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KILLER PRODUCT

how to make your product noticeable and used by people

KILLER PRODUCT

IT'S

NOTICEABLE

AND USED

BY CLIENTS

IT
GETS THE JOB
DONE. SIMPLE

IT DRIVES **EMOTIONS** AND

MAKES US THINK,

WE MUST HAVE IT

agnetise





- ► SYSTEMATICALLY DEVELOPED
- ► SIMPLE AND CLEAN INTERFACE
- ▶ ONLY USEFUL TOOLS, NO "WHAT IS IT FOR" CRAP
- ▶ SIMPLE SHARING AND COLABORATIVE WORK

http://th00.deviantart.net/fs71/PRE/f/2011/063/5/5/stock___blood_splatter_by_bishy_waya-d3ax79g.png

On next few slides you will find examples of products that in my opinion are killer product (or will be in a near future).







- ► CLOSED BETA AND HUGE WAITING LIST ;)
- ▶ VERY SIMPLE INTERFACE
- ▶ GETTHINGS DONE
- ▶ HAS ONLYTHIS, WHAT IT NEEDS









- ▶ SIMPLE IN USING IVEN FOR BABIES
- WE'LL GIVE YOU A PRESENT (FREE SPACE FOR SHARING)
- ▶ YOU'LL WANT TO BUY FOR THIS SERVICE
- ▶ INTEGRATION WITH OTHER TOOLS (I'M ALWAYS THERE IF YOU NEED ME)











- ▶ PRODUCTS THAT ARE BEAUTIFUL AND AESTHETIC
- LETS FOCUS ONLY ON FEW THINGS, NOT THE WHOLE BAG
- ▶ BRAND POSITIONING AND TEMPORARY UNAVAILABILITY
- ▶ SOME PEOPLE SAYTHAT IT'S A RELIGION

THESE PRODUCTS HAVE FEW THINGS IN COMMON ...

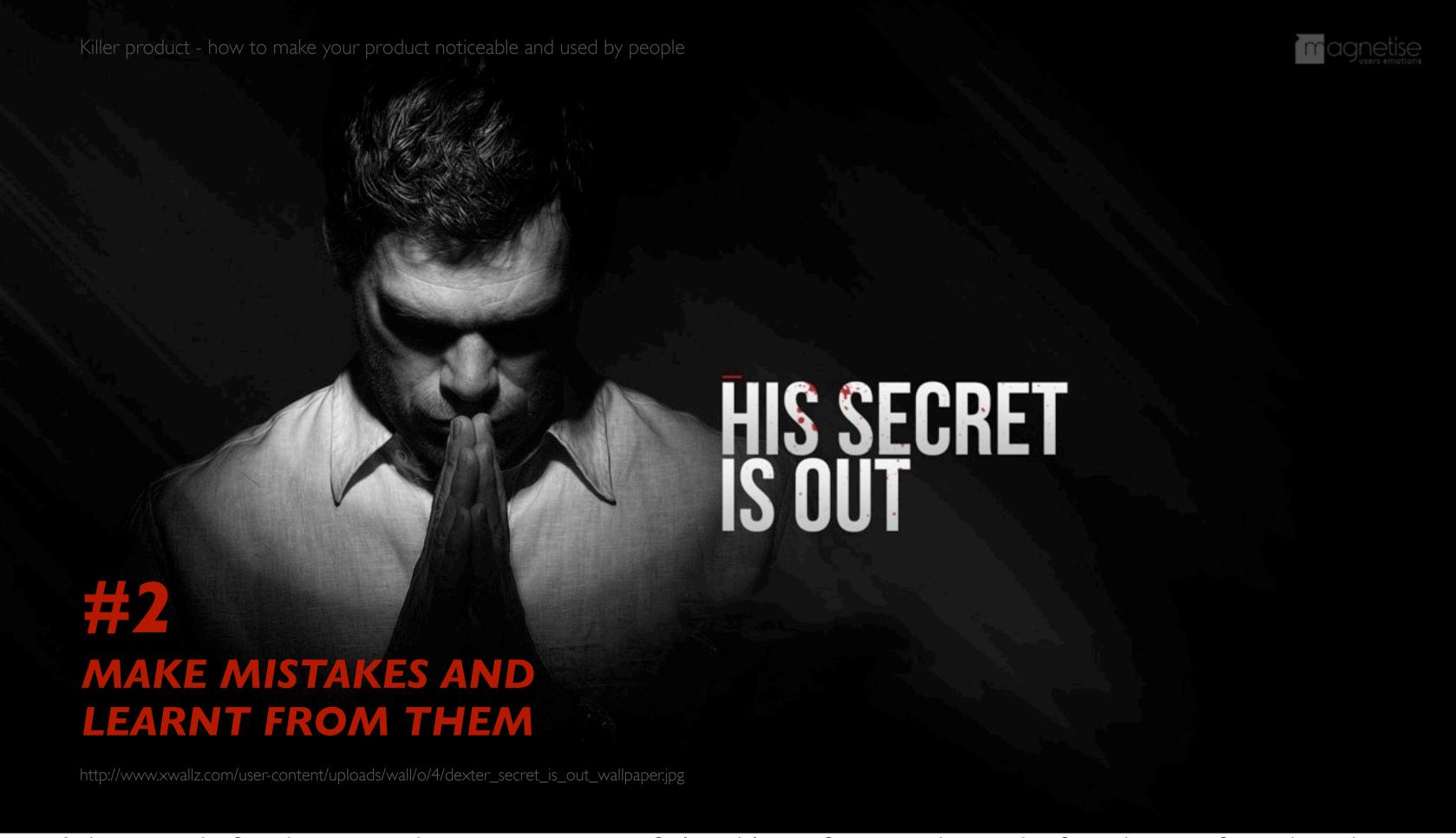
- **#I** BORN FROM **PASSION**
- #2 MAKE MISTAKES AND LEARN
- #3 FULFIL HUMAN NEEDS
- **#4** SUPPORT OF **STRATEGY**
- #5 BASE ON KNOWLEDGE ABOUT HUMAN



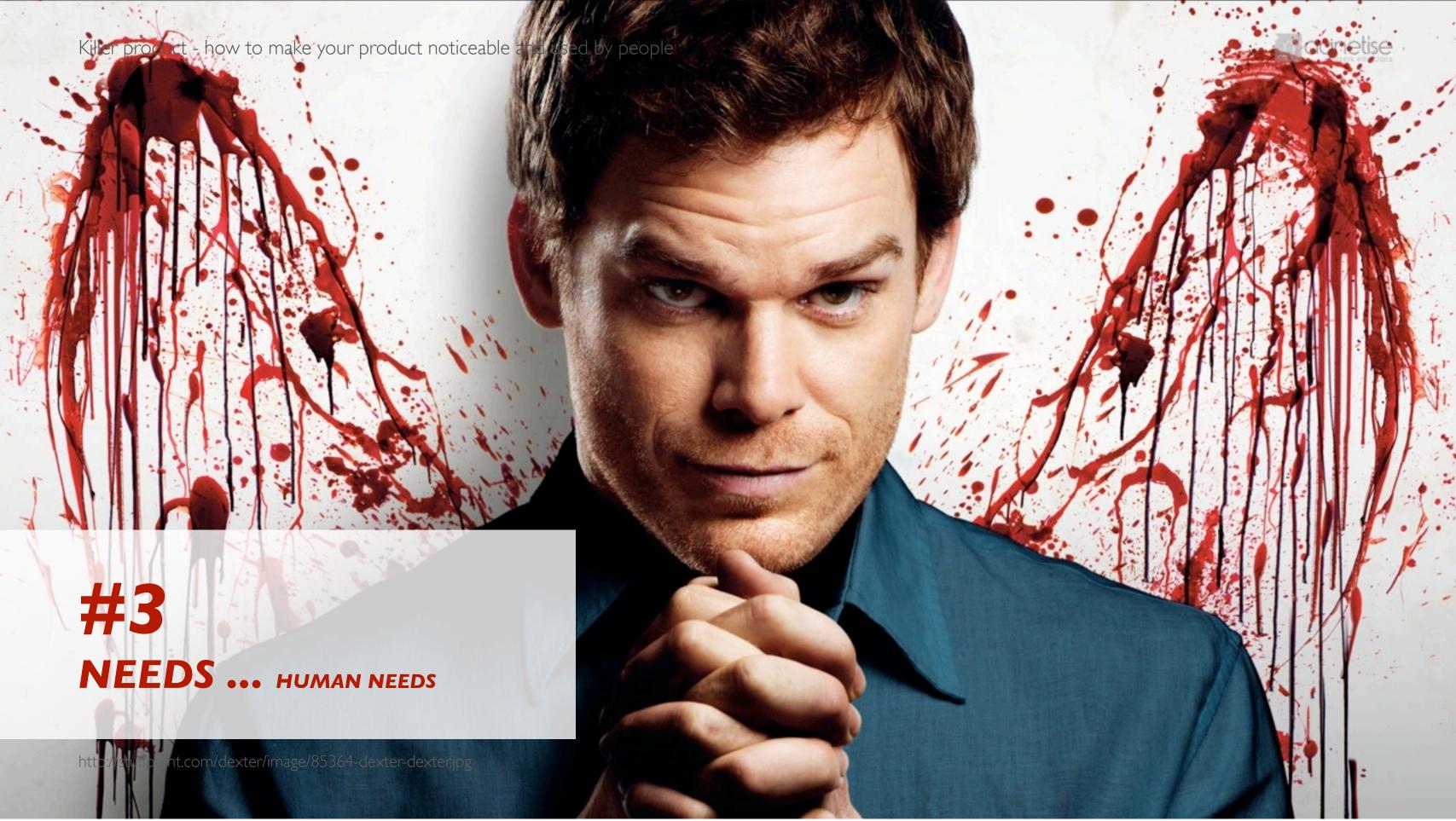


If you want to create a product, that will be a next big thing for the market, you (your team) have to have passion. In my career I have the possibility to watch a work of teams (and future effects) that were engaged in product and its growth.

Unfortunately I also watched how teams have ruined their product, because a lack of passion and engagement. If you and your team won't have passion for this, what you're all doing, it will directly translate to your product, brand or whatever. Probably you will fail... or will not be satisfied with your final result (also your client).



Don't be scared of making mistakes. Let your team fail and learn from it. This is the foundation of good working culture. It's difficult to require from people developing them selfs and creating something unique, if you don't allowed a risk of failure in your project, or even making mistakes. Sure, the team must learn from failures, but remember this: everyone who doesn't make a mistake, is standing in the same place.



You have to be focused on human needs (your clients needs). Of course, business goals shouldn't be ignored. But in the first place your product should be answering on human needs. If you won't do this, if your product will be far away from this needs or won't be answering for only one of them, it will be hard to have a success.



You have to have some kind of plan. Before you start developing your product, take your time and define a place, where you want to get to. And how you want to do that. This don't have to be plan withouts gaps. It may be that you will have to change your plan on the way, or even you will have to abandon it and make a second one. It can happen.

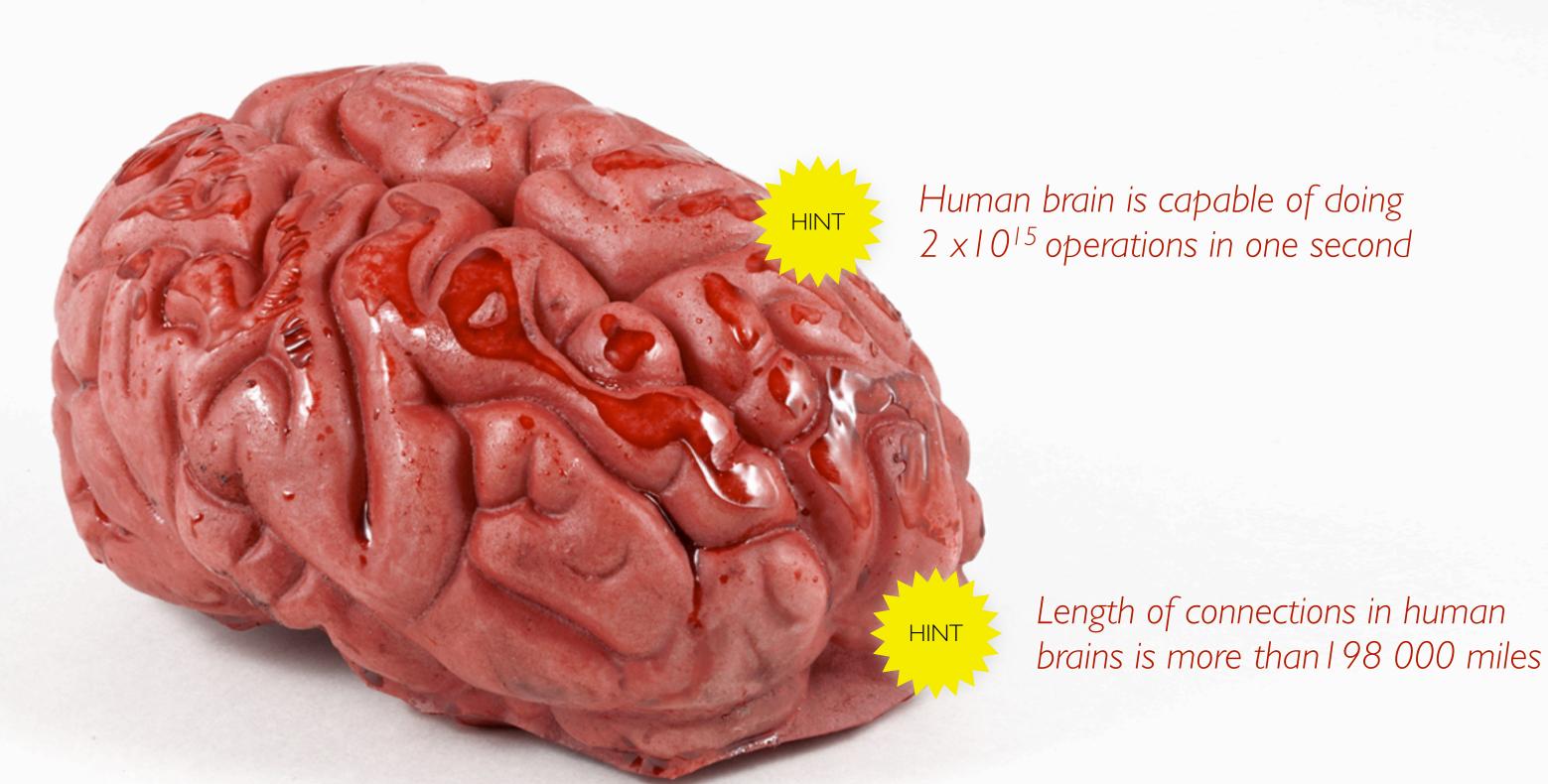
But don't be worry now! I will repeat myself one more time: everyone who doesn't make a mistake, is standing in the same place. The most important thing is to know where you want to go to. Also tell this your team. They also have to know it.



Find out as much as you can about your future clients (your target). These are the people that will use your product. Ge to know them, who are they, what problems are in their heads, what are their needs. How they make their decisions and what is important for them. Learn how to speak to them. They are foundations of your success in the future. From their choices depends, if you will hold or market or drown.

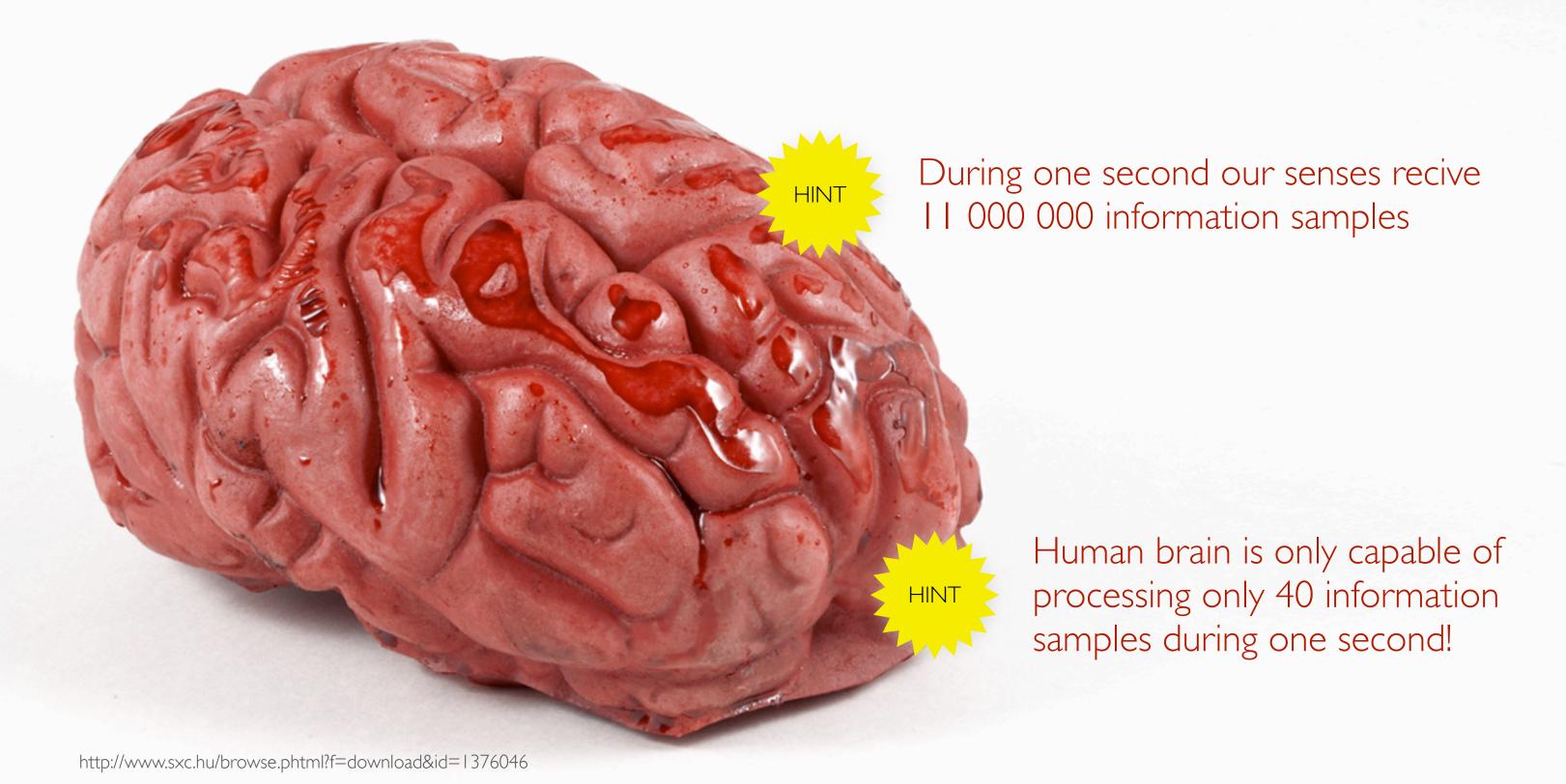
Because I think, this things are very important, next slides will be about them.





http://www.sxc.hu/browse.phtml?f=download&id=1376046





Source: T.Wilson, Strangers to Ourselves: Discovering the Adaptive Unconcious



HOW IT HAPPENS, THAT SOME PRODUCTS SEEMS TO BE MORE ATTRACTIVE FOR HUMAN BRAIN THAN OTHERS?



http://www.electronicsandyou.com/electronics-history/Wilhelm%20Conrad%20Roentgen.jpg



HOW IT HAPPENS, THAT SOME PRODUCTS SEEMS TO BE MORE ATTRACTIVE FOR HUMAN BRAIN THAN OTHERS?

Lets look on facts ...





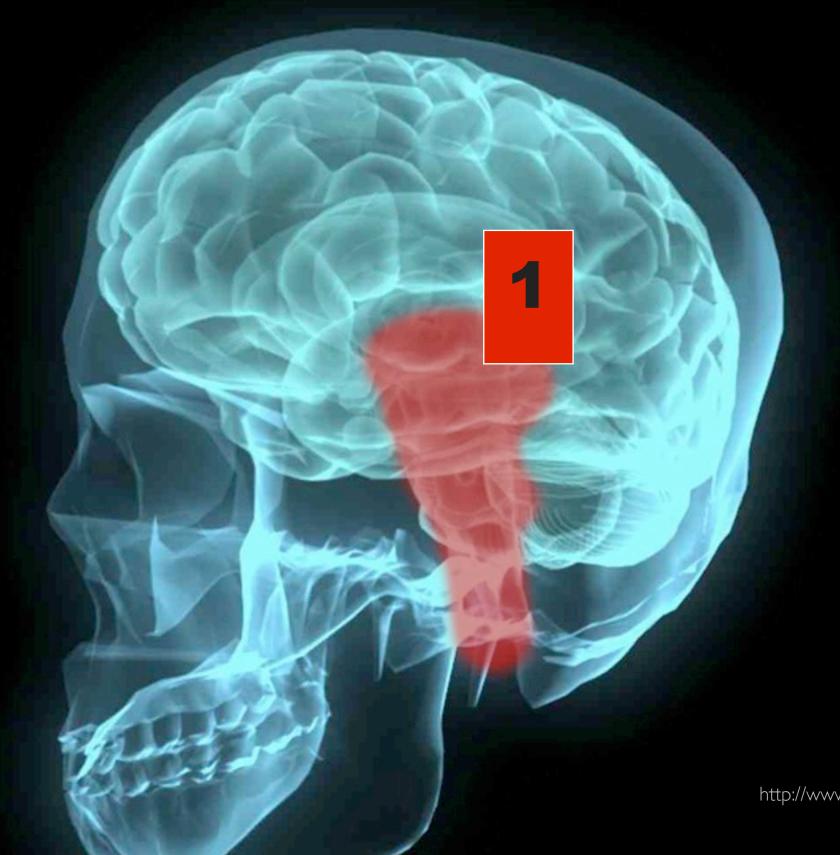


Our brain consist of **3 structures** that where born in different stages of human evolution. All these structures are responsible for different kind of actions, but they all work as one! How it is possible?

CRIME SCENE DO NOT CROSS

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Old brain

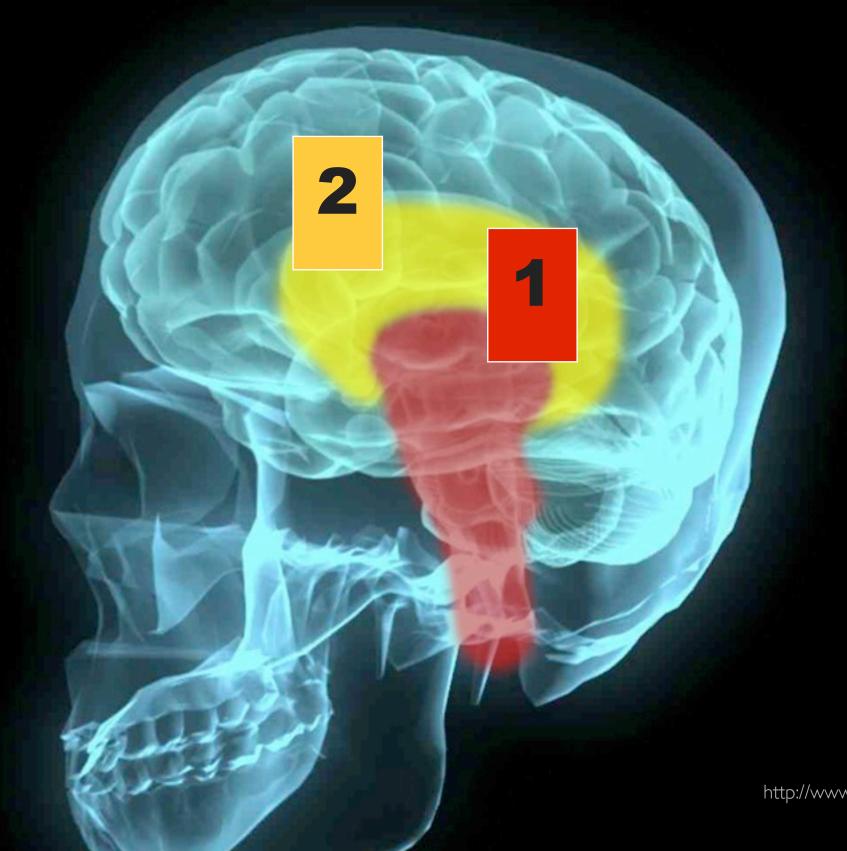
Responsible for:

- surviving (attack or deffence),
- digestion,
- breathing,
- moving.

CRIME SCENE DO NOT CROSS

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Middle brain (limbic system)

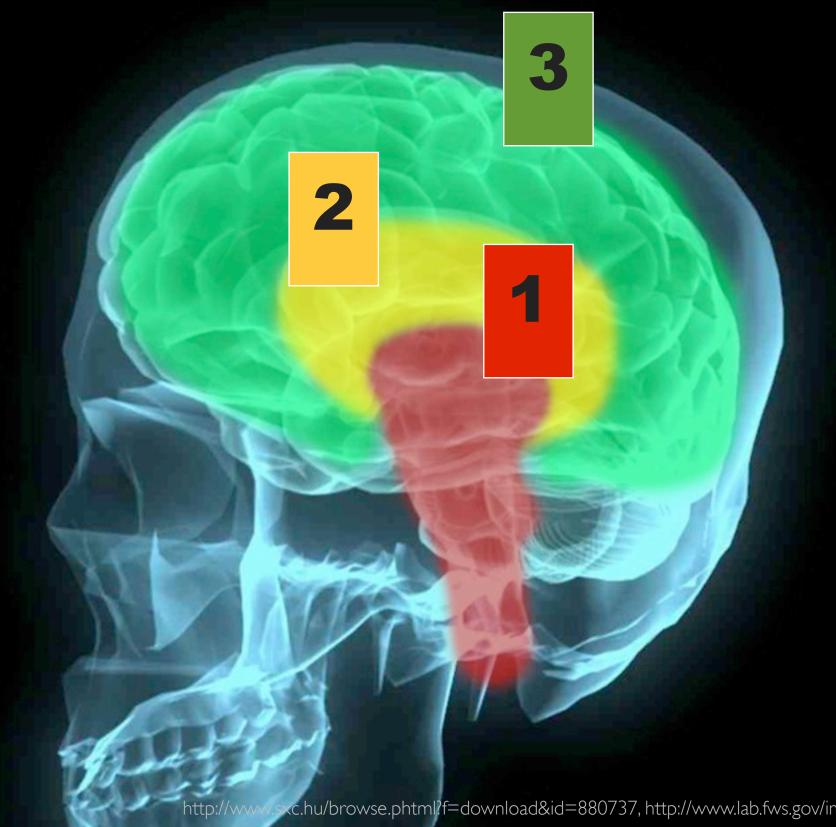
Responsible for:

- emotions,
- impulsive desicssions,
- affects the impulses like hunger, thirst and urge of having sex,

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New brain (cortex)

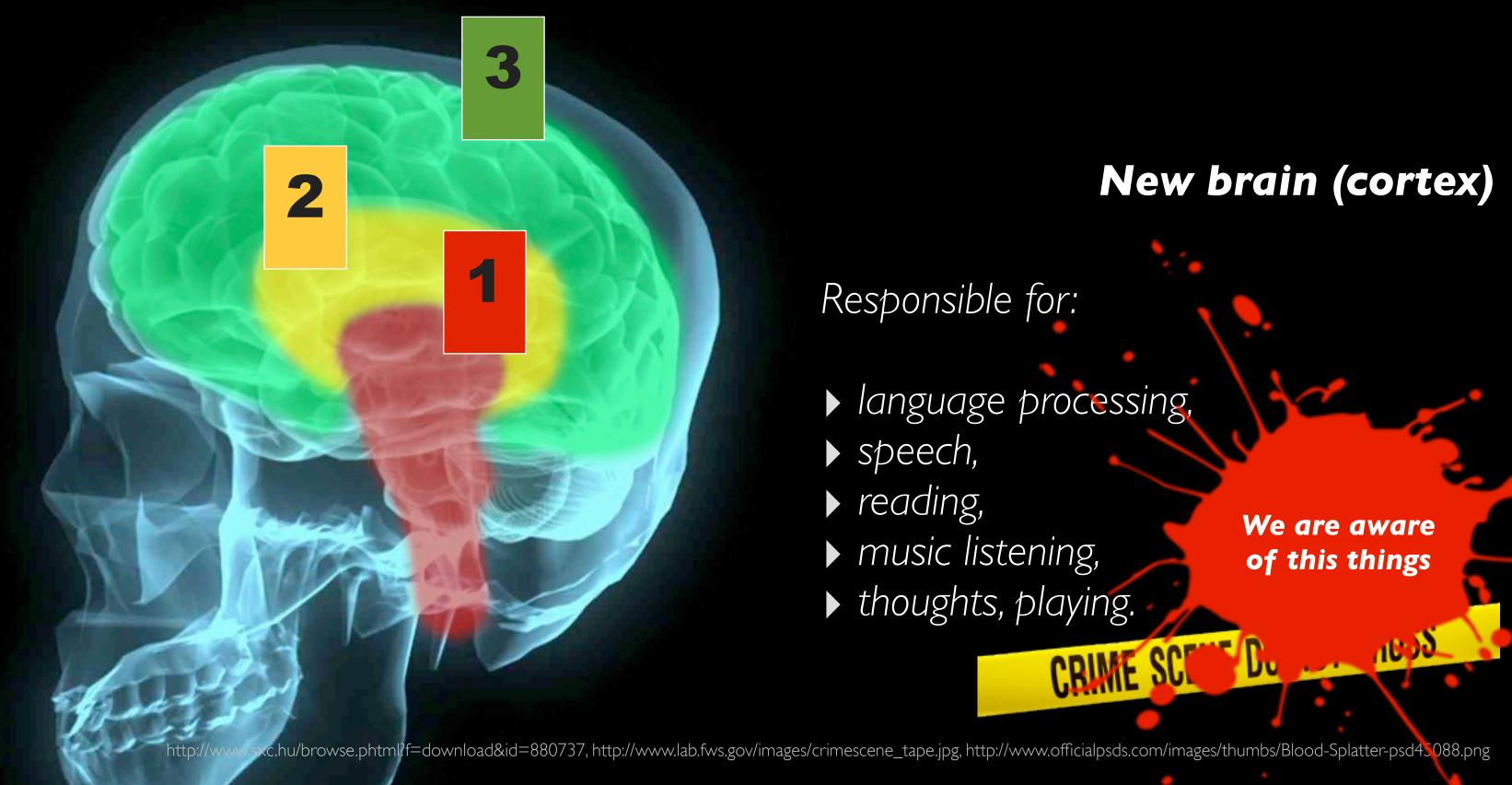
Responsible for:

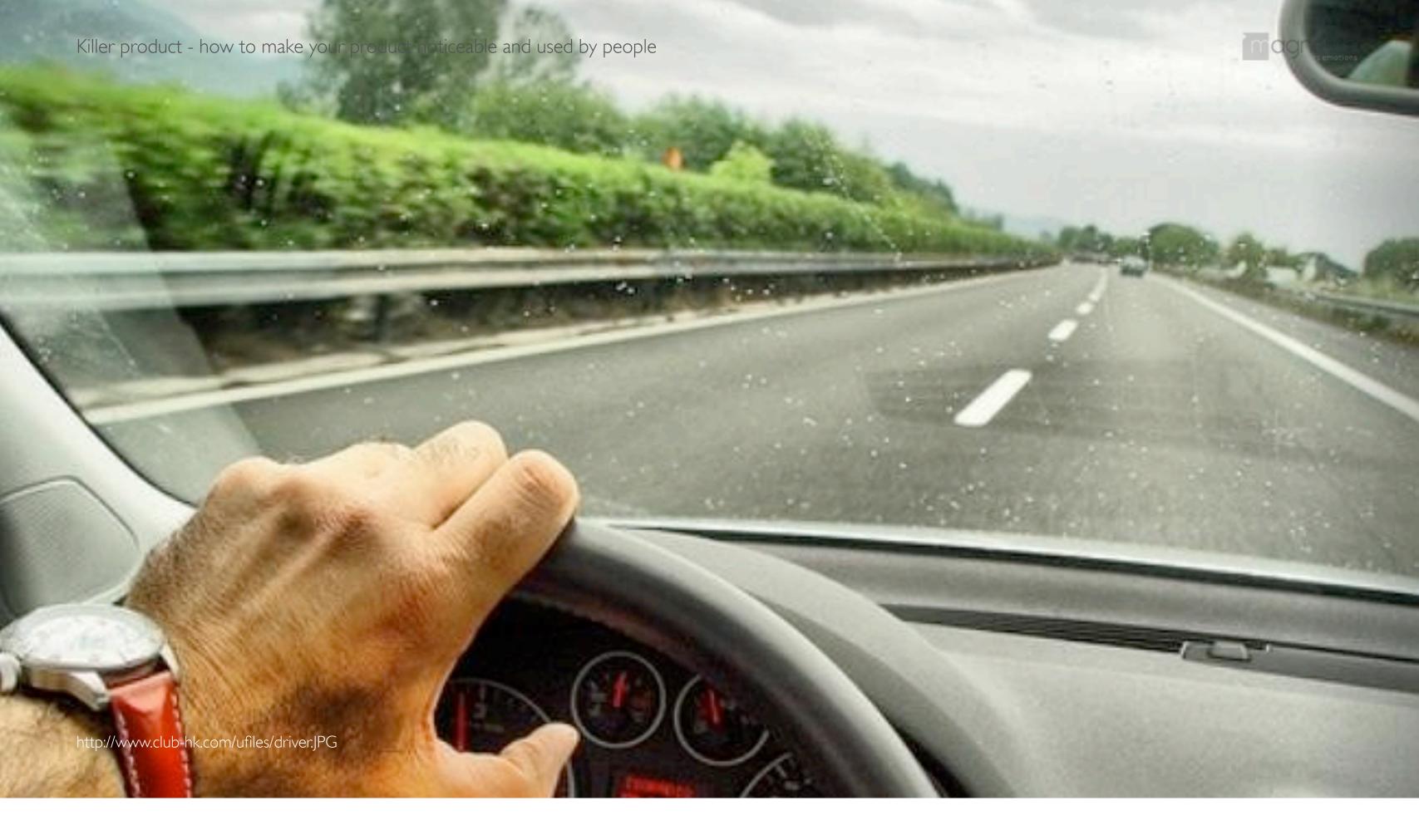
- language processing,
- speech,
- reading,
- music listening,
- thoughts, playing.

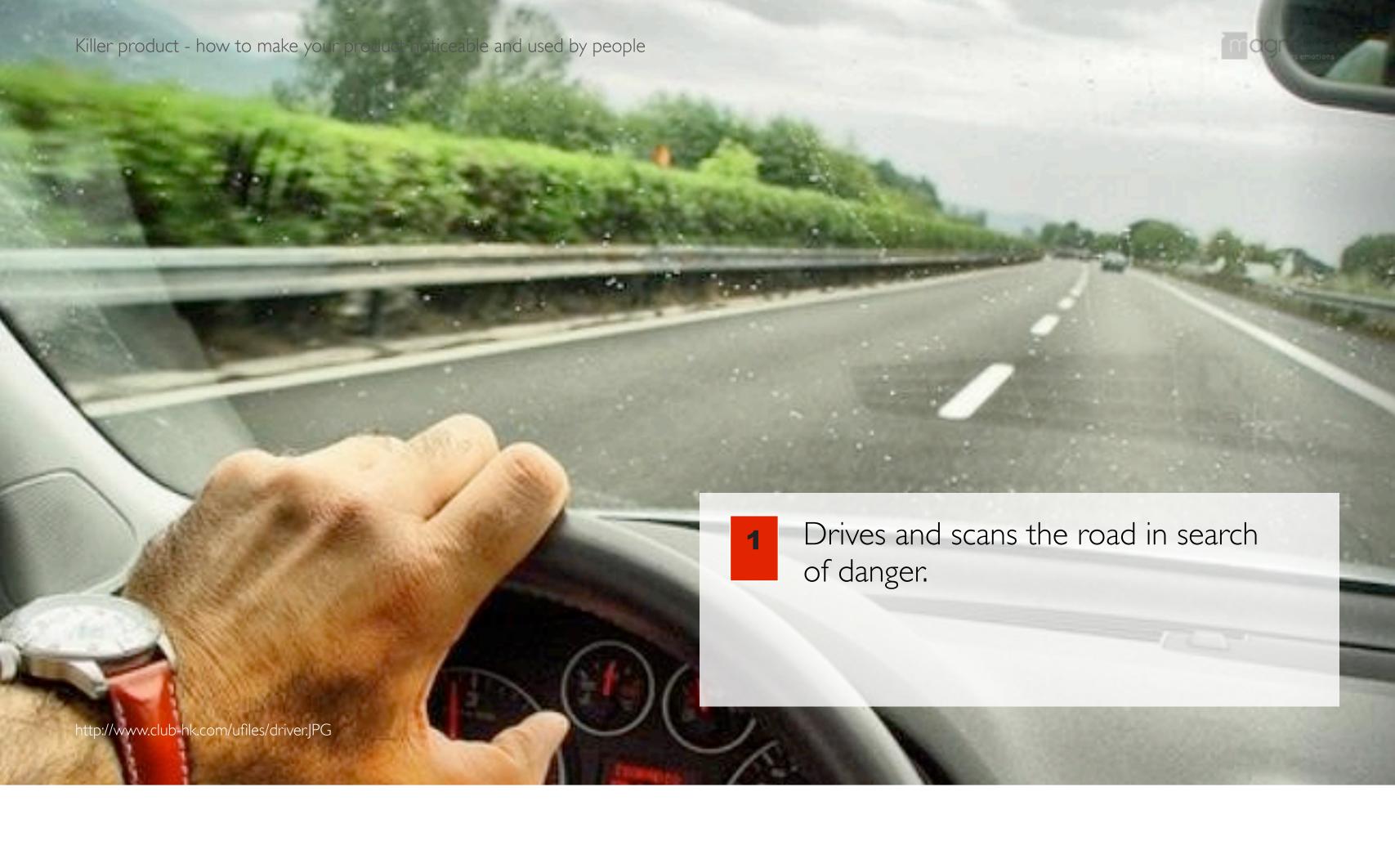
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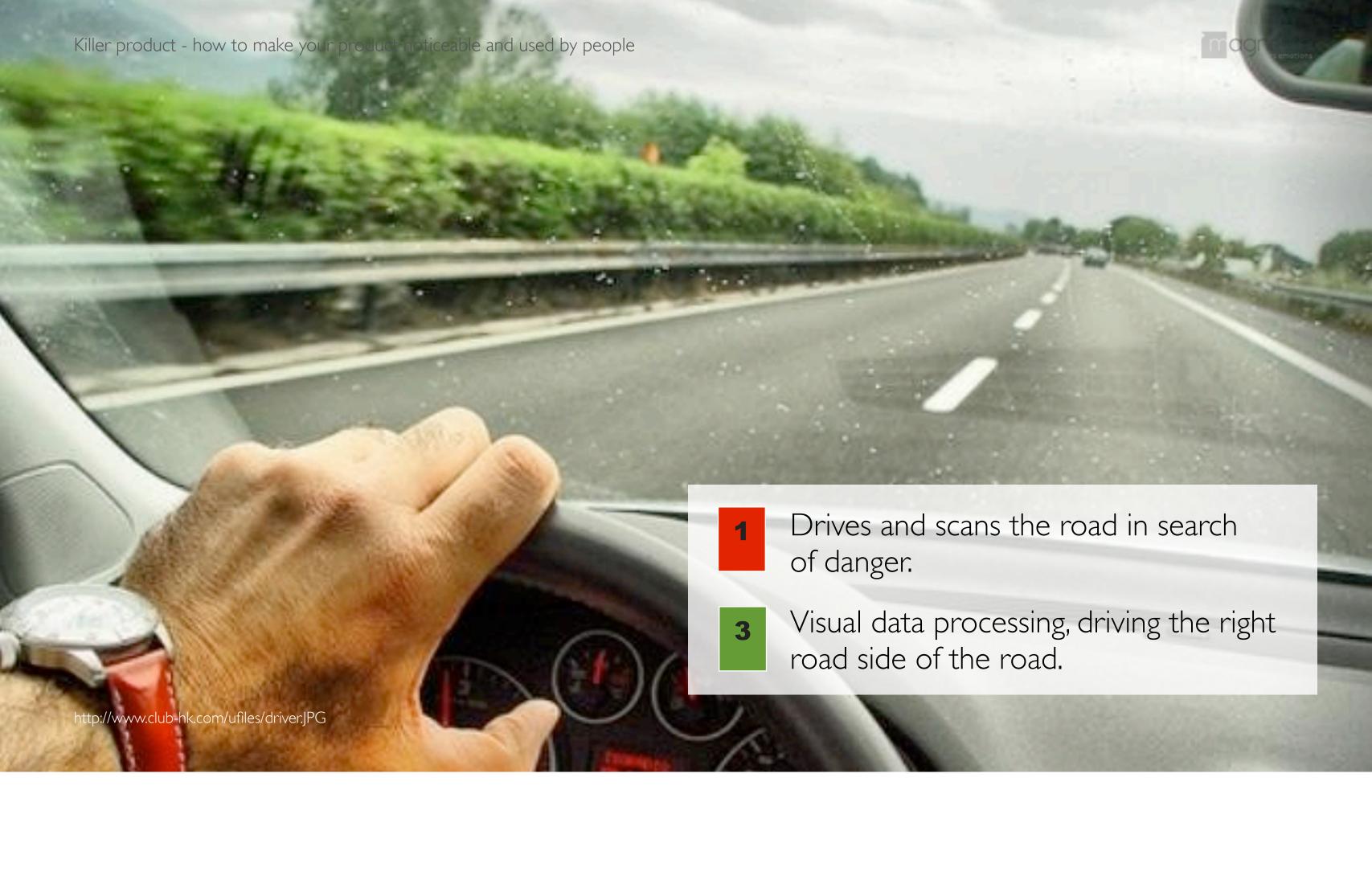
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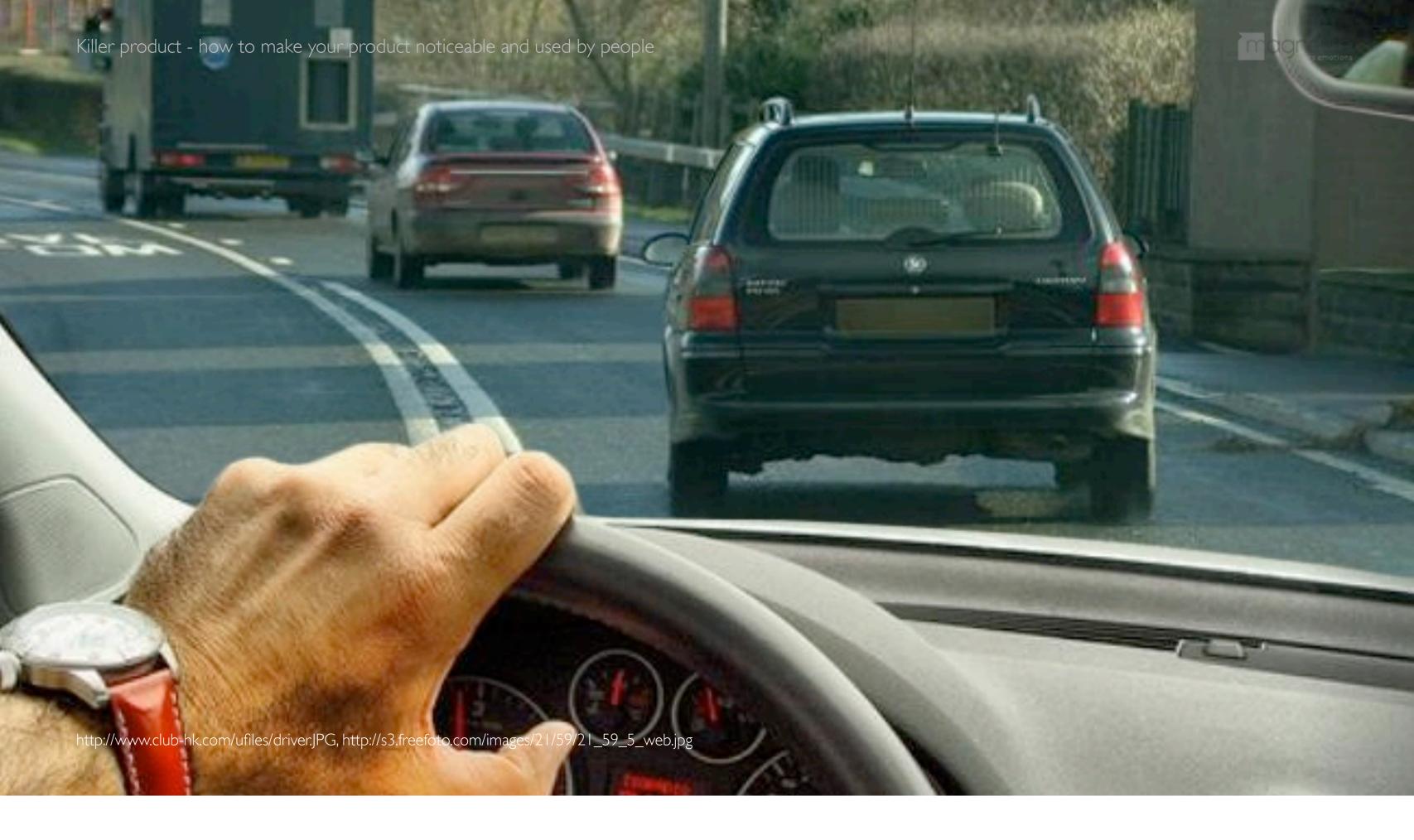


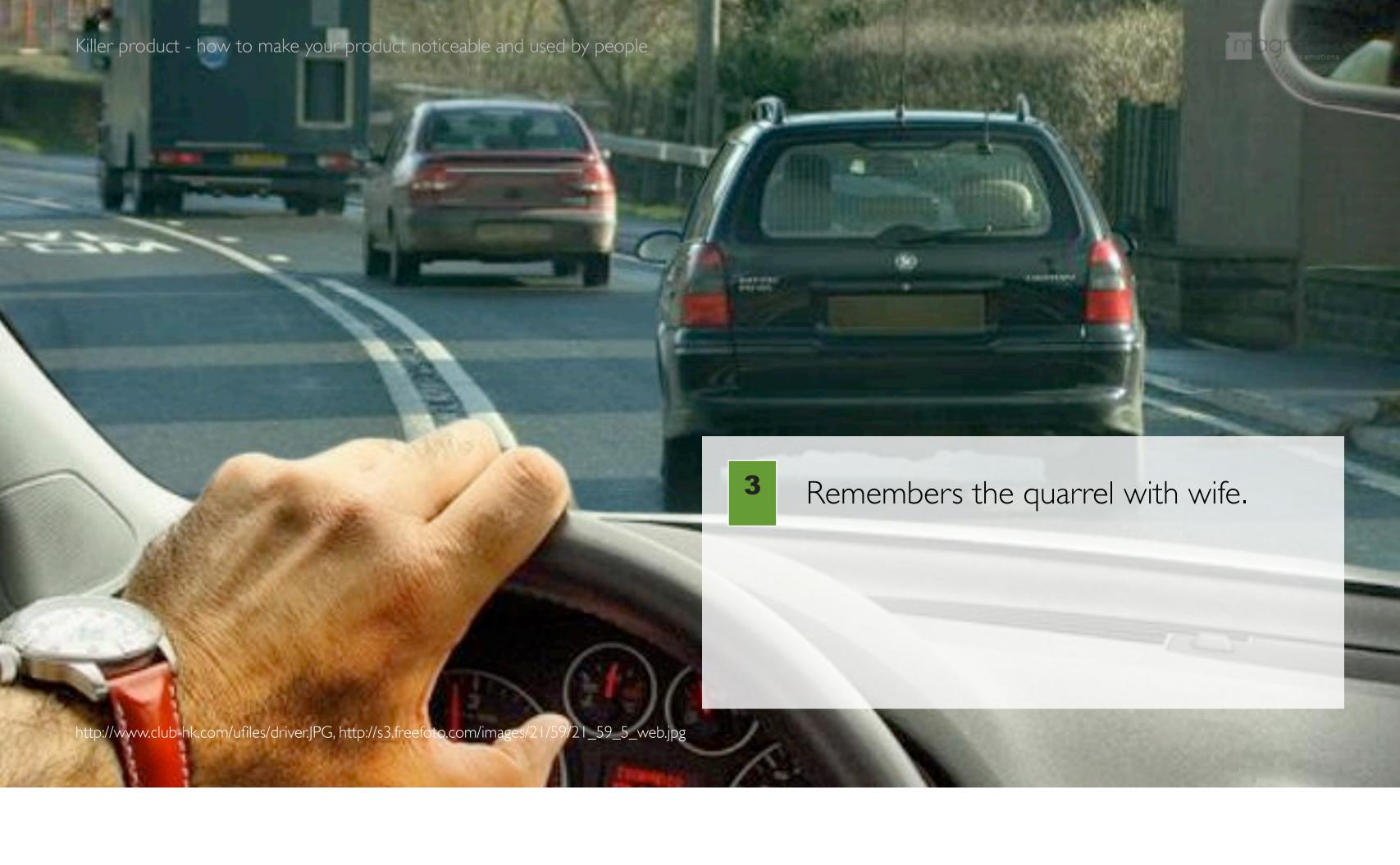














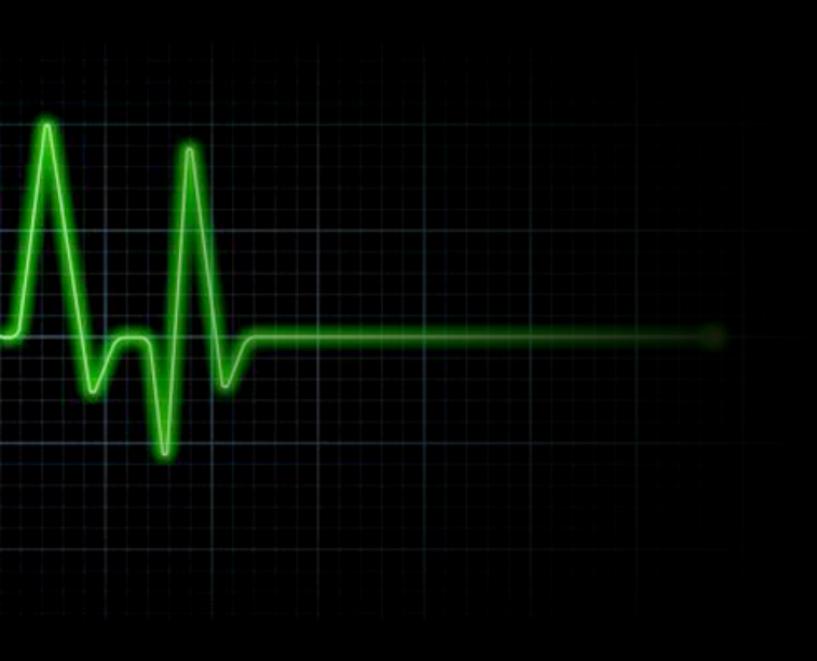








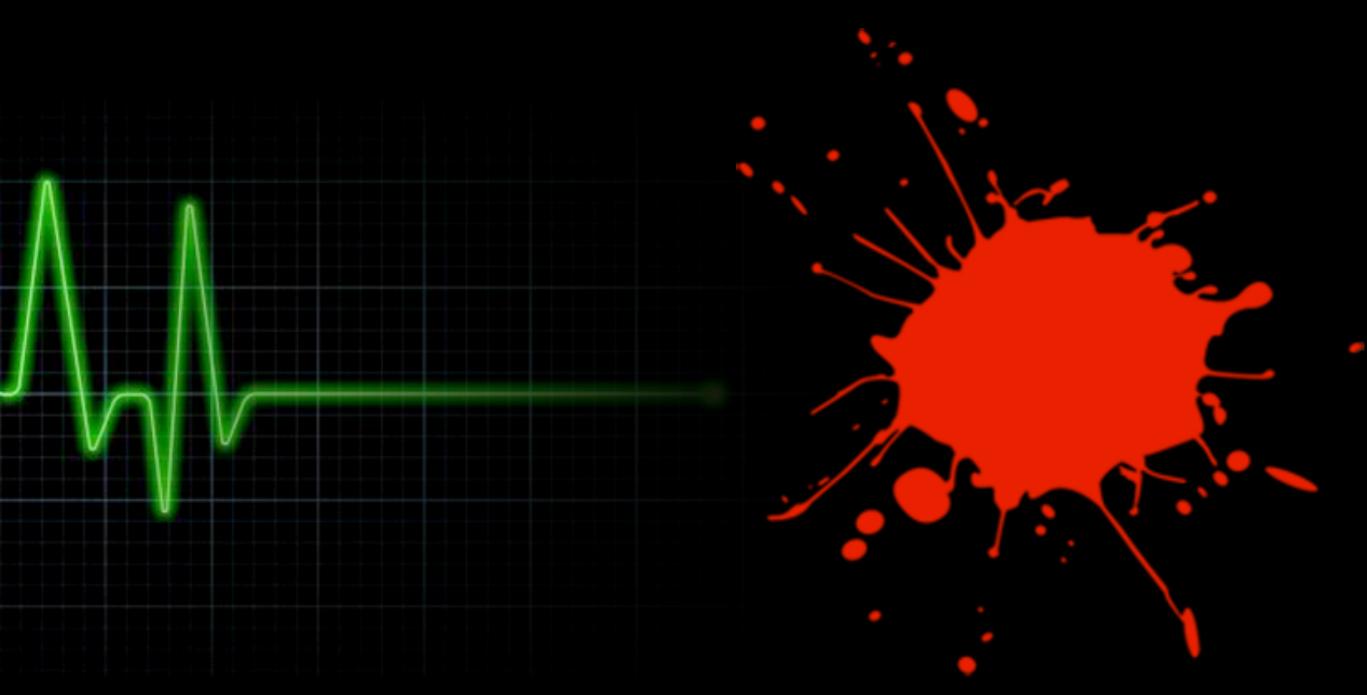




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This story could have its ending right here...

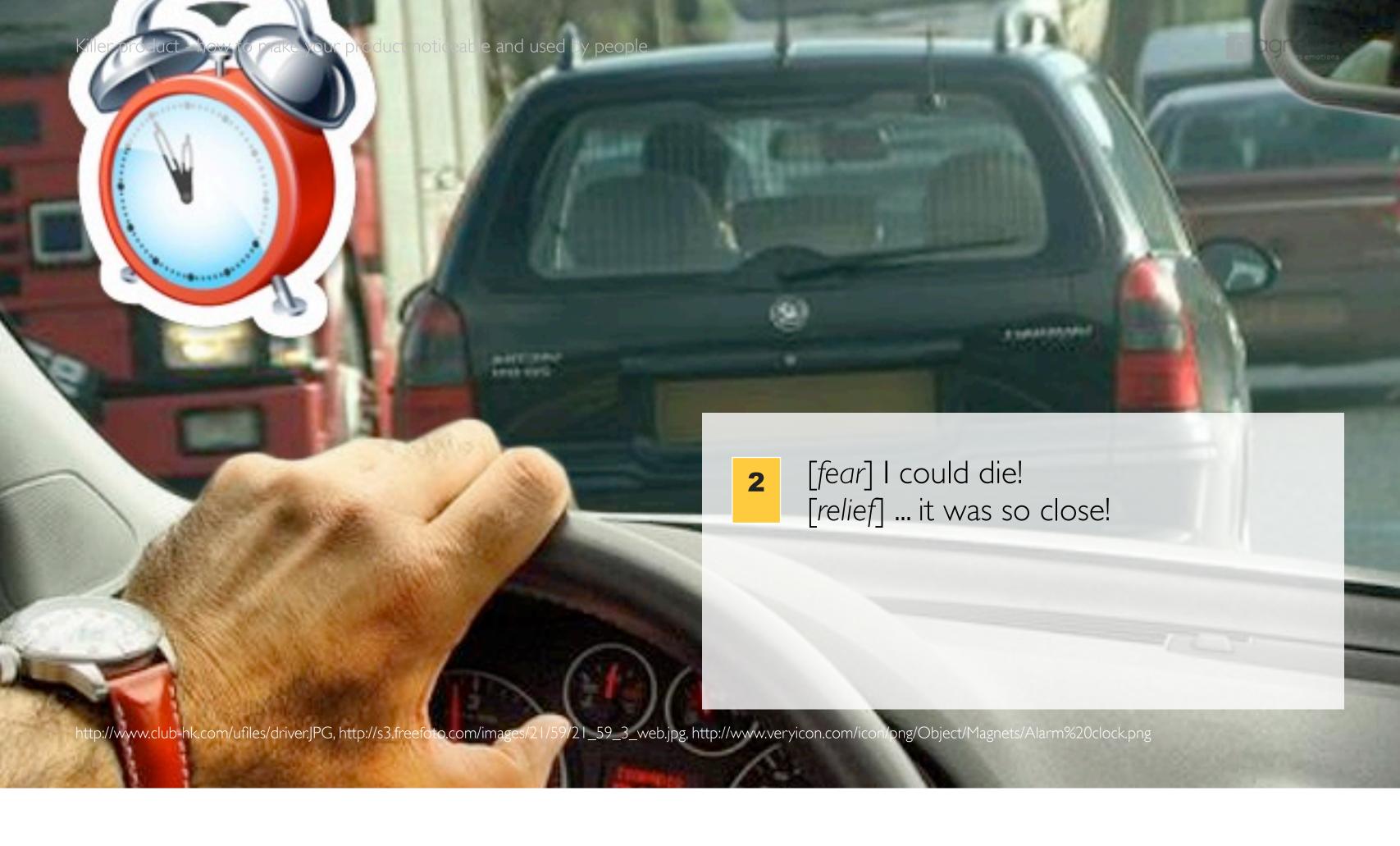


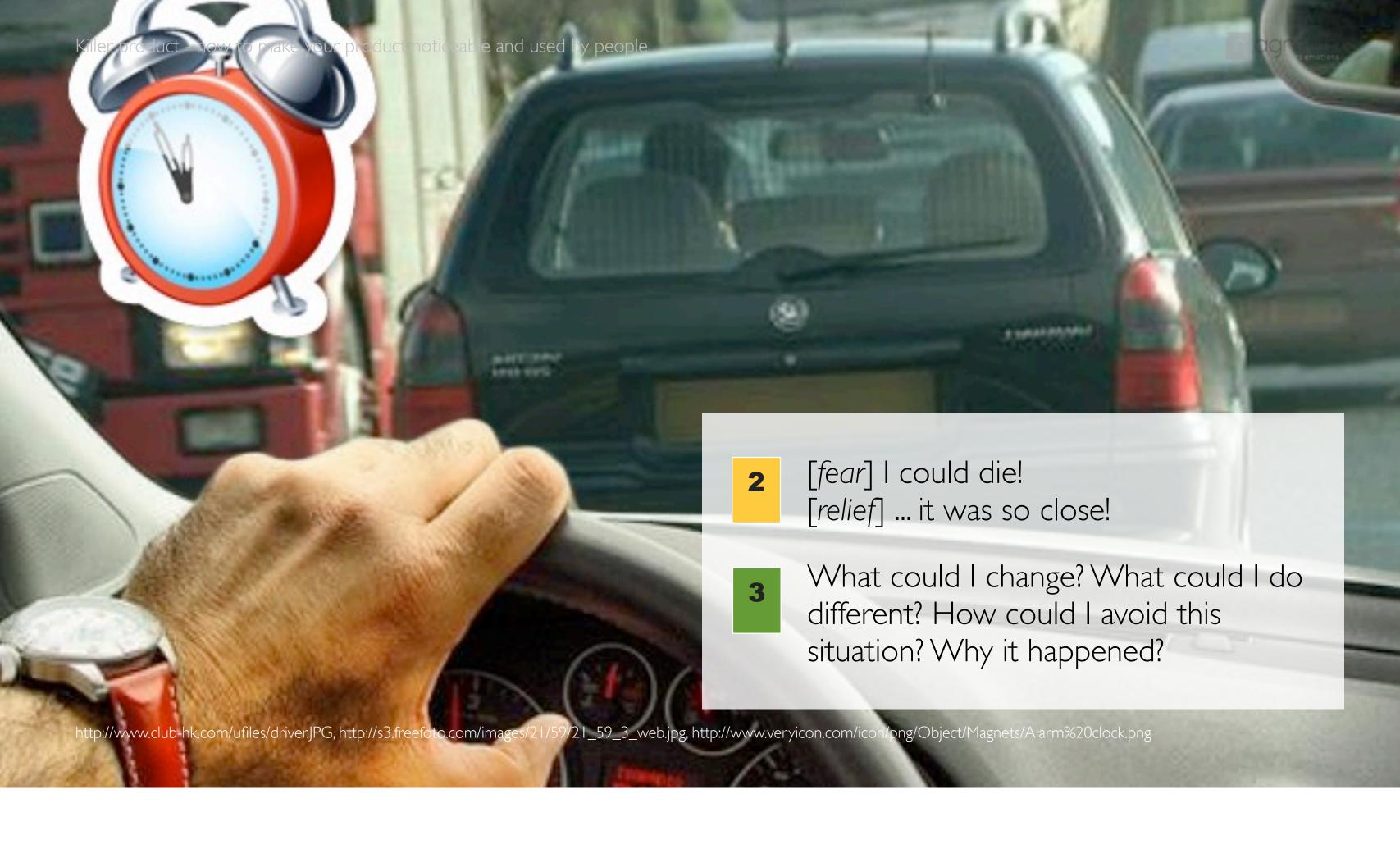


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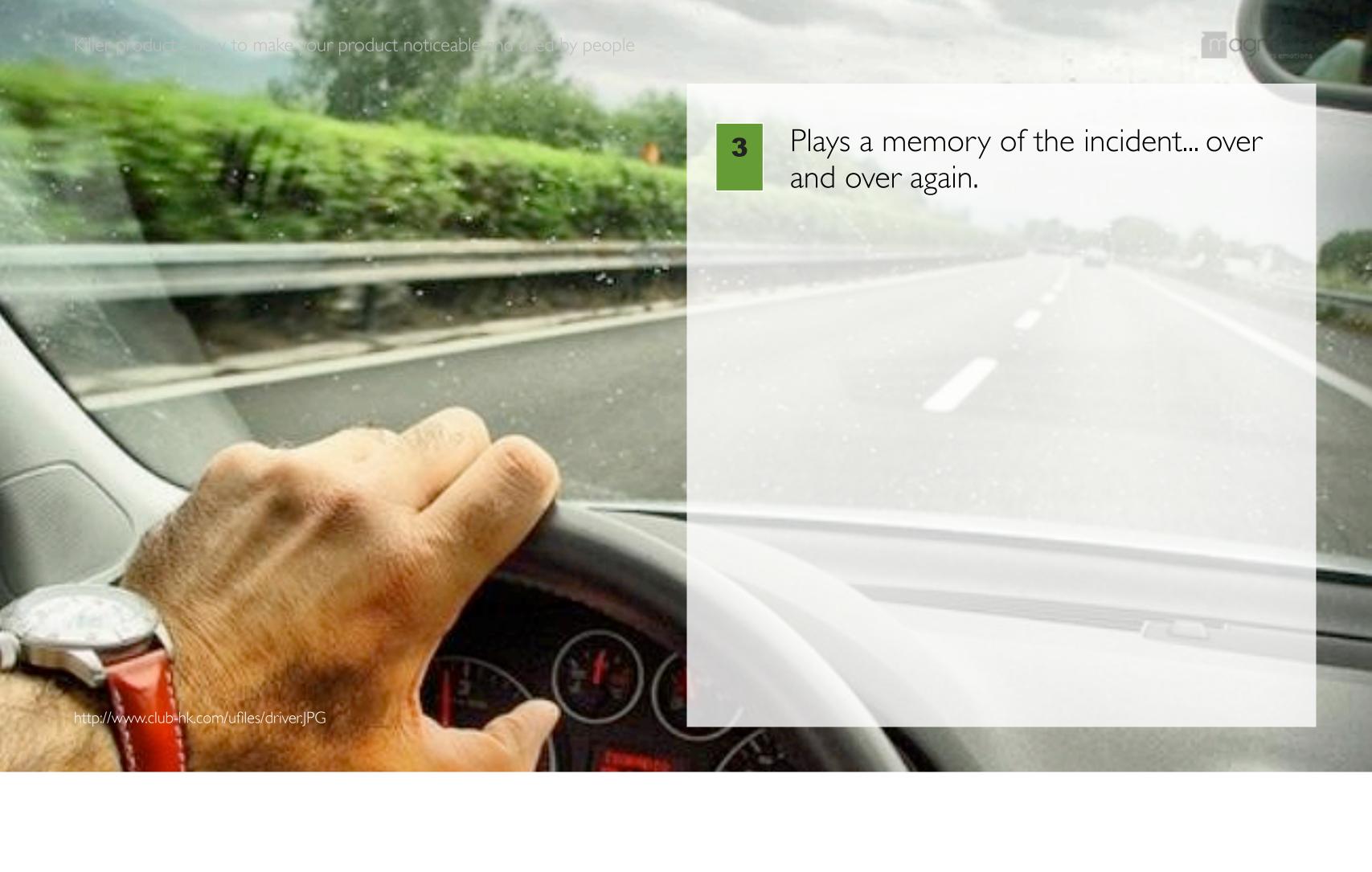
This story could have its ending right here...

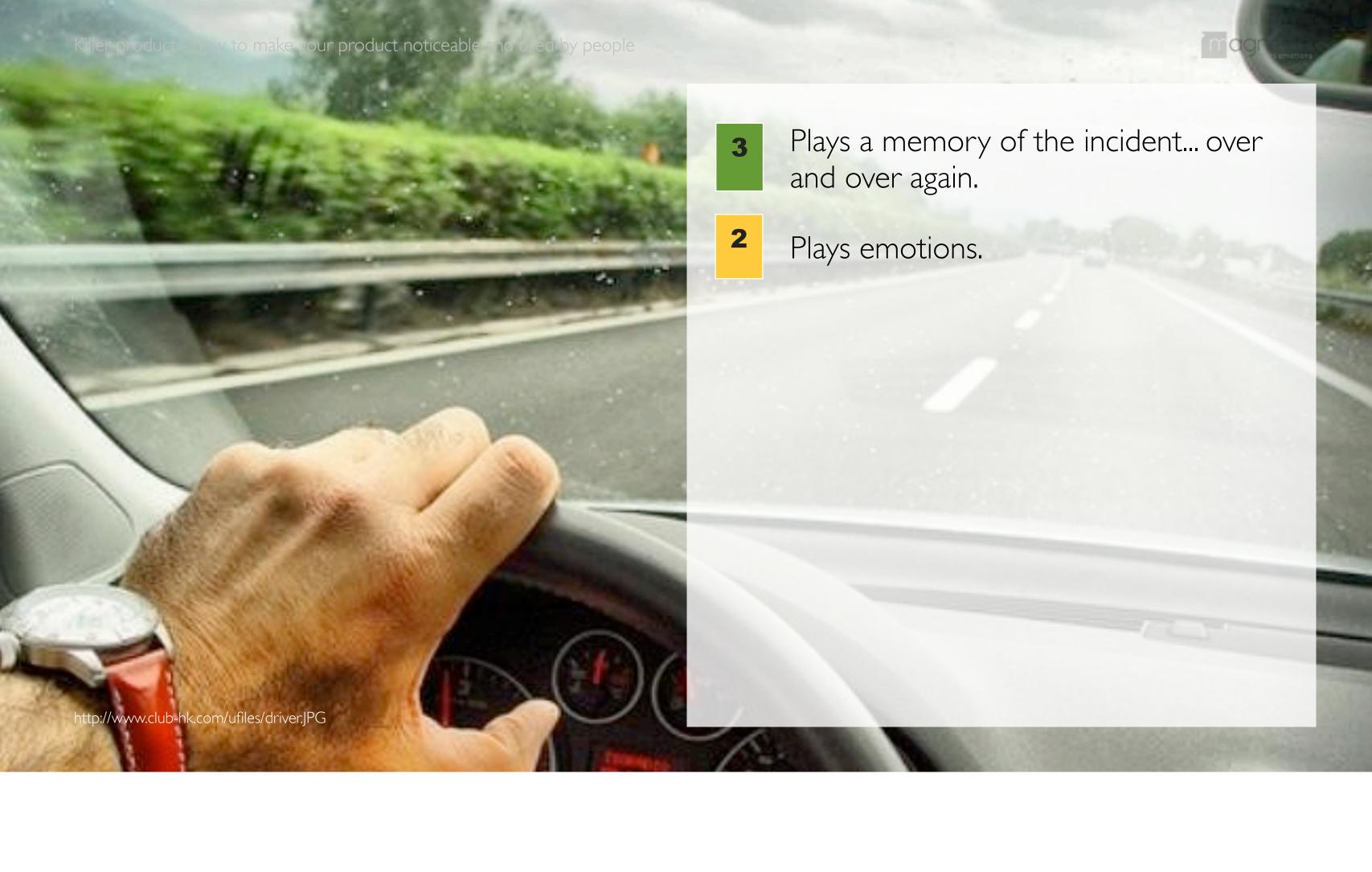












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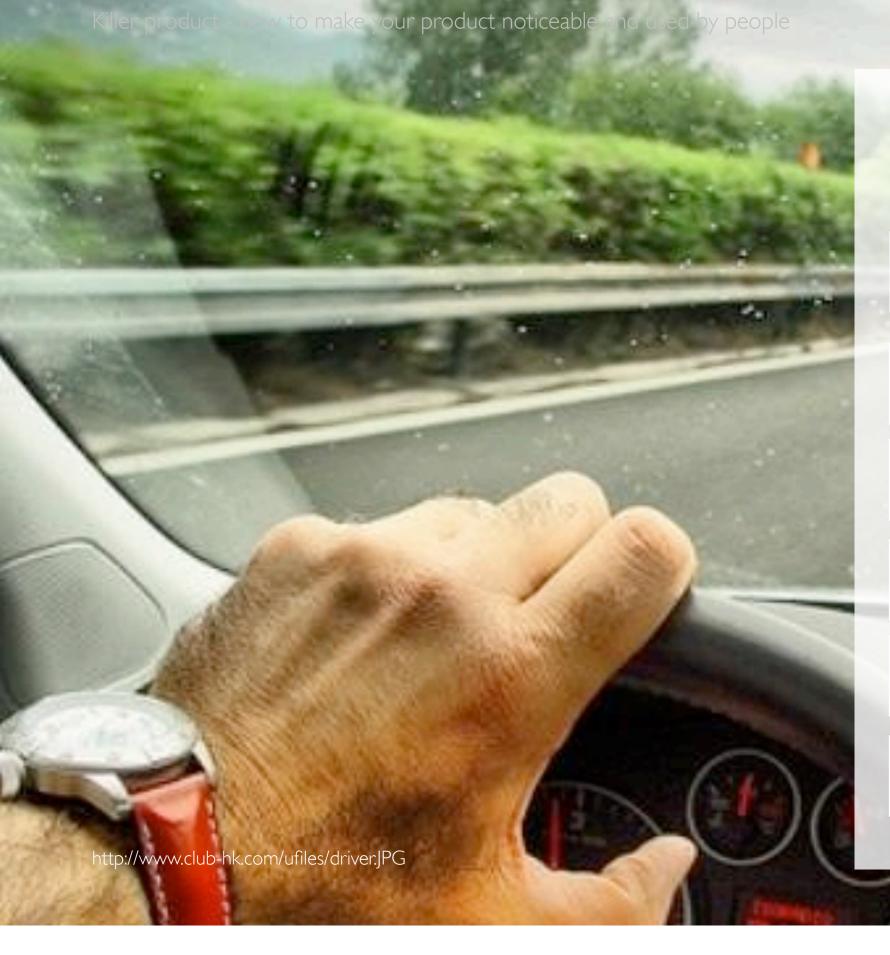
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- Plays a memory of the incident... over and over again.
- Plays emotions.
- Realise: I don't want to be angry on my wife... life is too short for this.
- **2** [relief]
- When I come home, I'll talk with my wife and apologize to her.



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- **2** [joy]



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- **2** [relief]
- When I come home, I'll talk with my wife and apologize to her.
- **2** [joy]
- 1 Still driving the car.





3 different structures

work as one







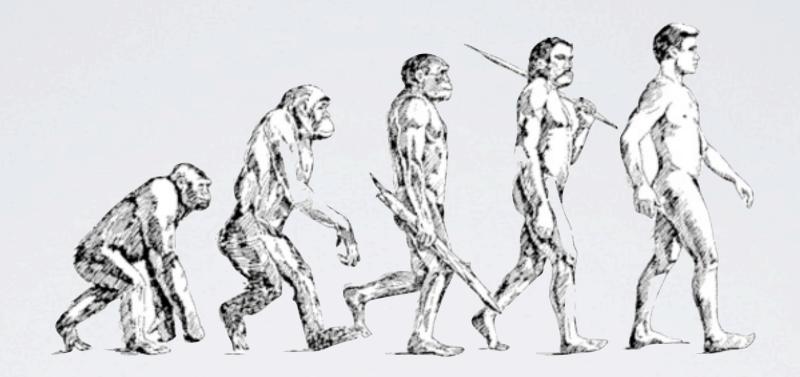
CRIME SCENE DO NOT CROSS

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HABITS AND NEEDS THAT EVOLVED SEVERAL THOUSAND YEARS AGO, ARE STILL IN US...

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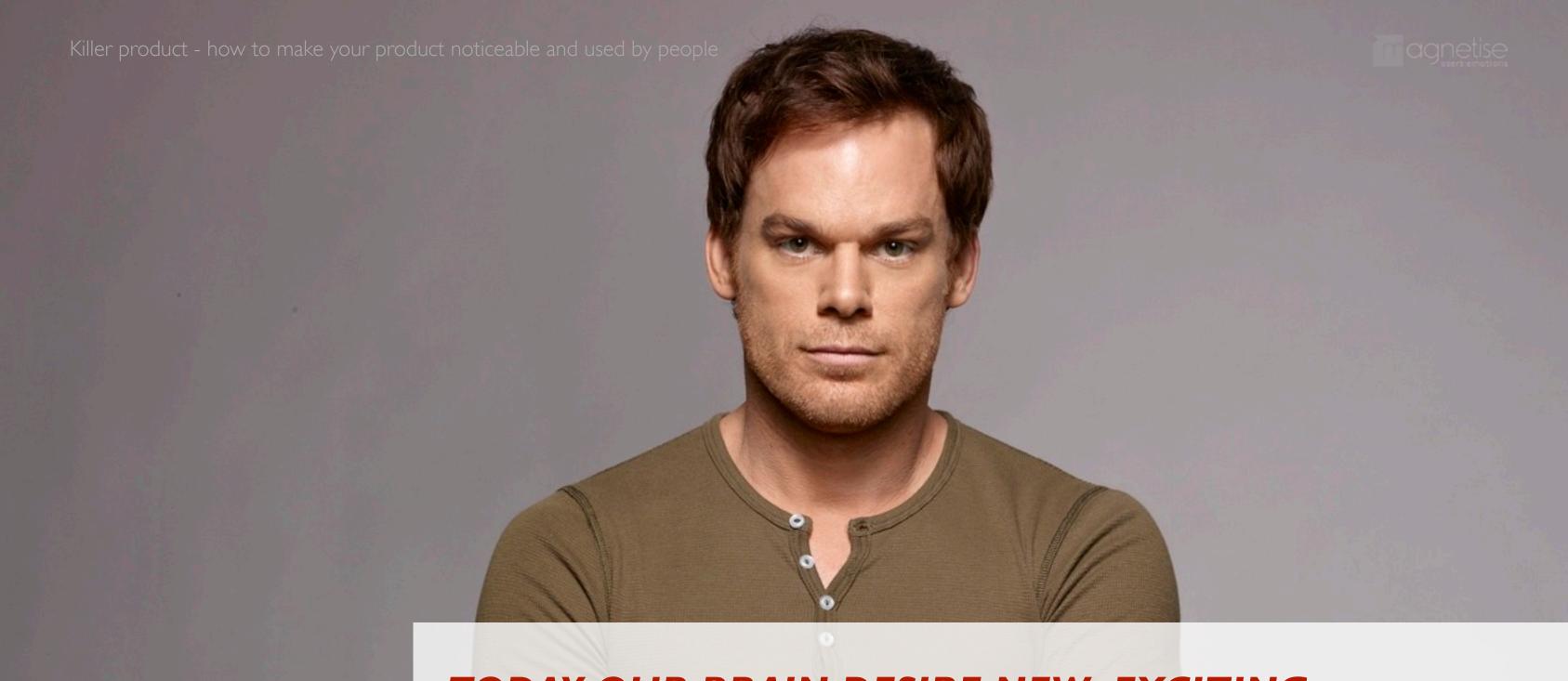


BUT OUR LIFES LOOK DIFFERENT TODAY...





Our archaic habits and needs have still impact on our lives and decisions.



TODAY OUR BRAIN DESIRE NEW, EXCITING AND DIFFERENT EXPERIENCES ...

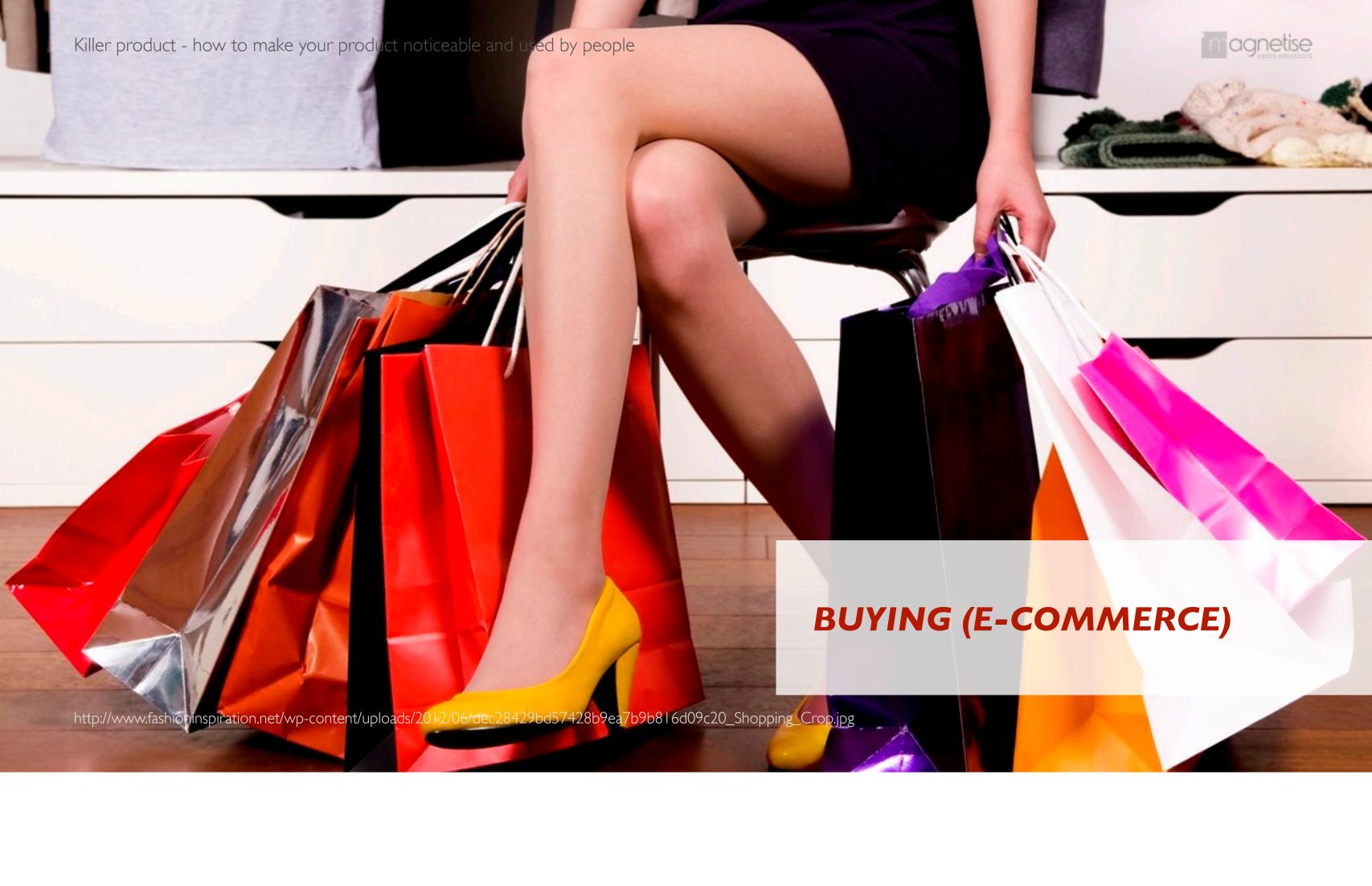
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POWER ON!

http://ezwebrus.com/wallpapers/computer/blue_power_button.jpg







GOOD PROFFESIONAL IS AWARE OF THIS THINGS AND CAN MAKE A USE OF THEM...

http://hdwallpapersbase.com/wp-content/uploads/2012/10/dexter-michael-c-hall-wallpaper.jpg



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Our brain can't ignore new things



Because our brain can't ignore new things, think how can you use this on premiere of your product or future upgrades. But remember - be real in this. Don't create reality, that doesn't exists. If you lie, this won't be a happy ending for your brand.





Our brain can't ignore a promise of pleasure and reward

magnetise

Sephora

OFERTA SPECJALNA MARKI SEPHORA

2 + 1



Kup 2 dowolne produkty marki Sephora, a trzeci otrzymasz w prezencie.

SEPHORA



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Giving a promise, you make a pact with your client. Remember, that you should fulfill this obligation. Try to find things that are important for people. Don't look for stories, that are convenient only for you and your business. If you want to do this, it's better to keep your mouth shut.





While in danger, our senses work at full spead

Killer product - how to make your product noticeable and used by people

Sales





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Creating situations, that put our senses on alert mode, is a verty powerful and dangerous tool. To many brands are using it and gives their clients to often this explosive cocktail. Be careful and wise using this kind of solution in your business or product. Don't do something, that your don't want to experience yourself.





Brain is the most expensive organ to maintain for our body

http://www.information-facts.com/wp-content/uploads/1025_WVlead-1024x818.jpg

Our brain is the most expensive (as it comes to energy) organ in human body. Average its weight comes to 3% of total, but the brain needs over 20% of total energy (greedy bastard)!

That is why advertising, that needs cognitive resources, will be (in most of the cases) ignored by the brain (lazy bastard; D).



As you know, human brain doesn't like hard work. It is rather crafty and lazy organ. That's why it feels verty comfortable, when it doesn't need to spend a lot of energy. This feature are using creators of product packaging (e.g. Apple). They created simple and ascetic package with simple colors and light design. You can also do this for your product. Think what you can make more simple, more ergonomic and more intuitive. This rule apply to every aspect of your business: from design to communication. Brains of your clients will love your brand for that (it's not a joke)!





When brain is overloaded with information, it don't pay attention to details

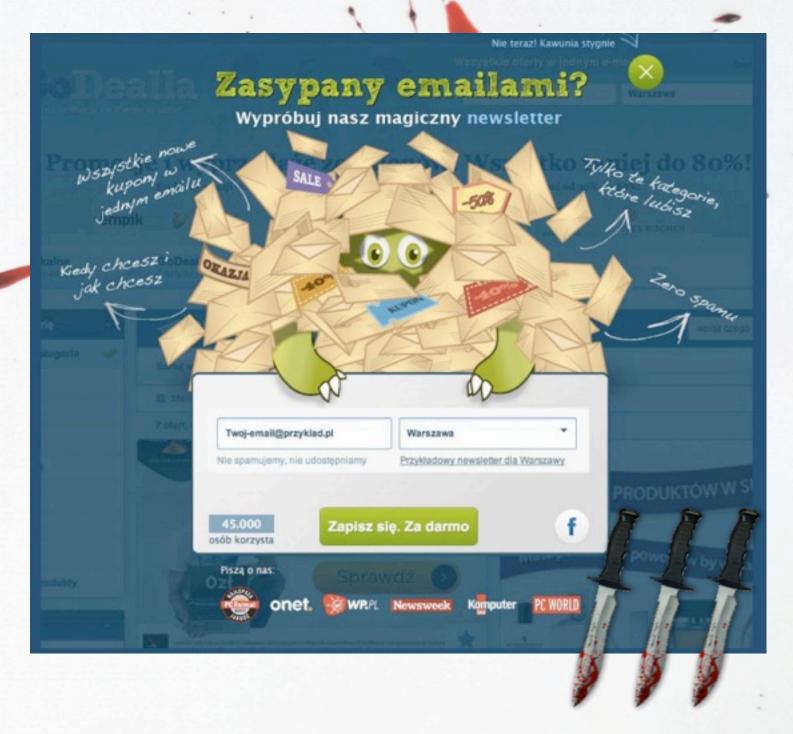
Killer product - how to make your product noticeable and used by people

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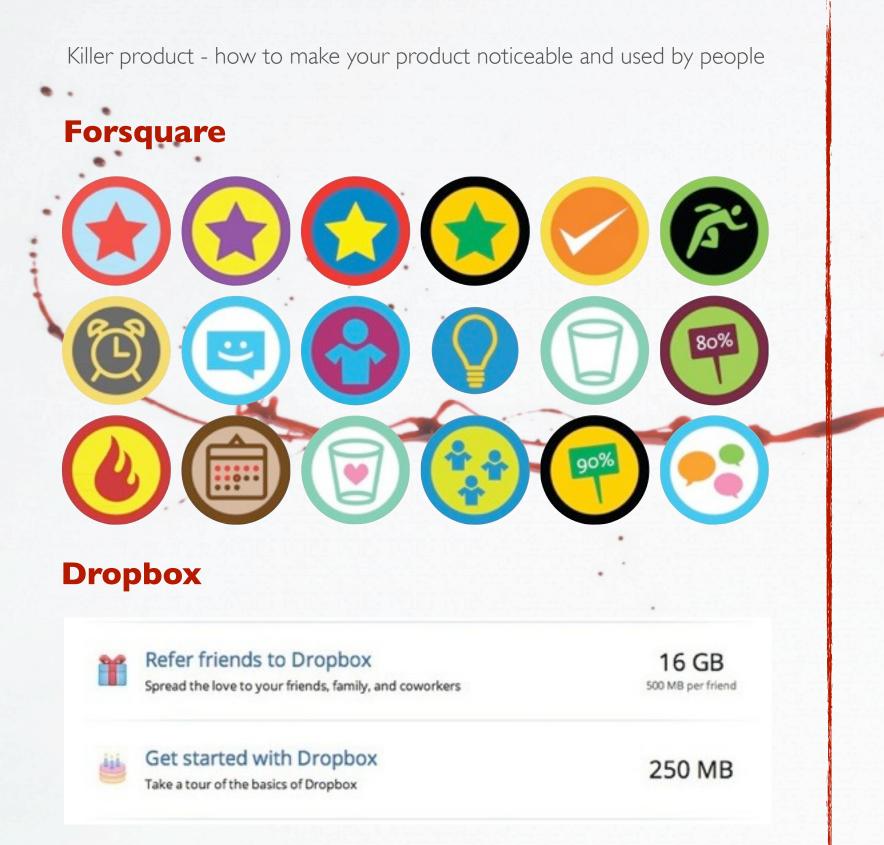
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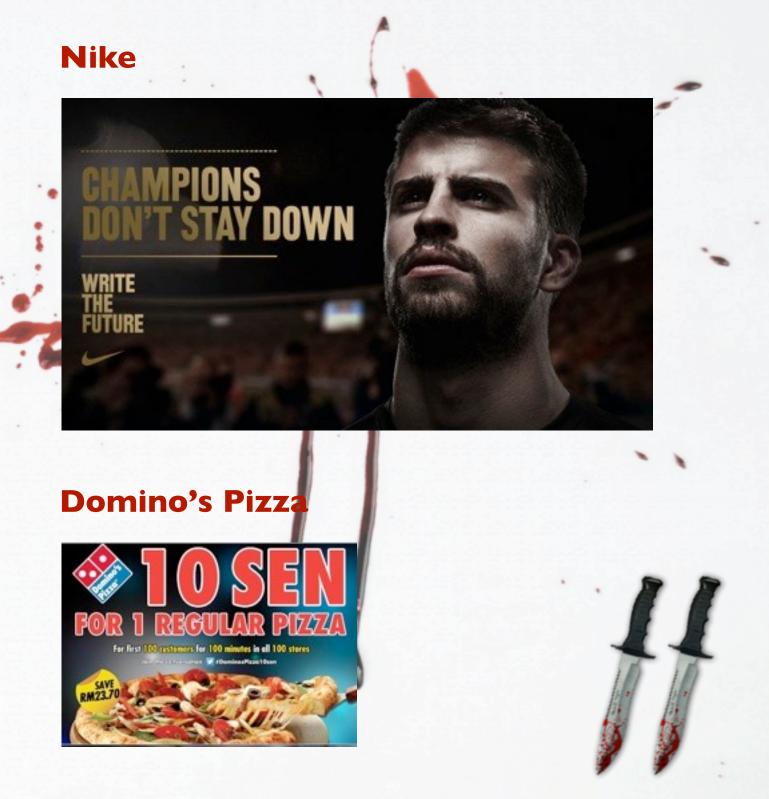
If you overload human brain with information, you can easily smuggle additional hints. Lets say it will go "off the radar" of our attention. But let me give you a piece of advice. This may be a last nail in your brands coffin, if you'll decide to use this technique in a wrong way.





The brain want to be happy... and it's a junkie (dopamine)





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Dopamine is a very addictive substance. Whether you like it or not, our brain loves it and will do everything (I mean EVERYTHING) to get some piece of it. The brain will sabotage our actions, decisions, attempts to be consistent. But... if you can manage to change boring and necessary things into something that brings fun, action or challenge, you will be startled of effects. This will give the brain some dopamine shot and your business may have a new and loyal client.





When it is properly stimulated (the brain), can be introduced into trance (flow)

Killer product - how to make your product noticeable and used by people

Linkedin Endorsements





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Designing interaction, that will be good for creating a thing called "flow" is a dream of every UX Designer. Especially when at the end of the path there are some elements, that are crucial for business economy. These solutions don't have to be complicated or high-tech. Sometimes the simples ideas are the best. Your product should engage, be focused on human needs, should easily lead your client from A to B, without distraction. This are the principals of building good foundation for creating a "flow path".



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The choice is always yours. You can use your code rules, or break them. But remember. If any of your actions will be harmful for your clients, you can lose them for good. So thing is it worth a try. I know my answer. The question is: Do you know yours?



We can use many things form knowledge about human, from things, that drives our decisions and way that we "work". But the main thing, that I like you to remember from this slides is this:

You create for the people, for the human beings.

It is the first rule of business that have "killer products" in their portfolio. So let it be also a rule of your business. A first one.

Dwa słowa o mnie ...



"Think Outside the Box, but Don't Forget the Box Exists"

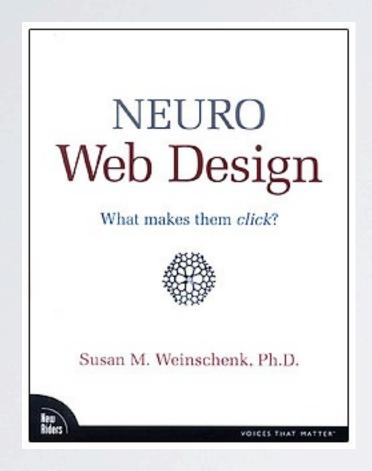
7 years in DIGITAL interactive field & e-commerce

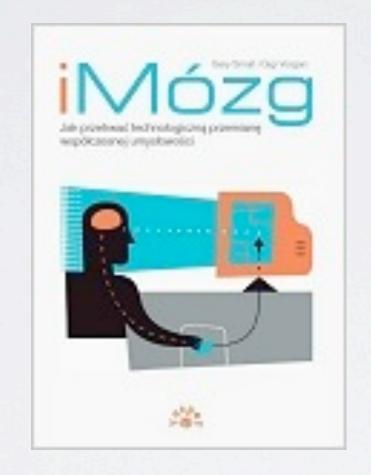


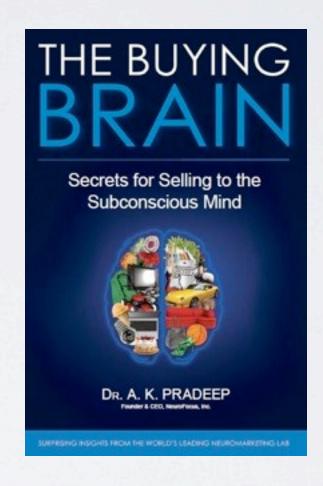
@xysiu, usability-onair.com (in Polish), magnetise.pl

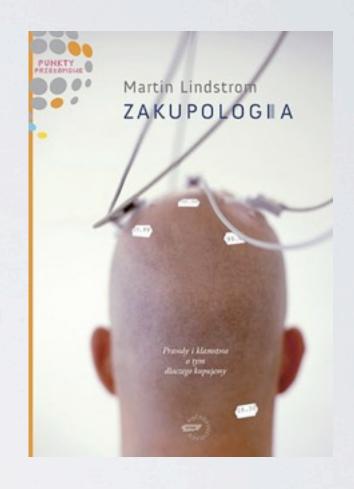
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Worth reading









Warto przeczytać

