

- “Without trust, interactions cannot reach their full potential”

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Compelling Experiences

Anytime, Anywhere, Anyhow (assumption)

Mobile consumers pay for three things:

- 1 Necessity
- 2 Convenience
- 3 Entertainment

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Words used to describe compelling services

- ☞ Satisfying
- ☞ Fulfilment
- ☞ Rewarding
- ☞ Seductive
- ☞ Friendly
- ☞ Liberating
- ☞ Gratifying
- ☞ Simple
- ☞ Consistent
- ☞ Worth Paying For
- ☞ Addictive
- ☞ Things they want
- ☞ Association
- ☞ Value
- ☞ Time Saving
- ☞ Entertaining

☞ Emotional drivers to create “a strong irresistible force on...”

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- Emotions
 - Are feelings that “influence behaviour”.

- Functions of emotion
 - Prepare us for action
 - link between external events and behavioural responses
 - Shape our future behaviour
 - act as re-enforcement
 - Help us to regulate social interaction
 - allow others to better understand us.

- Abraham Maslow

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Trust, Value and Emotion

- ☞ “Without Trust, interactions cannot reach their full potential”

- ☞ 1. Create Trust (Start Relationship)
- ☞ 2. Deliver Value (Fulfil Promises)
- ☞ 3. Encourage Emotional Attachment (Retention)

- ☞ Guidelines for:
 - ☞ Personality (Brand & application)
 - ☞ Product & Service Design
 - ☞ Etiquette – How do you get from anonymous to intimate?

Best Practice

↳ EVT



Emotion

Value

Trust

↳ User Experience

- ↳ Brand Personality
- ↳ Device Personality
- ↳ UI Design and IA
- ↳ Coherency and Consistency

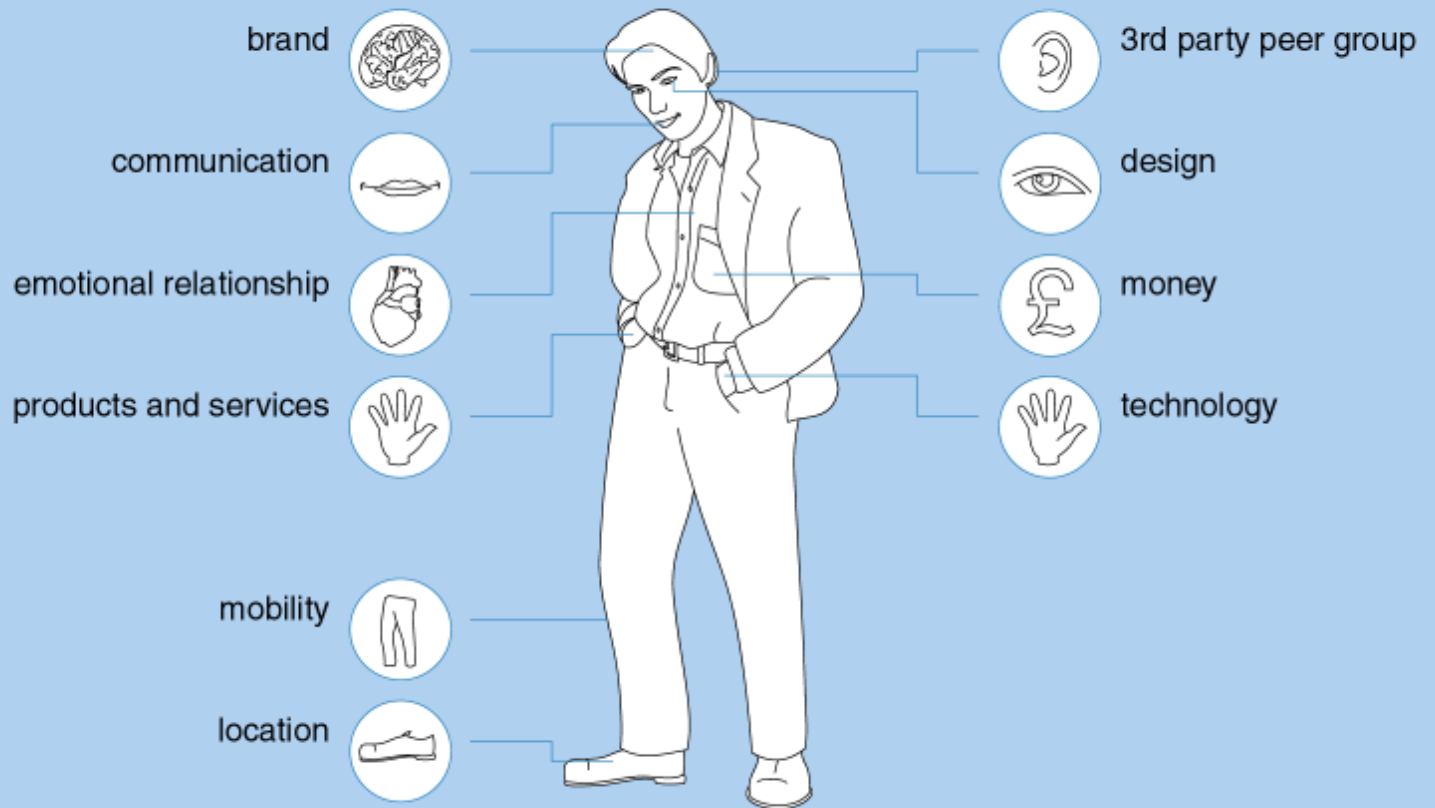
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← “Environment, Personal Space”



Difference - Traditional Web & Mobile Usage

- ⌂ Time – lack of patience
- ⌂ Location – comfort zone, needs, environment
- ⌂ Task driven rather than browsing
- ⌂ Cost – more expensive on mobile
- ⌂ Distinct brand personality requirements
- ⌂ Device personality
- ⌂ Etiquette requirements

- ⌂ Considered to be relationship tools
- ⌂ User Experience – “New Worlds”
- ⌂ Tool for “social connectivity”

- ⌂ Why do people not come back when disappointed?

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User Modality

- ↪ A vocabulary for user modality needs to be defined.
 - ↪ i.e. work mode, play mode, travel mode, home mode etc...
- ↪ Users can then add any site they visit to a particular mode or modes.
- ↪ The site can then become more intelligent by detecting which mode the user is in while interacting with it.

Personalisation

The power of personalisation lies in the ability to quickly bring customers closer to what they want.

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Valuable Experiences

Emerging and future usability challenges

Designing for performance

- Traditional challenge

Designing for experience

- Emerging challenge

Designing for communities

- Future challenge

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Questions

- ☞ Why does the W3C care?
 - ☞ To driver adoption?
 - ☞ To increase ARPU?
 - ☞ To help sell more handsets or applications?
 - ☞ To create a better user experience for users?
- ☞ What can a standards body do and why?
 - ☞ Define basic principles
 - ☞ Simplicity, click distance,
 - ☞ ?????...

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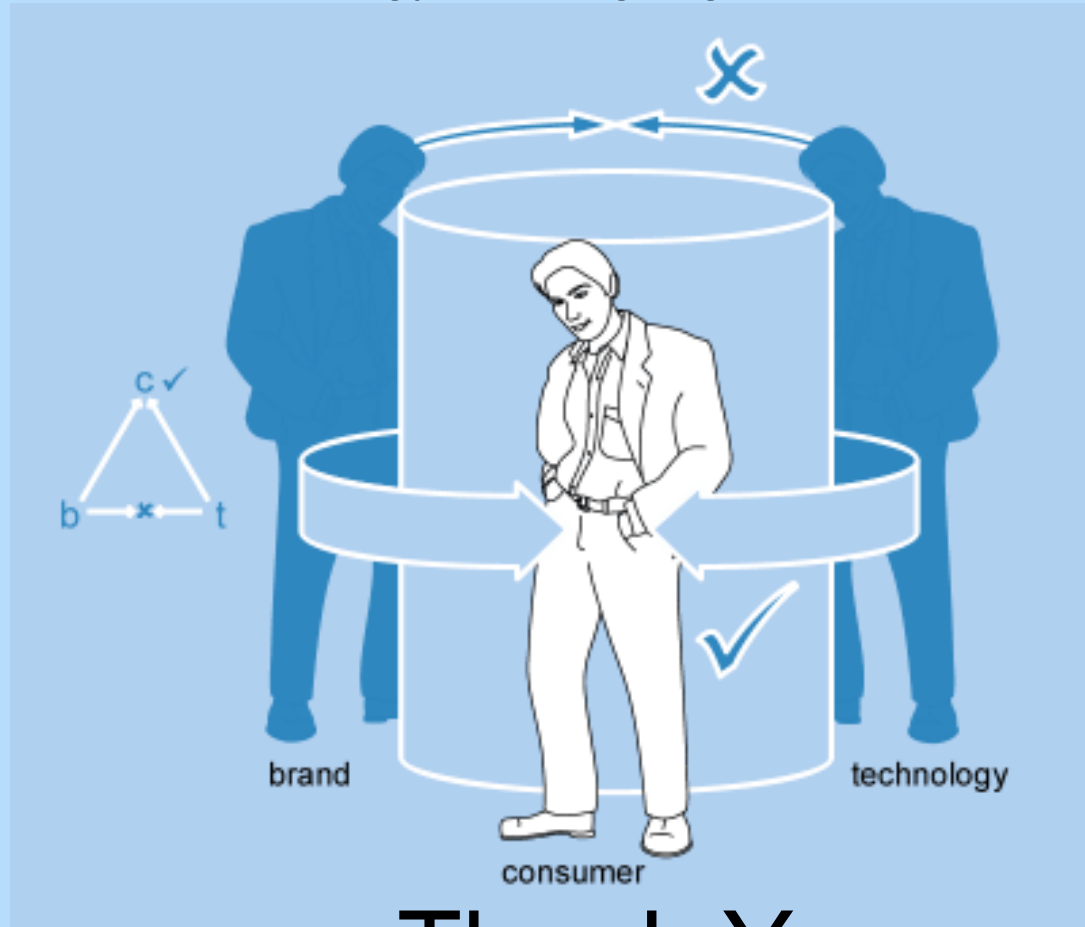
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Final Thought

Brand & Technology working together for consumer



Thank You



Weather Service Prototype

- Fully graphical consumer application
 - Designed for Sharp GX10 & Java-compatible handsets
 - Activity-centric rather than channel-centric view

- Location and activity based personalisation
 - LBS enabled
 - Integration with diary application

- Automatic synchronisation of forecast
 - Designed for GPRS - regular updates of data
 - Pay for usage - switches user to subscription model
 - Can use online or offline

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live! Magazine Prototype

- live! Magazine
 - Fully graphical consumer application
 - Designed for Sharp GX10 & Java-compatible handsets
 - Interest-centric rather than directory-centric view

- Segmentation and user based personalisation
 - “Skinable” pages relevant to gamers, women, etc.
 - Relevance feedback - approval and rating of content

- Daily cross-channel view of information
 - Reduces click distance
 - Can browse online or offline
 - Integrated m-Commerce functions

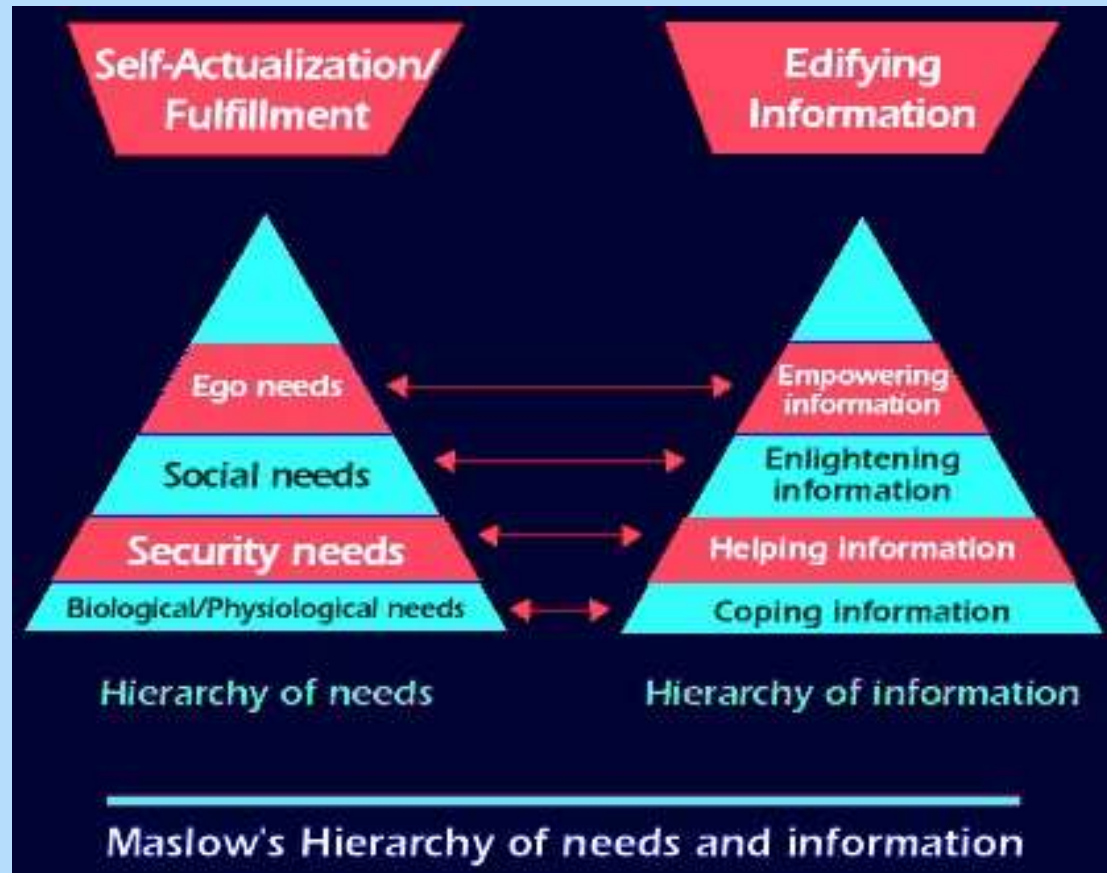
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Needs & Information



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Personality make-up

The Media Equation Five factor model:

Our human-human collaboration is one of different personalities.

