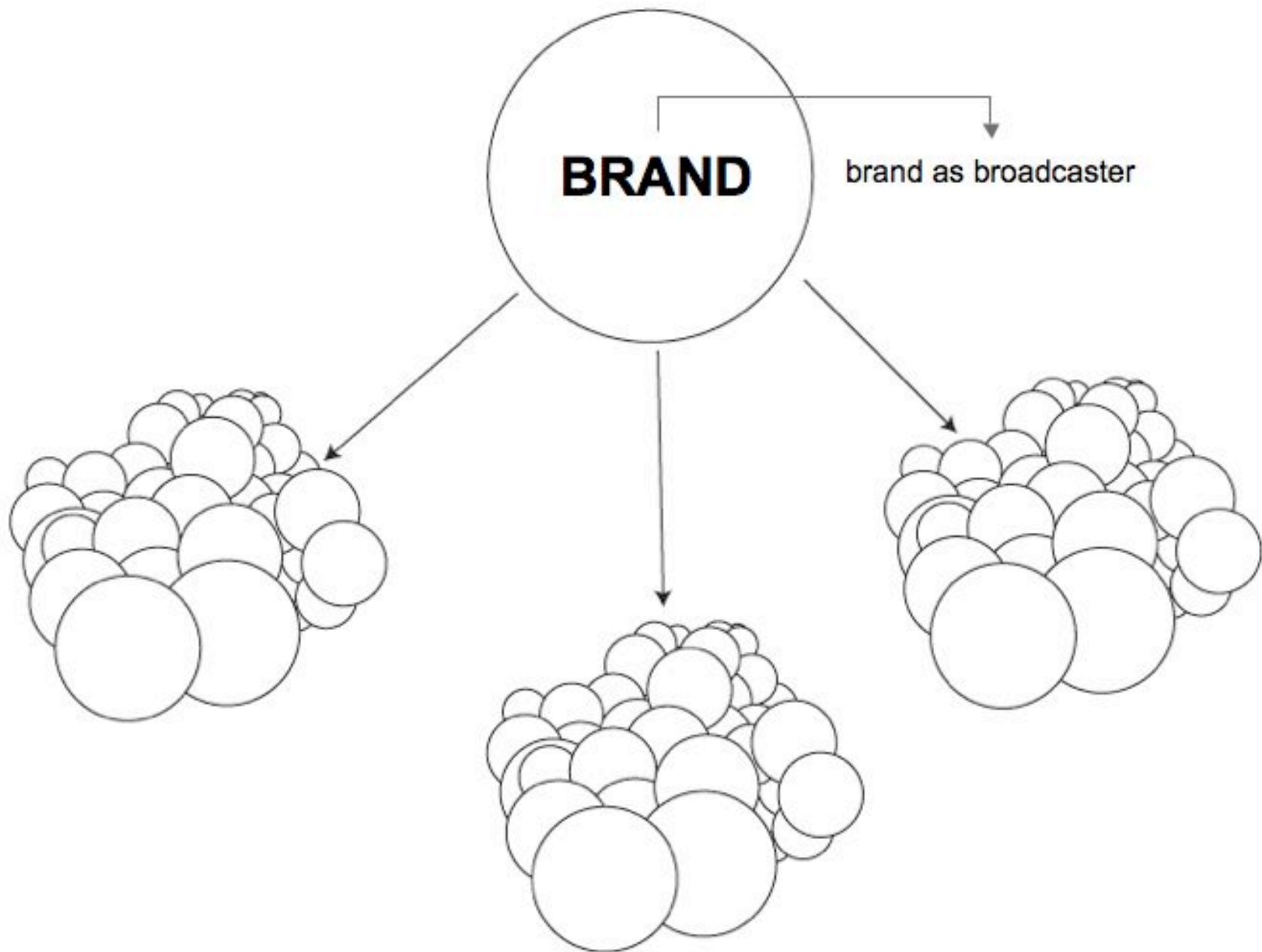


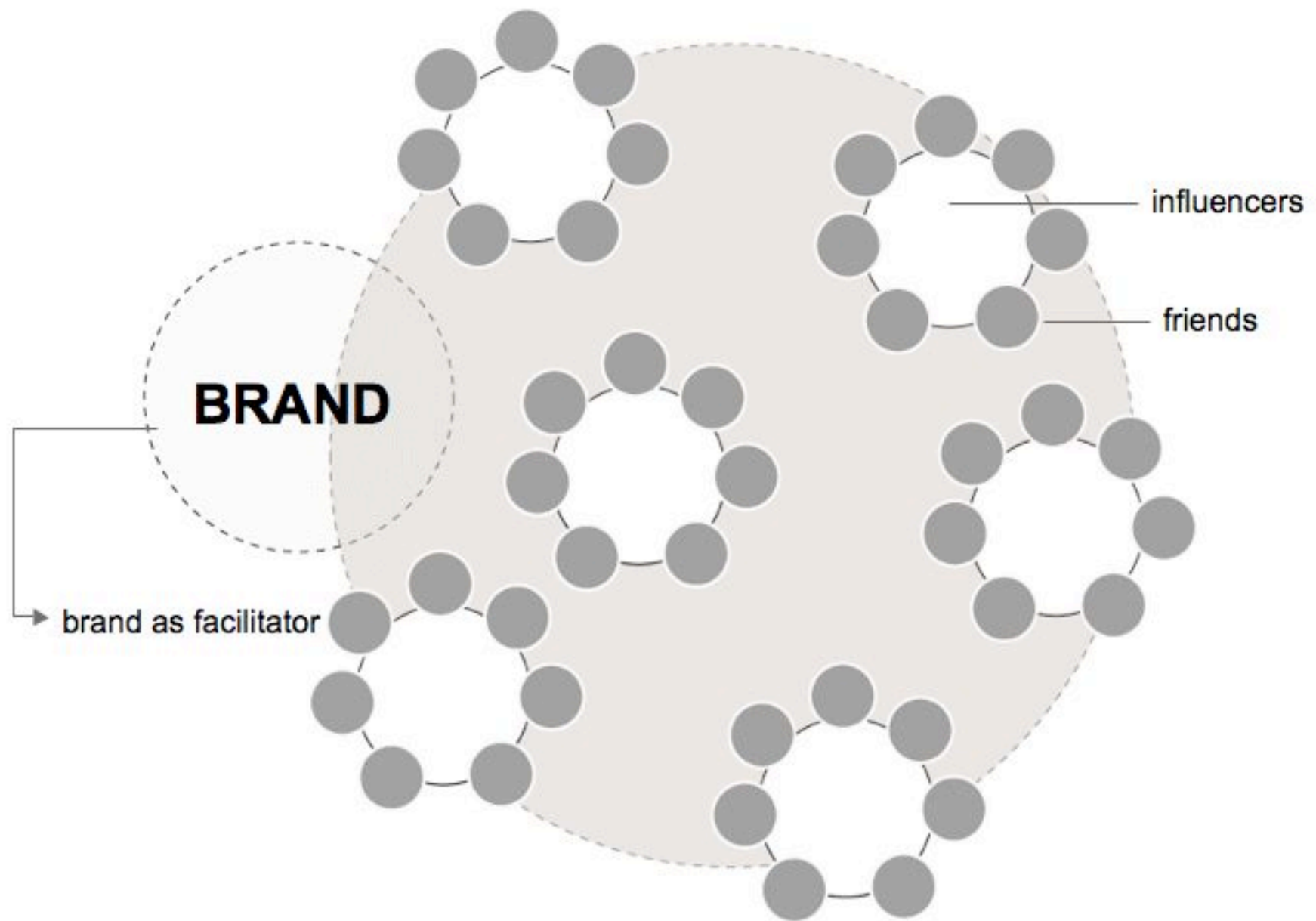
**Blogging, “Micro blogging”
and “Lifestreaming”**

Communication

+

Facilitation





Some Brands Are
Adapting

other conversations:



How can technology companies help address climate change?

[click here to read Dell's point of view](#)

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Jump into the eye of the storm



Post your idea for a new Dell product or service.



Promote interesting ideas you want to see.



Discuss with Dell and other users.



See what we are planning to deliver.

The Dell Community has contributed: **3172** ideas | promoted **187228** times | **7666** comments

Search



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Yesterday

113316 [Pre-Installed Linux | Ubuntu | Fedora | OpenSUSE | Multi-Boot](#)



[Desktops and Notebooks](#) submitted by [dhart](#) Feb 16

Offer the 3 top *free* **Linux** versions for *free* pre-installation on all Dell PCs.

Direct2Dell

one-2-one communications with Dell

Dell to Expand Linux Options

Tue. Mar 13, 2007

Matt Domsch, Linux Software Architect

Your feedback on [Dell IdeaStorm](#) has been astounding. Thank you! We hear your requests for desktops and notebooks with [Linux](#). We're crafting product offerings in response, but we'd like a little more direct feedback from you: your preferences, your desires. We recognize some people prefer notebooks over desktops, high-end models over value models, your favorite Linux distribution, telephone-based support over community-based support, and so on. We can't offer everything (all systems, all distributions, all support options), so we've crafted a survey (www.dell.com/linuxsurvey) to let you help us prioritize what we should deliver for you.

Taking a few minutes to complete [this survey](#) will help us define our forthcoming Linux-based system offerings. We will close the survey on Friday, March 23. From there, we'll take some time to analyze your feedback and work to provide the platforms and options you choose.


Thanks in advance for your participation. More details soon.

Update: We're overwhelmed by your responses, and we know the survey server is overloaded too. We're working on it, and the survey will remain open until March 23, so you'll have plenty of time to make your vote count.

485 Comments

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Faceless Companies Now Have Faces



=



Micro-interactions Become
Especially Important When
Brands **Stumble**



What If Apple's "Beige" Period Happened in a 2.0 World?

Starbucks

STARBUCKS CP

Splits: ▼
as of 15-Apr-2008



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<http://finance.yahoo.com/>

Going Back To Roots

Re-Training Staff

Improving Product

**Providing Better
Experience**

**Engaging Customers
Along The Way...**



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Got a great idea?



View Category:

search



Vote

67550

Points

Welcome, Guest

Sign In
to share, vote
& discuss

SIGN IN

CATEGORIES

▼ PRODUCTS

Coffee & Espresso Drinks

Tea & Other Drinks

Food

Merchandise & Music

Starbucks Card

Other Product Ideas

Great conversation at Starbucks? **UNDER REVIEW**

My idea is simple - Starbucks does a lot of things well - good coffee, interesting locations. One of its challenges though I believe is to create a sense of conversation and community within its locations.

One way of doing this would be to use the power of media and wireless new media in particular to foster a sense of conversation about the arts, current events, etc. In other words to stimulate Starbucks patrons that wish to interact as part of a 21st century "cafe society" such as they have in Europe traditionally - people gathering together to discuss the arts, world events and culture.

I've seen some interesting programs in new media that to me would be a great step forward in terms of promoting this kind of engaging conversation. For instance one of the ...

Comments [766]

| Posted by **conniemx** to **Building Community** , 3/24/2008 8:47 PM

And “Social Media” Is
Evolving
(Micro Media)

Twitter Evolving Into A Multi-Touchpoint Conversation Ecosystem



1 Desktop widgets/applications



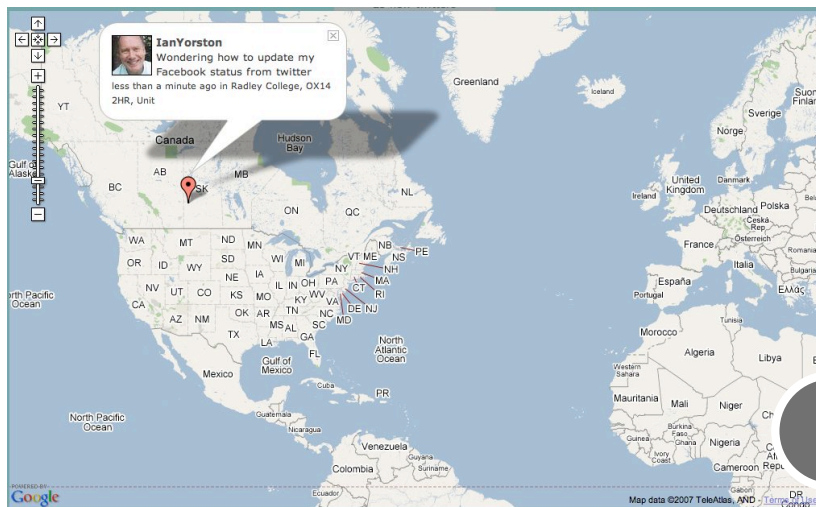
2 Web widgets



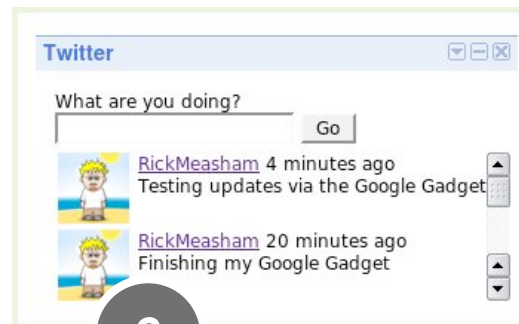
3 Mobile



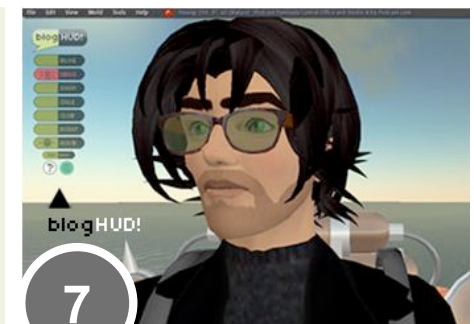
4 Web version



5 Mash Ups





6 Start page / feeds



7 Virtual words

Brands Moving From “Canned” to “Live” Direct Engagement


- 

SouthwestAir Thanks! Let me know if you need any further info! I should be better at checking my messages! :) 04:55 PM March 28, 2008
reply
- 

HRBlock

✔ Following — Device updates OFF


@KatyDidSays If you want to DM me, I'll give you my contact info and you can tell me what happened. Maybe we can make it better?

about 1 hour ago from twirl in reply to KatyDidSays ☆
- 

comcastcares

✔ Following — Device updates OFF

@Neilochka I can tell you that monitoring blogs is small compared to the large scale effort to improve Customer Service.

25 minutes ago from web in reply to Neilochka ☆
- 

zappos just sent you an email, let me know if you have any problems!
03:25 PM April 24, 2008 reply

Positive Interactions



Trust



Loyalty

Welcome To Life In a 2.0
World

From

Passive
Macro
Fixed
Static
Messages
Formal
Dictation
Finite
Staged
Faceless
Promises



To

Active
Micro
Portable
Live
Interactions
Informal
Conversation
Infinite
Improvised
Personalities
Actions

Or More Simply,
Put People

First



Treat Everyone
Like An Influencer.

Make Every Interaction
Count.

Micro-Interactions In a 2.0 World



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