

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.mpa.org



**STEPHEN P.
ANDERSON**

poetpainter.com

I help businesses with
'Product Strategy
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occasional quick
references to the

The Art & Science of

Seductive

INTERACTIONS





Profile Completeness



+ Adding **another position** will bring you to **60%**



Profile Completeness



+ Adding a **summary** will bring you to 85%



Profile Completeness



+ Adding **education** will bring you to **100%**



Profile Completeness



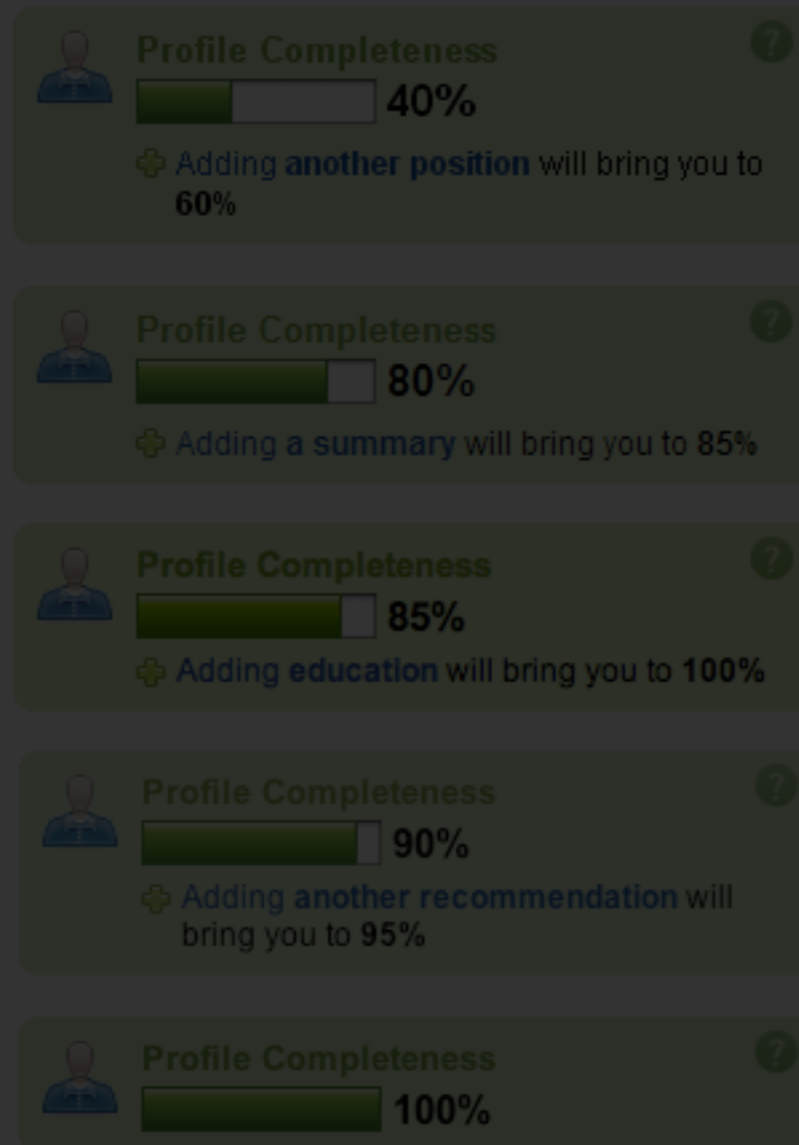
+ Adding **another recommendation** will bring you to **95%**



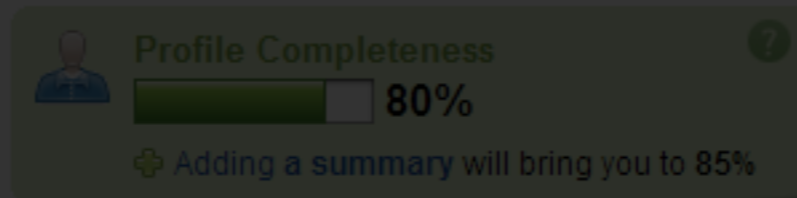
Profile Completeness



Q: WHY DID THIS WORK?



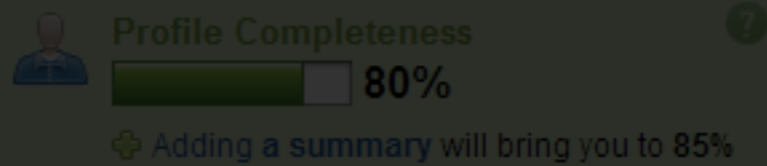
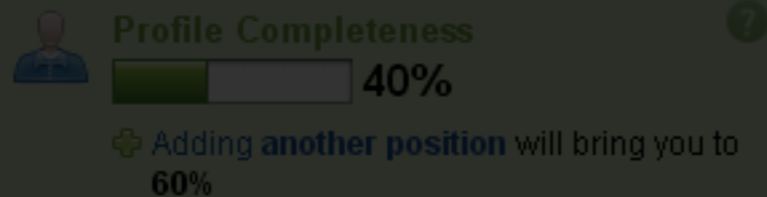
Q: WHY DID THIS WORK?



levels

rewards

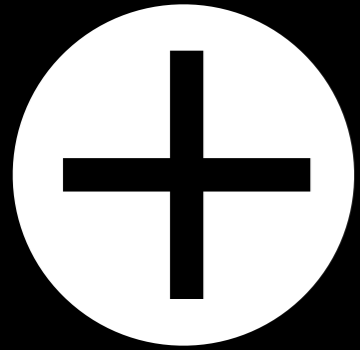
Q: WHY DID THIS WORK?



levels

rewards

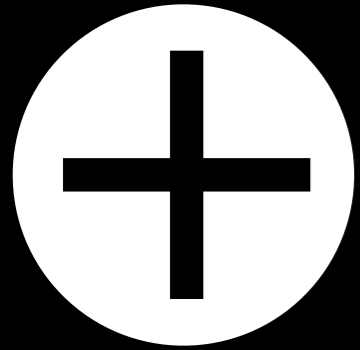
HOLD THAT THOUGHT...



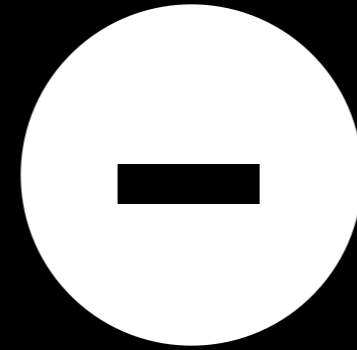
great product

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



“I’m a great app,
if people would just
get to know me...”

great product
does fine in
usability
no obvious
problems



low adoption
not enough
registered users
undifferentiated
from the
competition

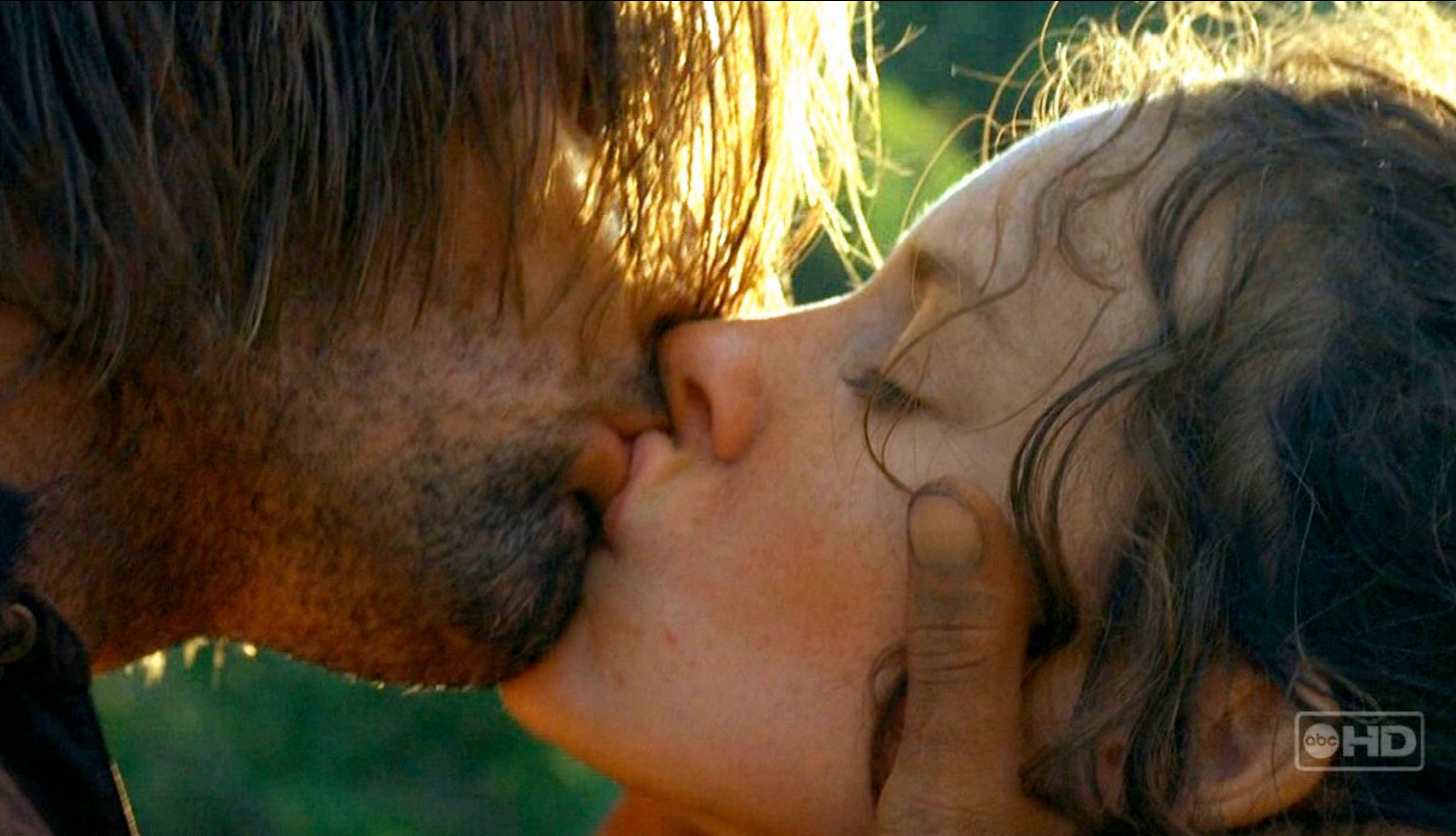
Seduction

Seduction

the process of deliberately enticing a person
to engage in some sort of behavior,
frequently sexual in nature

Seduction

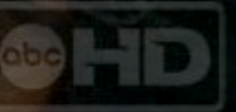
the process of deliberately enticing a person
to engage in some sort of behavior,
~~frequently sexual in nature~~



“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

STAND OUT FROM
THE COMPETITION

“GETTING TO FIRST BASE”

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”

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


“GETTING TO FIRST BASE”



2008

Research for a

MUSIC APPLICATION

 [12seconds](#) - [available](#)


 [ILikeTotallyLovelt](#) - [available](#)

 [Stumbleupon](#) - [taken](#)


 [Behance](#) - [available](#)

 [Imageshack](#) - [available](#)


 [Technorati](#) - [available](#)


 [Blogger](#) - [available](#)

 [Isfingawesome](#) - [available](#)


 [Tinyurl](#) - [available](#)


 [Brightkite](#) - [taken](#)


 [Jaiku](#) - Couldn't resolve host 'stephenpa.jaiku.com', sorry !


 [Tiptd](#) - [available](#)


 [Colourlovers](#) - [available](#)

 [Koornk](#) - [available](#)


 [Tipjoy](#) - [available](#)


 [Corkd](#) - [available](#)


 [Kwippy](#) - [available](#)

 [Tumblr](#) - [taken](#)

 [Dailymotion](#) - [available](#)


 [Lastfm](#) - [taken](#)

 [Twitter](#) - [available](#)


 [Delicious](#) - [taken](#)


DO WE HAVE ANY "BETA-JUNKIES" IN THE ROOM?


 [Ebay](#) - [taken](#)

 [Meemi](#) - [available](#)


 [Vimeo](#) - [taken](#)


 [Etsy](#) - [available](#)


 [Mixx](#) - [available](#)

 [Virb](#) - [taken](#)


 [Favtape](#) - [available](#)


 [Multiply](#) - [available](#)


 [Visualizeus](#) - Timeout Error, Sorry !


 [Ffffound](#) - [available](#)

 [Myspace](#) - [available](#)


 [Vox](#) - [available](#)

 [Flickr](#) - [available](#)

 [Pandora](#) - [available](#)


 [Wakoopa](#) - , sorry !


 [Friendfeed](#) - [taken](#)


 [Picasa](#) - [available](#)


 [Wordpress](#) - [available](#)


 [Funnyordie](#) - [available](#)

 [Plurk](#) - [available](#)

 [Xbox-live](#) - Timeout Error, Sorry !

 [Gmail](#) - [taken](#)

 [Posterous](#) - [available](#)


 [Xing](#) - [available](#)


 [Hello.txt](#) - [available](#)


 [Pownce](#) - [taken](#)

 [Yahoo](#) - [taken](#)

 [Hexday](#) - [available](#)

 [Rejaw](#) - [available](#)

 [Yotify](#) - [available](#)

 [Youtube](#) - [taken](#)

A FEW...

"hey, check this out!"

LOTS OF...

"meh..."

iLike™



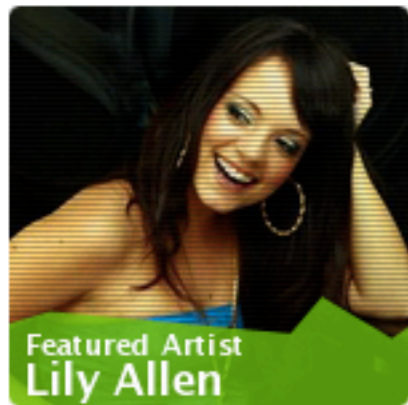
Do you love music? Get personalized concert alerts from your favorite artists in iTunes. Share playlists and recommendations with friends. Join over 35 million music lovers across Facebook, Bebo, Orkut, hi5, and iGoogle. [Take the tour »](#)

Signup!

Log in

Artists: [Sign up to manage your profile](#)

Popular artists on iLike this week



Recent activity on iLike

[personalize my feed](#) [Go! >>](#)

Recent song picks by iLike users

[Misery Business](#) by [Paramore](#) (on tour)
Clnthl@!!!: "awesome!!"

This week's fastest-spreading GarageBand songs

[See All](#)

- [Lost and Lonely](#) by [Sean Cox](#) (on tour) Free MP3
- [Better with you](#) by [Dean Krippaehne](#) Free MP3
- [Because I Dreamed You](#) by [Gail Vareilles](#) Free MP3
- [better](#) by [sergius gregory](#) Free MP3
- [Somewhere In This City](#) by [Temple Scene](#) Featured

This week's fastest-spreading songs

[See All](#)

- [Right Round](#) by [Flo Rida](#)
- [No You Girls](#) by [Franz Ferdinand](#) (on tour)

iLike player (beta)

Enter an artist name...

[Play](#)

Or, Listen to a playlist:

- ILIKE CHARTS
- [Fastest Spreading Songs](#)
 - [Fastest Spreading \(unsigned artists\)](#)
 - [Most Added to Profiles](#)
 - [Most Added to iTunes/WMP](#)

Add music to your website / blog

[Create Playlist »](#) **New!**

Add iLike to my iTunes

or Windows Media Player

Get concerts, music, and videos from your favorite artists. [Learn more](#)



Add iLike on other networks



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:

Zip Code:

By signing up, you accept the [terms of use](#) and confirm you're 13 or older.

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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:

We'll email you about new friends! You'll also receive an optional newsletter every other week about free MP3s and new music from your friends, as well as infrequent site updates, sent to you by iLike. **You'll have control over all emails.**

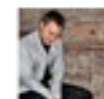
[Privacy statement](#)



John Mayer



Dave Matthews Band



[Learn more](#)

Are you a Facebook user?

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By signing up, you accept the [terms of use](#) and confirm you're 13 or older.

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Remember me



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:

Zip Code:

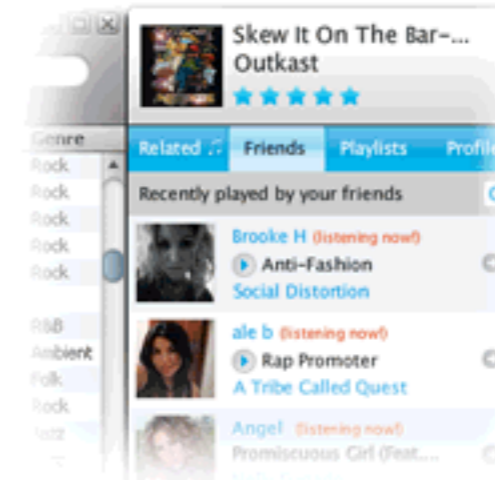
This location is used to provide you with local concert and event information. This information is only shared at your option.

By signing up, you agree to our terms and conditions and 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



Select



@yahoo.com

Your Password:

View friends on iLike

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



Select



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

No
Spyware
Adware
Malware

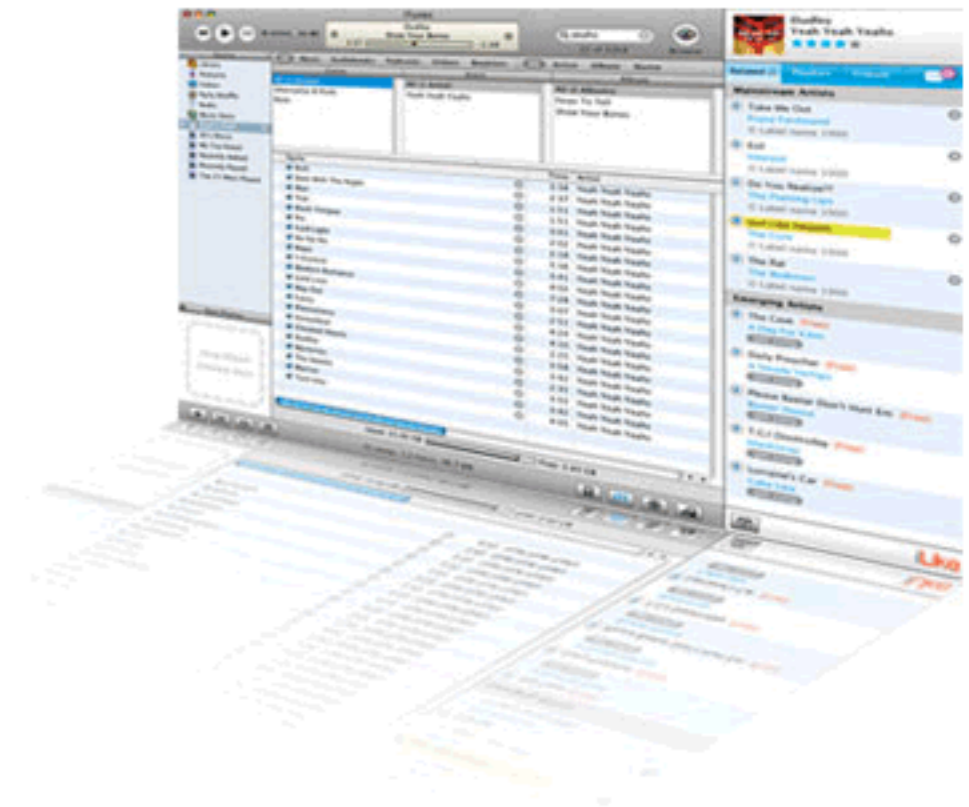
Mac users: iLike requires Mac OS X 10.4 or higher

Windows users: [download iLike for Windows XP or Vista](#)

I accept the [terms and conditions](#)

[Skip this step](#)

Run the Sidebar next to iTunes



[Learn more](#)

{WHAT I EXPECTED}

List your favorite bands, separated by commas:

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



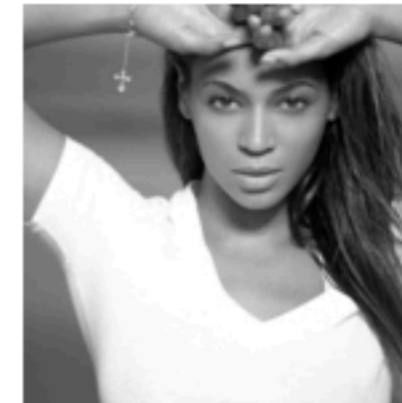
Carrie Underwood



Keith Urban



Coldplay



Beyoncé



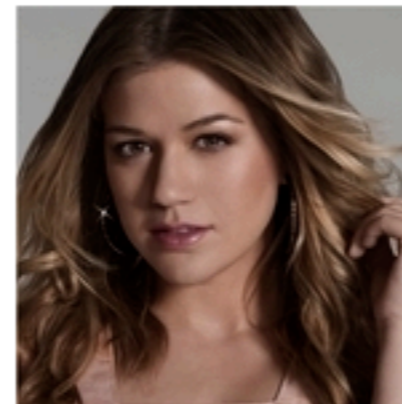
Leona Lewis



Radiohead



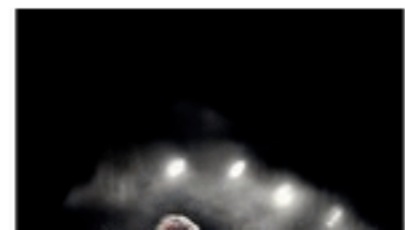
The Beatles



Kelly Clarkson



Pearl Jam



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Thievery Corporation



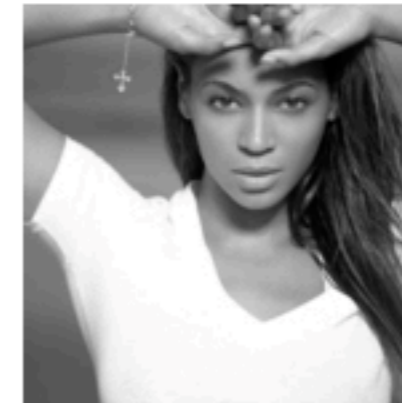
Carrie Underwood



Keith Urban



Coldplay



Beyoncé



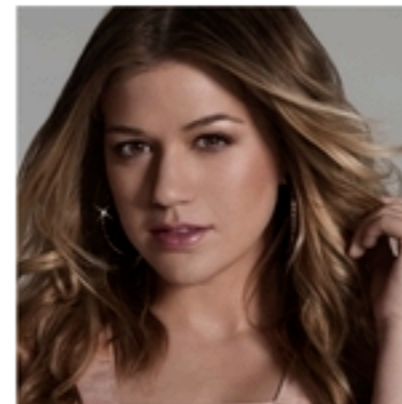
Leona Lewis



Radiohead



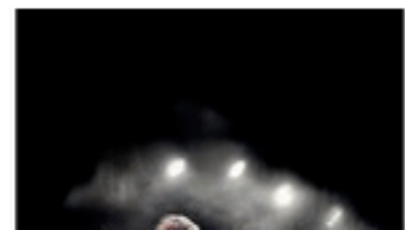
The Beatles



Kelly Clarkson



Pearl Jam



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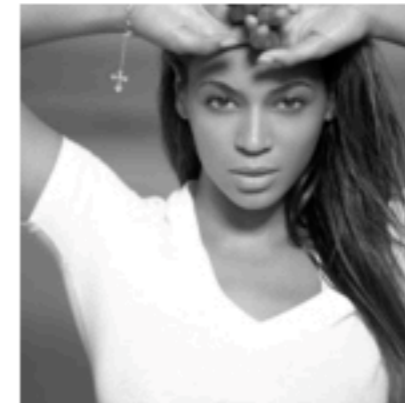
Carrie Underwood



Keith Urban



Coldplay



Beyoncé



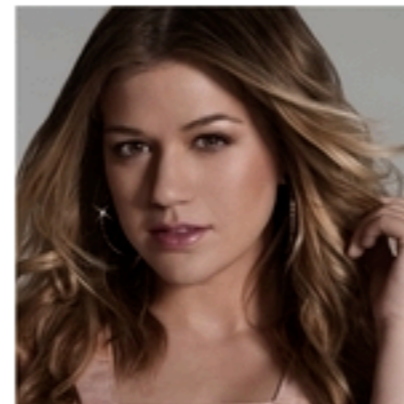
Leona Lewis



Radiohead



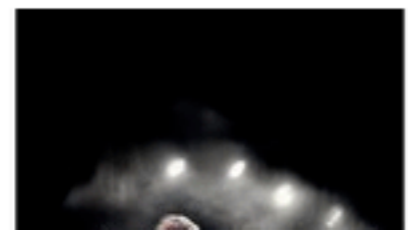
The Beatles



Kelly Clarkson



Pearl Jam



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Thievery Corporation



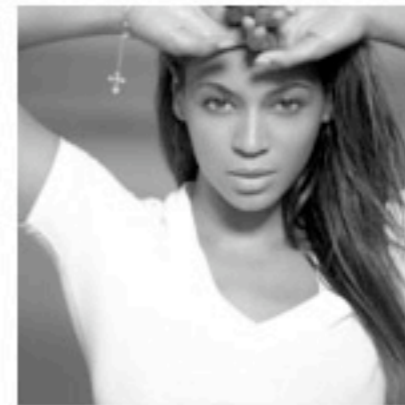
Carrie Underwood



Keith Urban



Coldplay



Beyoncé



Leona Lewis



Radiohead



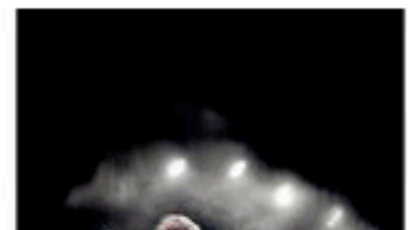
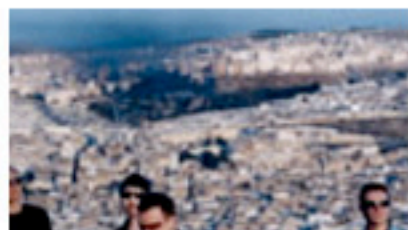
The Beatles



Kelly Clarkson



Pearl Jam





U2



MGMT



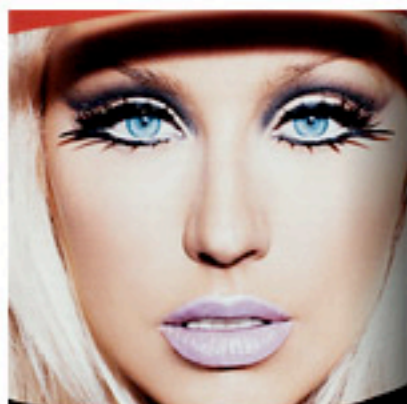
Jay-Z



Panic At The Disco



Sean Kingston



Christina Aguilera



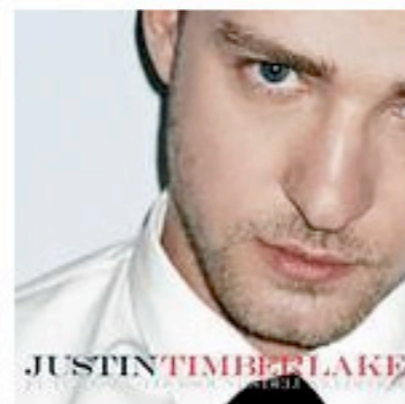
Enrique Iglesias



Incubus



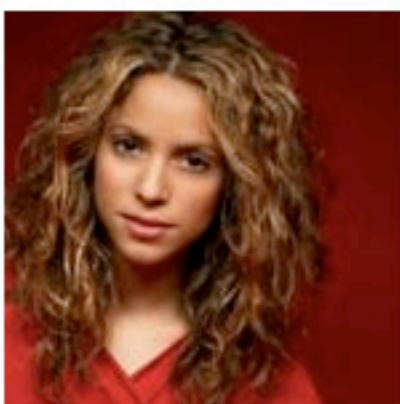
KT Tunstall



Justin Timberlake



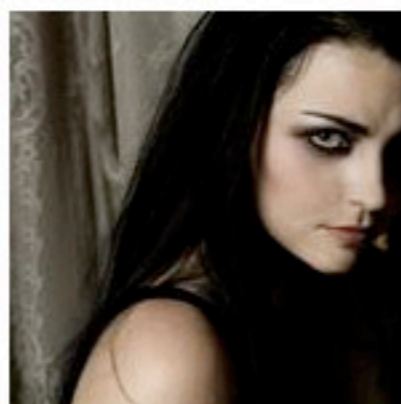
Fall Out Boy



Shakira



Sean Paul



Evanescence

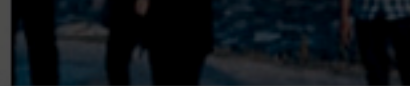


Usher

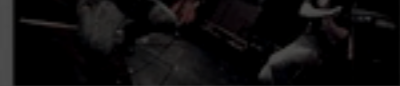


[Go to my home page](#)

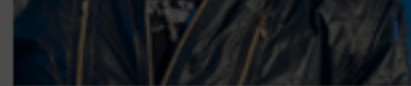
[Show me more artists](#)



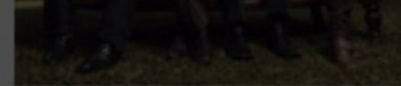
U2



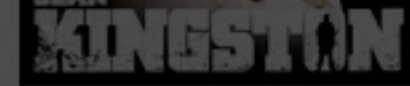
MGMT



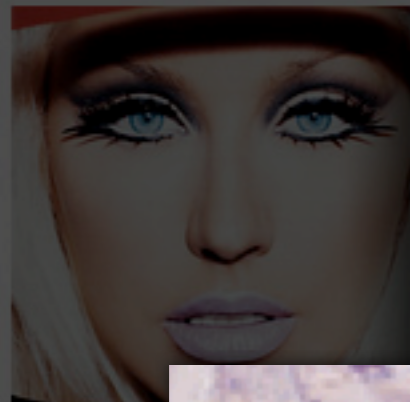
Jay-Z



Panic At The Disco



Sean Kingston



Christina



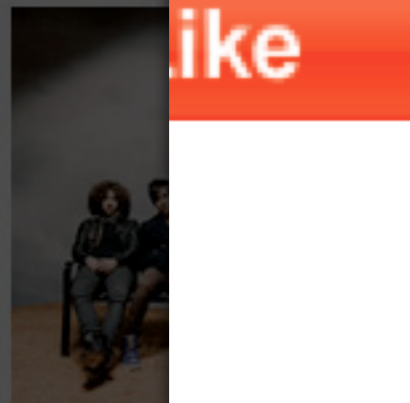
The White Stripes



10,000 Maniacs



Fall Out Boy



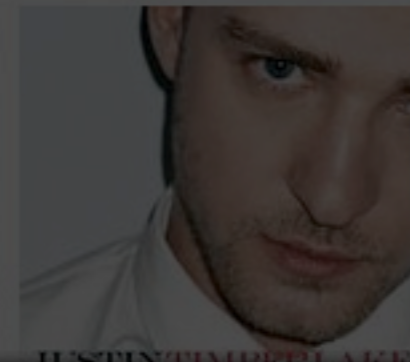
Snakira



Sean Paul



Evanescence



Usner



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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



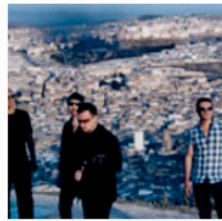
The Beatles



Kelly Clarkson



Pearl Jam



U2



MGMT



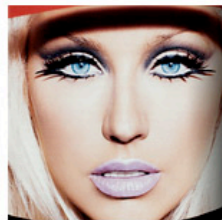
Jay-Z



Panic At The Disco



Sean Kingston



Christina Aguilera



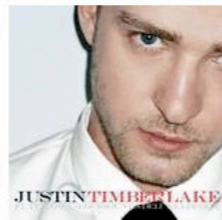
Enrique Iglesias



Incubus



KT Tunstall



Justin Timberlake



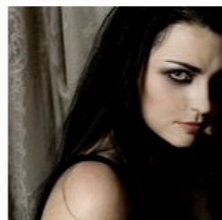
Fall Out Boy



Shakira



Sean Paul



Evanescence



Usher



x10

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.



Thievery Corporation



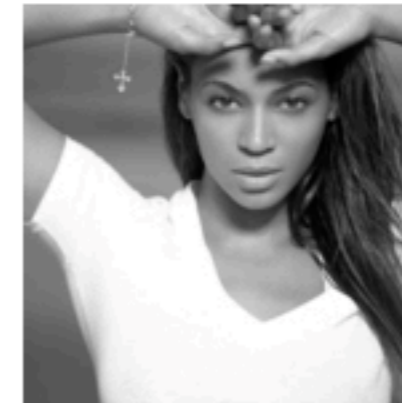
Carrie Underwood



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Coldplay



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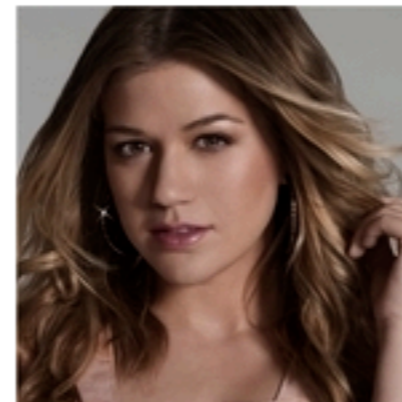
Leona Lewis



Radiohead



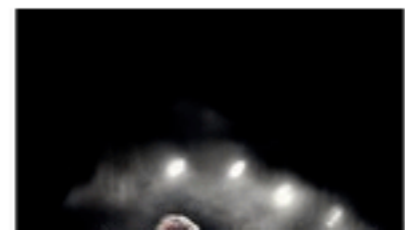
The Beatles



Kelly Clarkson



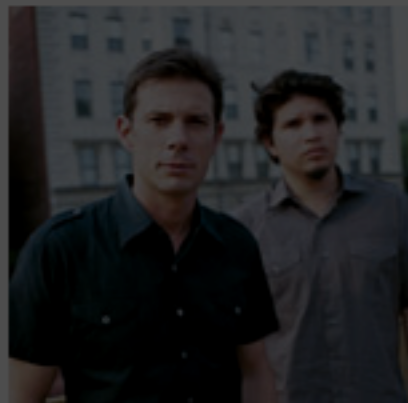
Pearl Jam



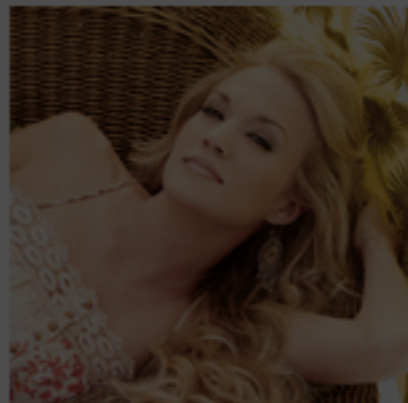
Tell us which artists you like

Q: WHY DID THIS WORK?

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Thievery Corporation



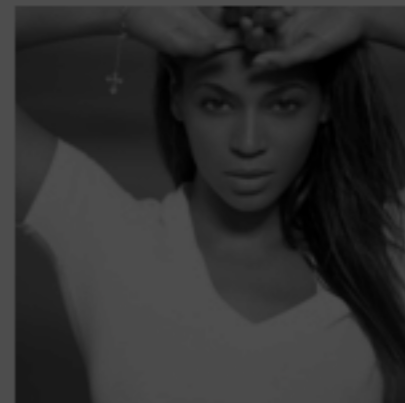
Carrie Underwood



Keith Urban



Coldplay



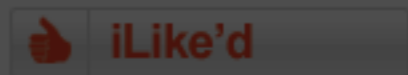
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Leona Lewis



Radiohead



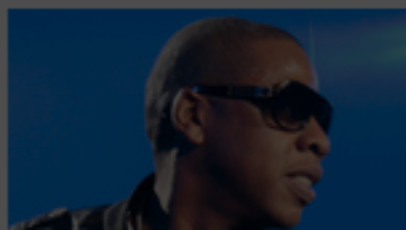
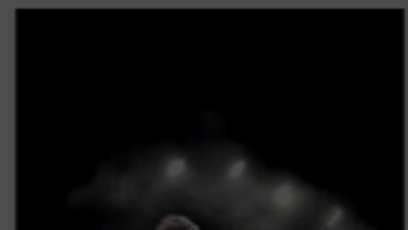
The Beatles



Kelly Clarkson



Pearl Jam



Tell us which artists you like

Q: WHY DID THIS WORK?

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



? Hi Stephen A (1) ▾

Tell us which artists you like

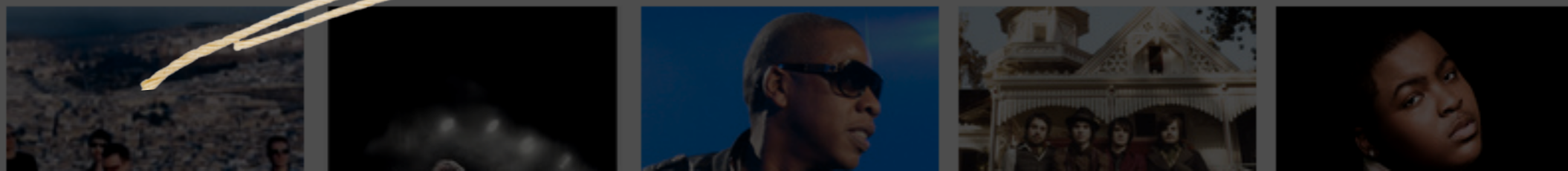
We'll recommend you new music and calculate your music compatibility with your friends on iLike. The more artists you rate, the better.



feedback loop

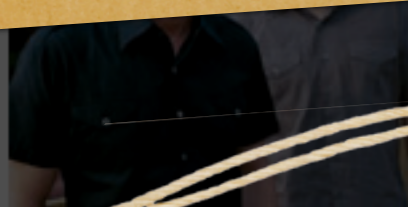
Our actions will modify subsequent results

A grid of artist profiles from the iLike website. Each profile consists of a square profile picture, the artist's name, and a red button with a thumbs-up icon and the text 'iLike'. The profiles shown include Kelly Clarkson, Pearl Jam, and others. A yellow tag with a hole and a string is overlaid on the grid, with the string trailing off to the bottom left.

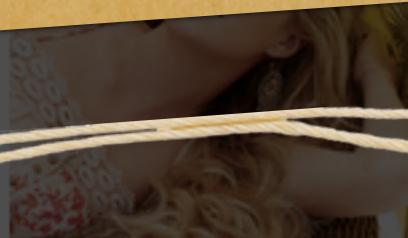


curiosity

THIS WORK?
your friends on iLike. The more artists you rate, the better.



The Every Corporation



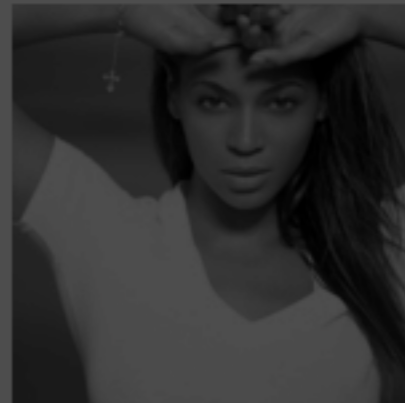
Carrie Underwood



Keith Urban



Coldplay



Beyoncé



Leona Lewis



Radiohead



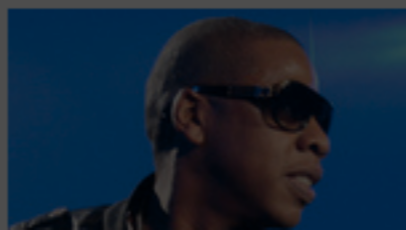
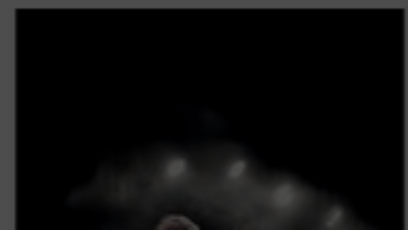
The Beatles



Kelly Clarkson



Pearl Jam

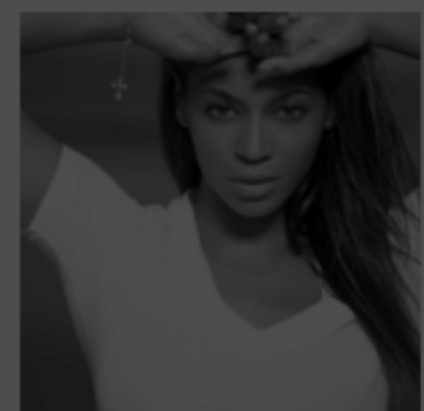


curiosity

visual
imagery

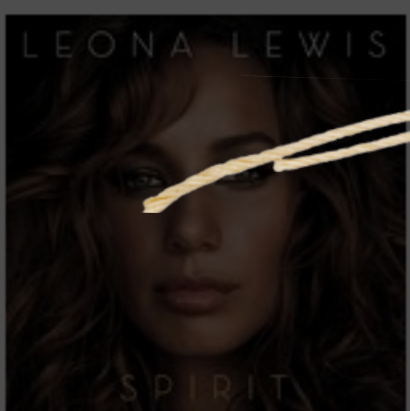
THIS WORK?

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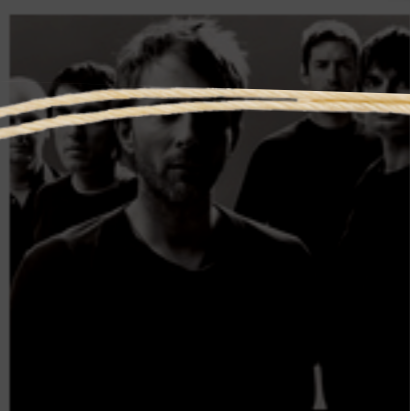
Beyoncé

iLike



Leona Lewis

iLike



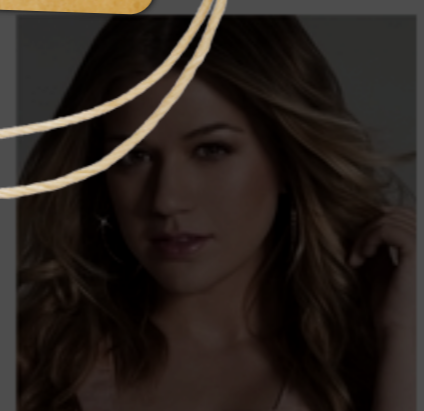
Radiohead

iLike'd



The Beatles

iLike'd



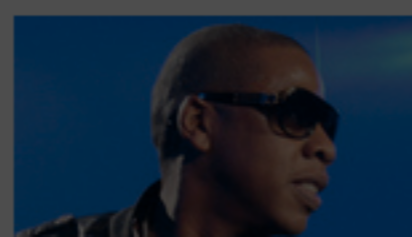
Kelly Clarkson

iLike



Pearl Jam

iLike



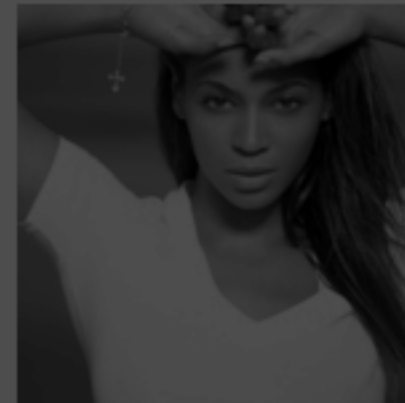
THIS WORK?

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curiosity

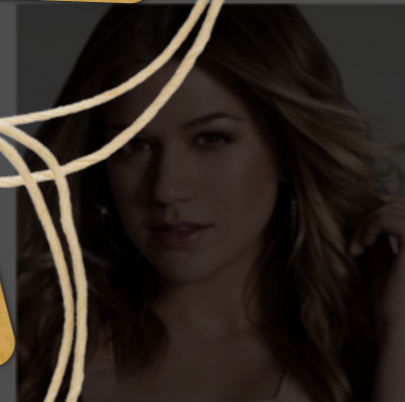
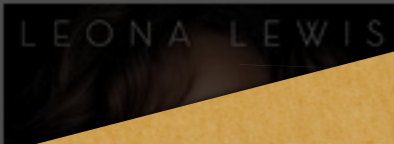
visual
imagery

pattern
recognition



Beyoncé

iLike



Pearl Jam

iLike



THIS WORK?

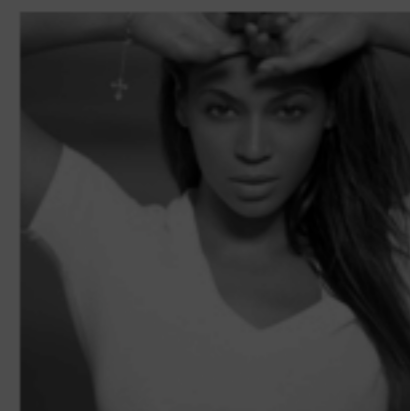
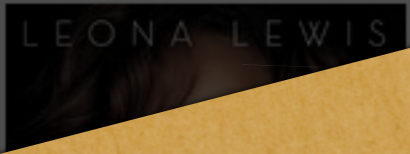
your friends on iLike. The more artists you rate, the better.

curiosity

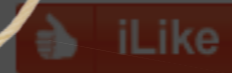
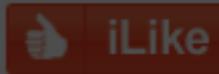
**visual
imagery**

**pattern
recognition**

**recognition
over recall**



Beyoncé



BUT WAIT, THERE'S MORE!

iLike / Profile Confirmation

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.



- Play the [iLike Challenge](#)
- Add a photo to your [profile](#)

[Go to my home page](#)



Hi Stephen A (1)

[Help / FAQ - Blog](#)

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

:29

Points: 10

Multi-Genre | R&B and Hip Hop | Rock Music | Country Music



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

[Invite from address book](#)

Previous Question

All Apologies by Nirvana

Album

iLike

Send

Video

Fans



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Hi Stephen A (1)

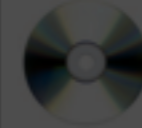
[Help / FAQ - Blog](#)

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Overall leader board



Hi Stephen A (1)

Help / FAQ - Blog

Name this Gorilla

Listen to the sample and select

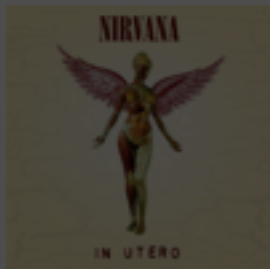
Which Gorillaz song is t

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

Previous Question

All Apologies by Nirvana

Album iLike



In Utero
Buy it:

Save

Song p

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Overall leader bo



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Invite

[Invite from address book](#)

Rock Music | Country Music

re

ic Intern

6

5.9 seconds

Invite

Free

Free Music From Your

ot.com

Free Music Now! It's Free

Layouts. Download



Hi Stephen A (1)

Help / FAQ - Blog

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Listen to the sample and select the correct song title.

Multi-Genre | R&B and Hip Hop | Rock Music | Country Music

Previous Question

▶ [All Apologies](#) by [Nirvana](#)

Album

iLike

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with the Music Toolbar
[Music.alottoolbars.com](#)

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Add to friends

Send private message to Tony A

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



iLike gained lots of
data about my musical
tastes, preferences &
knowledge



BUSINESS GOALS



Hi Stephen A (1)

Help / FAQ - Blog

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Invite

Invite from address book

Previous Question

All Apologies by Nirvana

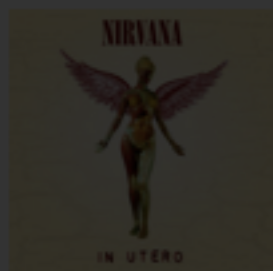
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**sensory
experience**

HIS WORK?

129

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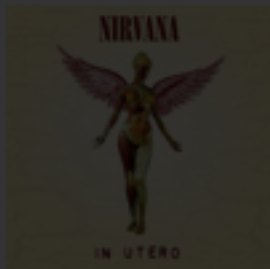
Album

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Overall leader board

**sensory
experience**

HIS WORK?

points

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Previous Questions

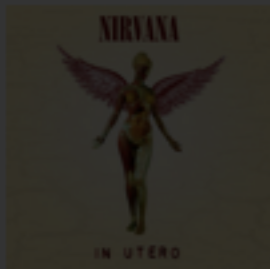
All Apologies by

Album

Like

Save

Share



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Save for later

Song page

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Overall leader board



Tom A



Kyle S



**sensory
experience**

HIS WORK?

points

Multi-Genre

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Listen To Your Favorite Music Now! It's Free with the Music Toolbar

Music.alottoolbars.com

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levels

Leader board



**sensory
experience**

HIS WORK?

points

levels

**appropriate
challenge**

Multi-Genre

Challenge Rank: Music Intern

Your total points: **152**

Points to next rank: 48

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Music

Music Now! It's Free

Layouts. Download

DID YOU NOTICE... IT
WASN'T THE USABILITY
THAT MAKES IT GREAT?



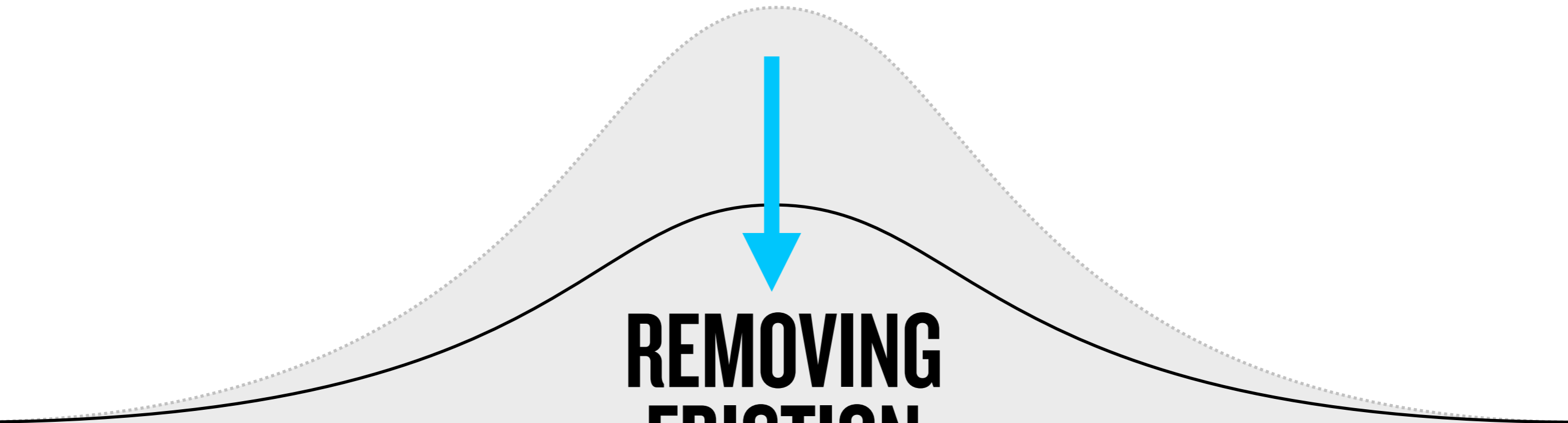
**INCREASING
MOTIVATION**

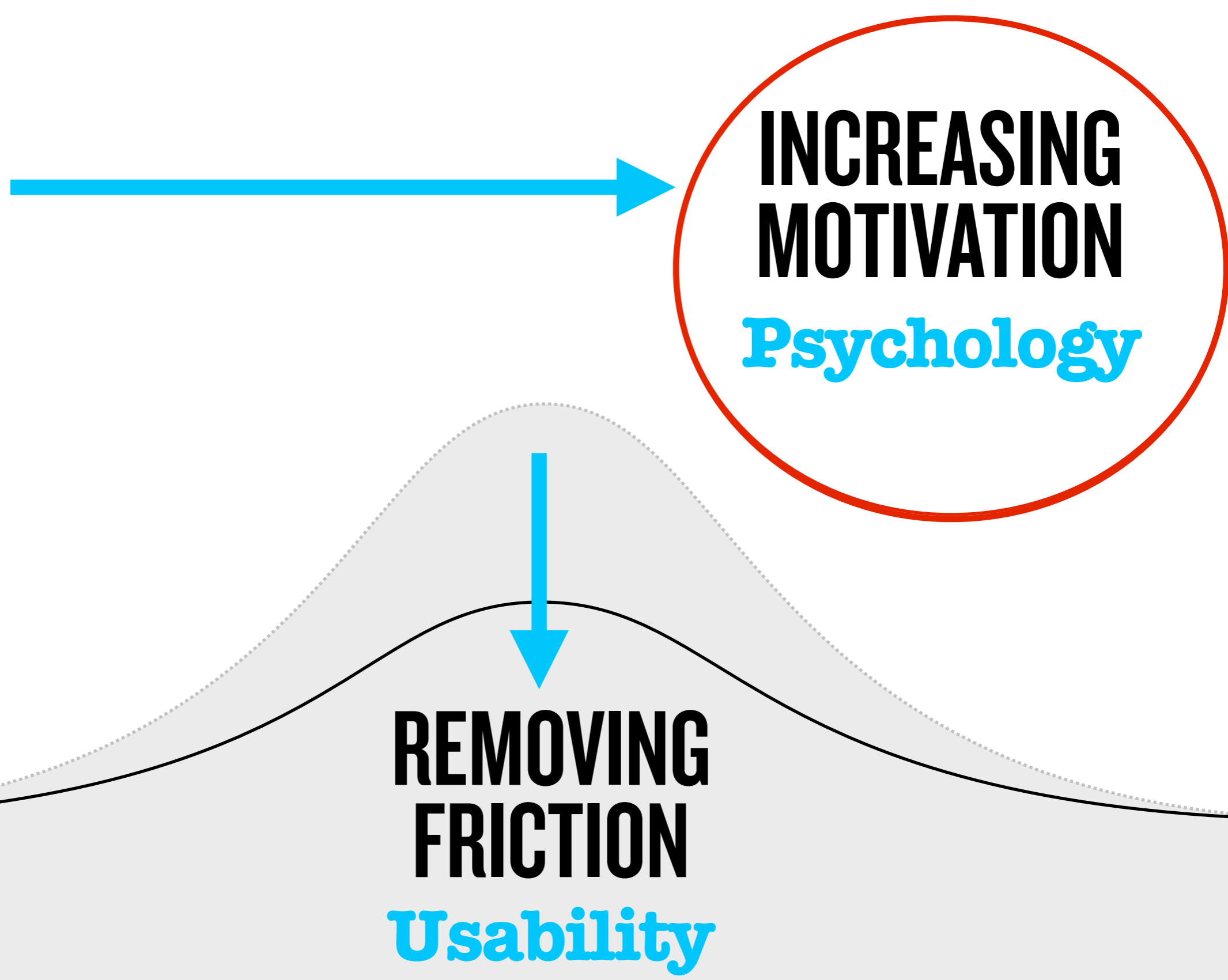
Psychology



**REMOVING
FRICTION**

Usability





(from Joshua Porter)



Quick Exercise:

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.



News Feed

Preferences

Nathan Smith added the Scrabulous application.

Caleb Jenkins defended against 1 Pirate.



Caleb Jenkins won 1, lost 0 battles. Won 1 total gold, gained 1 exp. Join the battle and attack Pirates!

David Armano and Mark McCormick are now friends.

Giovanni Gallucci posted a video.

OH NO! It's DEVO! - Live from Macworld 2008 Uncontrollable Urge

OH NO! It's DEVO! - Live from Macworld 2008 - Uncontrollable Urge



Shift Happens

from: jbreman 9 months ago 411956 views, 82 comments tags: technology globalization

102 thumbs up 58 thumbs down

Add a comment

11

322

263

72

Ken Starzer and Dave Gillem added the Twitter app

Ken Starzer joined the group BTBF.

Giovanni Gallucci has been inducted into an Entourage!

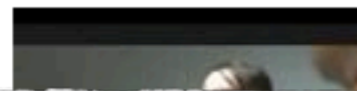
Renee Sterling added Giovanni. Add Giovanni to Your Entourage!

Kathleen Thompson and Owen can't wait for the MLK Jr. March and Rally.

Blake Burris and Bill So are now friends.

Yesterday

Dave Gillem posted a video.



the "downfall" of the cowboys... http://www.youtube.com/watch?v...



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Technology World & Business Science Gaming Lifestyle Entertainment

News, Videos, Images

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76 diggs

9 Reasons Why "The Digg Story" Sells

techcrunch.com - Why does the Digg story sell so well? Here's a look at the elements that make a good story - one that people embrace and propagate through their networks - and how Digg has taken those principles to heart. More... (Tech Industry News)

10 Comments Share Bury socialpyramid made popular 2 min ago

137 diggs

Is Volcano, Not Global Warming, Melting Antarctic Glacier

environmentalgraffiti.com - Still, it's unlikely the effect explains what's happening across the whole continent. More... (Environment)

23 Comments Share Bury socialpyramid made popular 12 min ago

185 diggs

1 in 5 soldiers returning from Iraq with brain injuries

crooksandliars.com - On The Chris Matthews show, Richard Stengel, the managing director of the Center for Strategic and International Studies, released a report that says that 1 in 5 soldiers returning from Iraq...

36 Comments

204 diggs

Fox

gizmodo.com about version Blue out. It

25 Comments

Latest messages & comments

43 mins old I am in a masters class and my profess

1 hour old Sounds like she has picked the wrong c

1 hour old I'm @ work and one of my co-workers ha

2 hours old I checked and learned that Burger King

6 hours old I need to find CALSON font and downlo

16 hours old deleted, kk - re: www.shoes-888.c

17 hours old Hi Ivan, I have downloaded your "B

19 hours old Anybody knows the name or wh

1 day old Hi, would anyone know if this is an

1 day old I'm from Belgium, on the nickelodeo

more: Forum

rss feed

Quick Exercise:

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we're highly visual thinkers and learners

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we find novelty and surprise interesting

...and so on

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Being A Tease.

Hot Wheels

13

08

2008 NEW MODELS

Custom '88 Chevy

06

New Track Stars

Hot Wheels



MYSTERY™

TRACK STARS™

3+

06

Hot Wheels

TRACK STARS™

3+



3+

04



EVERY CARD
IS A
WINNER!

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.



om



No Opinion

(click the stars)

Rate Your Recent Return

To Reveal 2 Movies You'll Love

1

Add



Not Interested

2

Add



Not Interested




whurley posted new photos

1 hour ago

Shared with: Everyone



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](#)

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**.

 **Site Not Quantified**
Data is based on Rough Estimate

 **Is this your site?**
Get comprehensive stats today, Get Quantified!

Est. US People

Four Month Trend

dallasobserver.com
view site | 3 subdomains

85.9K



ACCEPTS ADS

17,361

RANK

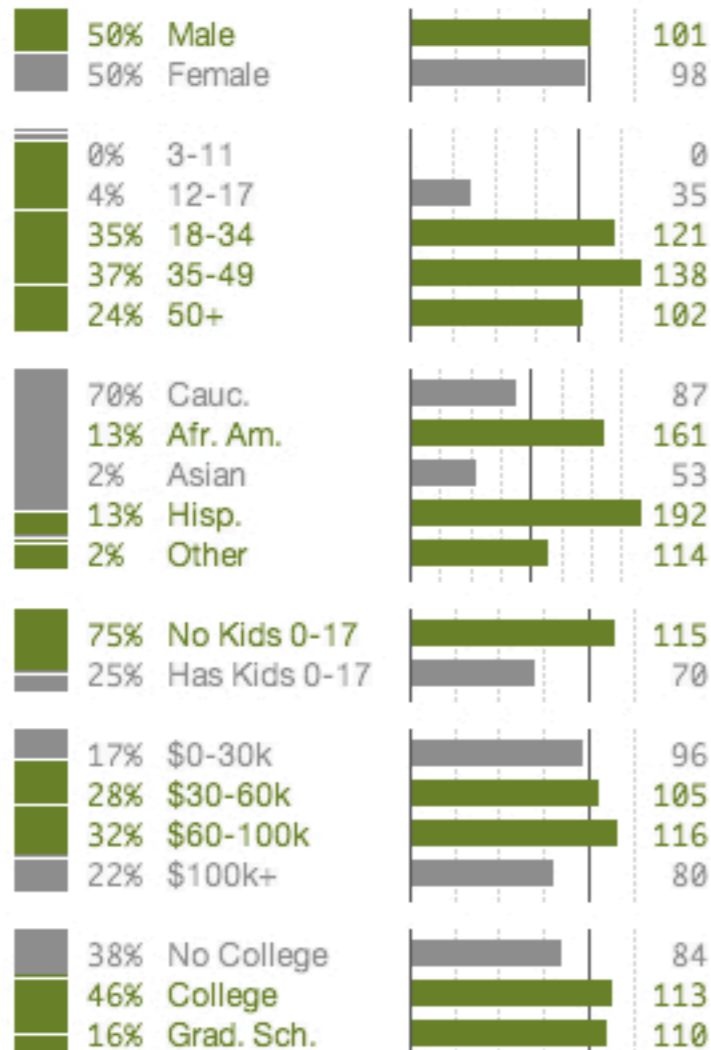
This site reaches approximately 85,879 U.S. monthly people. The typical visitor reads theatlantic.com and visits cartoonstock.com.

- [Request site Quantify ?](#)
- [Inquire About Advertising](#)

Summary | **Traffic** | **Geographic** | **Demographics** | **Business** | **Lifestyle**

US Demographics ?

Feb 2009



Income represents total household income.

100 index is internet average.

[Embed](#) | [See Demographics](#)


Estimated Monthly Traffic

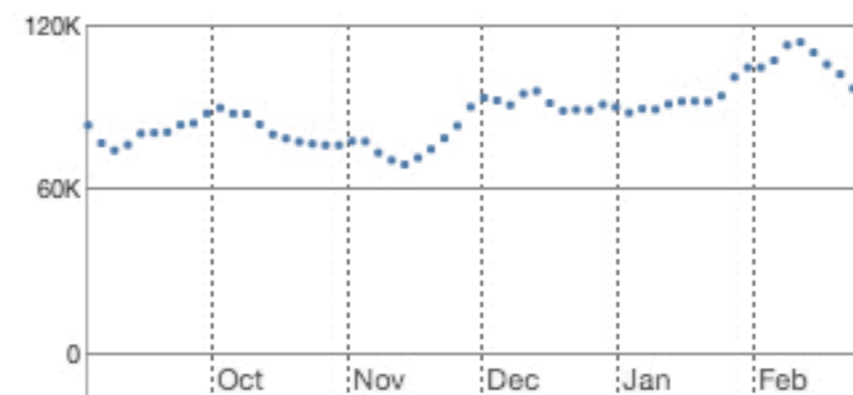
85.9K
Estimated US People

Estimated Monthly U.S. People

Compare

Monthly U.S. People
dallasobserver.com

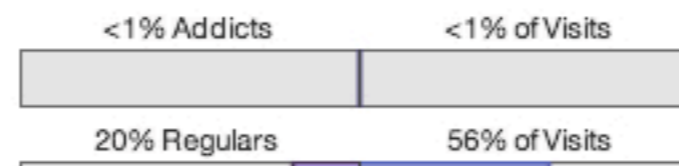
Rough Estimate
02/28/09 



•US: 85.9K Max: 113K

Embed

Traffic Frequency ?



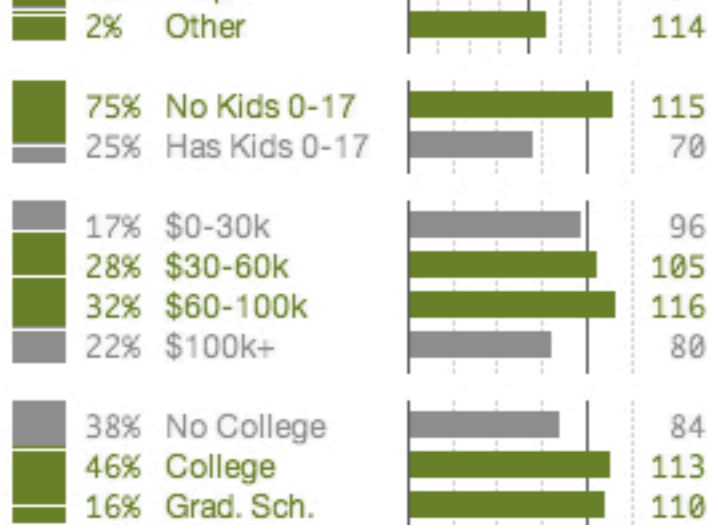
Audience Also Likes ?

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

	Affinity
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:

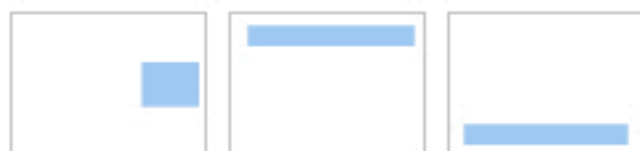


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[Embed](#) | [See Demographics](#)

Advertising



300x250 Medium
Rectangle

728x90
Leaderboard

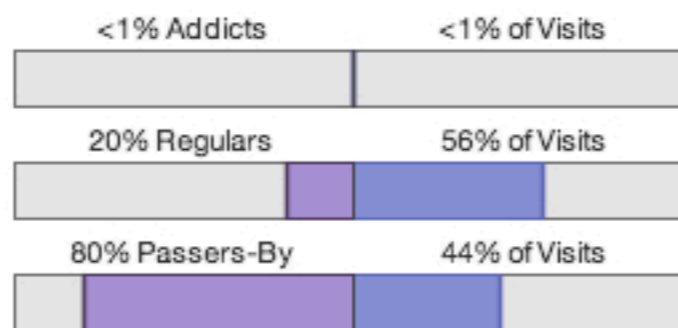
728x90
Leaderboard

Advertising is accepted on this site. We found 2 format(s). There may be more options available.



[Embed](#)

Traffic Frequency ?



[Embed](#) | [See Traffic](#)

Business Activity

IS THIS YOUR SITE?

Home 60% Business 40%



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, 51 medium companies, and 28 large companies.

[More Business Data...](#)

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:

	Affinity
dmagazine.com	209.9x
guidelive.com	203.2x
pegasusnews.com	129.7x
star-telegram.com	83.9x
dallasnews.com	72.4x
lisd.net	71.9x
nbcdfw.com	69.8x
wfaa.com	51.6x
dcccd.edu	41.6x
unclebarky.com	38.1x
dallascityhall.com	33.2x
theticket.com	32.0x
houstonpress.com	31.2x
myfoxdfw.com	30.4x
dfw.com	29.6x

Solutions [Quantified Publisher Program](#) | [Media Planner](#)

Resources [Press](#) | [Methodology](#) | [Videos](#) | [Careers](#) | [Top Sites](#) | [Site Index](#)

Help [Glossary](#) | [FAQ](#) | [Contact Us](#)

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quantcast

Business Activity

IS THIS YOUR SITE?

Home
60%

Business
40%



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 29 large companies.

More Business Data...

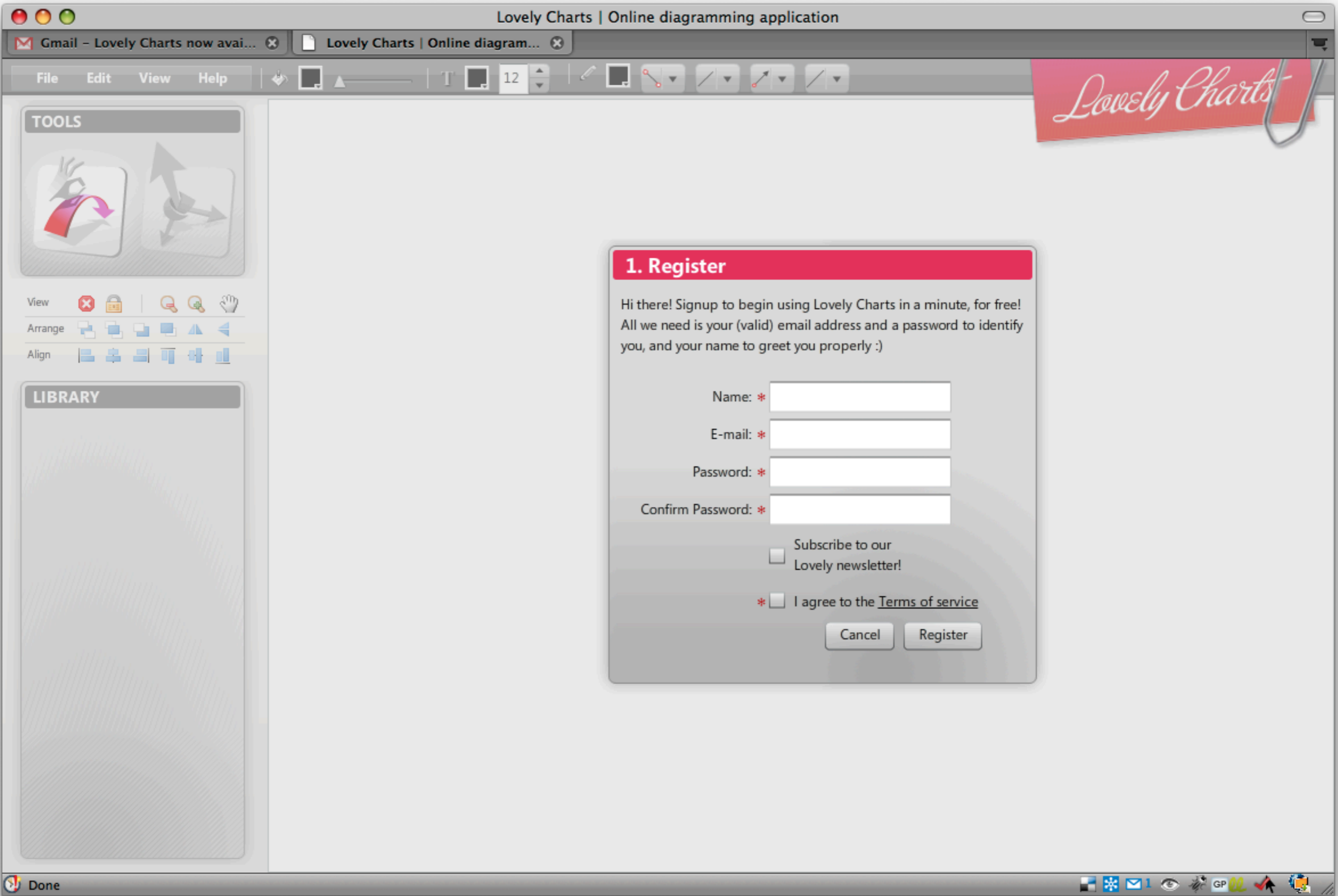
Solutions [Quantified Publisher Program](#) | [Media Planner](#)

Resources [Press](#) | [Methodology](#) | [Videos](#) | [Careers](#) | [Top Sites](#) | [Site Index](#)

Help [Glossary](#) | [FAQ](#) | [Contact Us](#)

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quantcast



TOOLS



LIBRARY

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](#)

Cancel Register



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 HANGOUT.



Danah Boyd

“private beta”

+

“social proof”

“private beta”

+

“social proof”

=

WHOA!



What are you doing?

140

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

update



MIX09 Flotzam on the big screens at #MIX09, your clever



ste

188
follow

Home



+

blogging

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!



My Stuff



Profile

Q & A

Groups

Blog

Following

[Follow this person](#)



[change](#) [delete](#)

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: 214-268-5351

Email: Erik.Johnson@cubeless.com

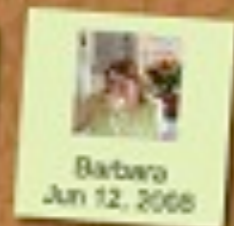
Organization: Sabre Travel Studios

My Stats

Karma	51	☆☆
Best Answers	6	
Answers	4	view
Questions	2	view
Profile Views	79	

Notes (6)

[leave a note](#)



Earn 80 Karma to unlock
this photo spot

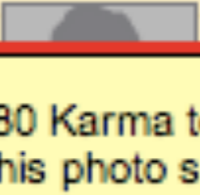


[change](#) [delete](#)

Notes (2)



Je
Job
Im
Co
Lo
Cu
Wo
Cel
Em
Org



[change](#) [delete](#)

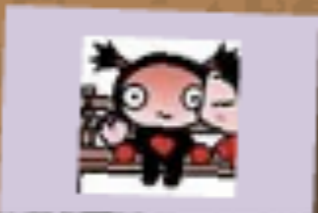
Earn 80 Karma to unlock this photo spot

My Stats

Karma	59	★
Helpfulness	18	
Best Answers	2	view
Answers	25	view
Questions	0	
Profile Views	154	

Wo
Cel
Em
Org

Notes (2)



My Stats

Karma	59	★
Helpfulness	18	
Best Answers	2	view
Answers	25	view
Questions	0	
Profile Views	154	

Earn 80 Karma to unlock this photo spot

Notes (2)



So what's with this Karma number?

[close](#)

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):

Community Status	Karma	Represented By
Newbie	0-9	
Novice	10-19	
Member	20-39	
Guide	40-79	★
Advanced	80-199	★★
Community Leader 1	200-399	★★★
Community Leader 2	400+	★★★★

(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

reputation



more employees
system each

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

Average of 30 page views per
employee user visit

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nine answers

reputation

more employees
system each

points

Average of 30 page views per
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Each question posted to the
community receives an average of
nine answers

reputation

more employees
system each

points

Average page views per
visit

levels

posted to the
community receives an average of
nine answers

reputation

bre employees
system each

points

levels

scarcity

page
s
vish
posted to the
community receives an average of
nine answers

On Friskiness,
Gifts & Pleasant
Surprises.



DELIGHTERS



Matt Jones

APP FOR FREQUENT
TRAVELLERS



Matt Biddulph

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

“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.

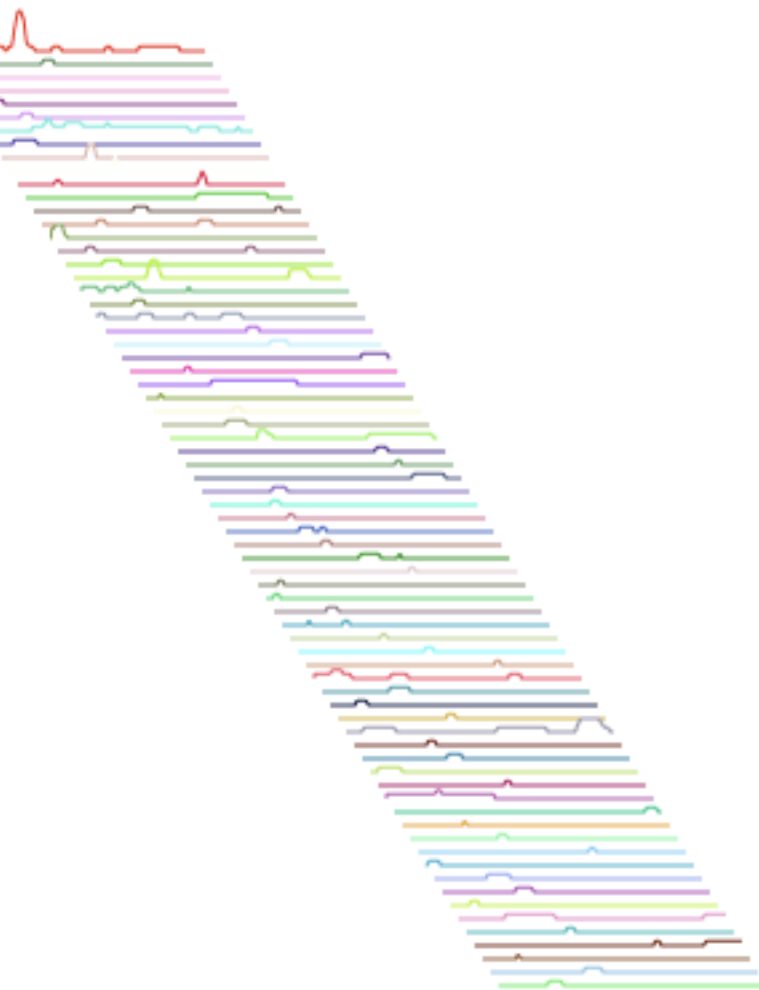
Andrew Hinton, Chris Baum, Dan Brown, Joshua Porter, Kaleem, Livia Labate, Matthew Milan and Peter Merholz have trips that coincide with this one.

"July, no trips, we envy you."

WILL THE REAL
DOPPLR LOGO
PLEASE STAND UP?

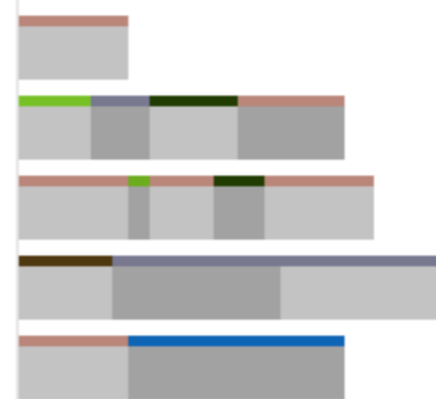


18 Total: 6,606 kg CO₂



- February, 1 trip = 69 kg CO₂
- January, 1 trip = 139 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

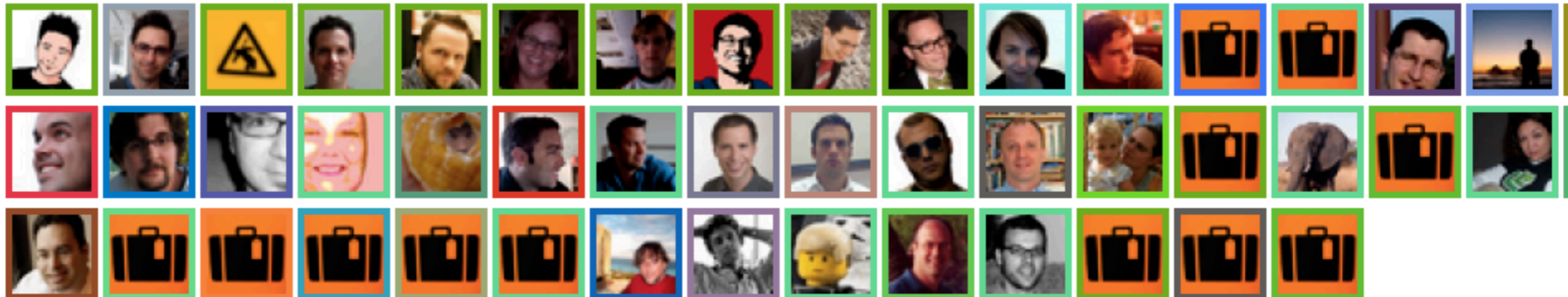
0 2,000 kg CO₂



Total carbon for a
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.



<http://blog.dopplr.com/2008/09/10/dopplr-moo-stickers-api-mooplr/>

Your trips

Fellow travellers

Your journal

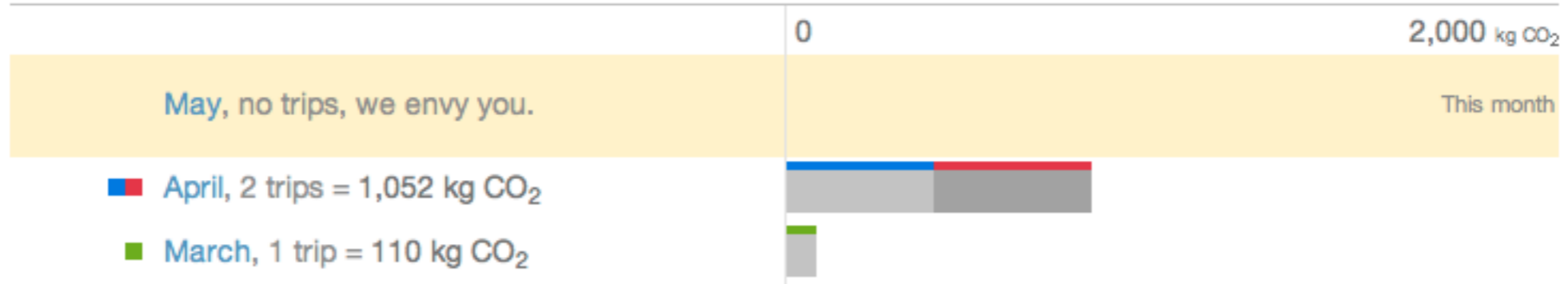
Your **carbon**

Share your carbon totals with fellow travellers?

Update

Delete your carbon profile

2008 Total so far: 1,163 kg CO₂





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 [+ Add a trip](#)

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 fddi1
 
[More Seattle photos on flickr](#)

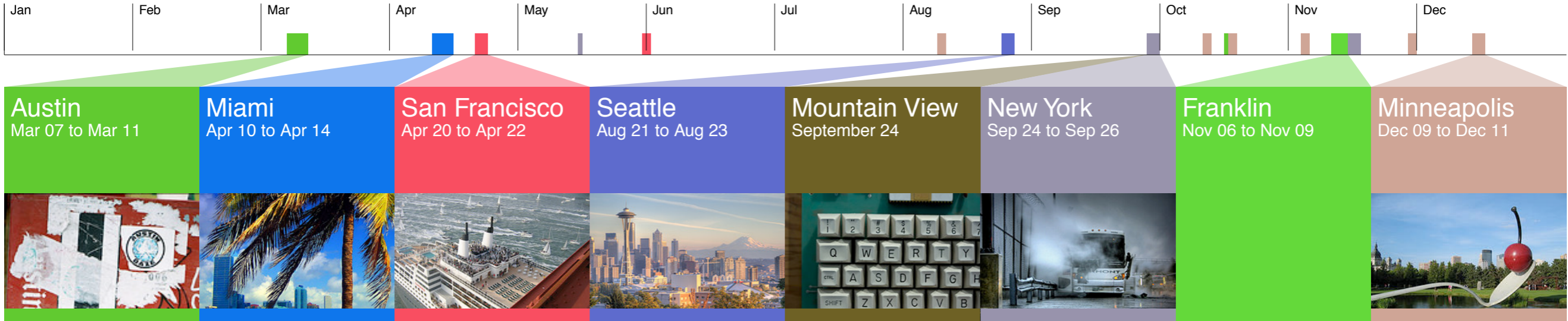


↑
← →
↓
+
-

POWERED BY

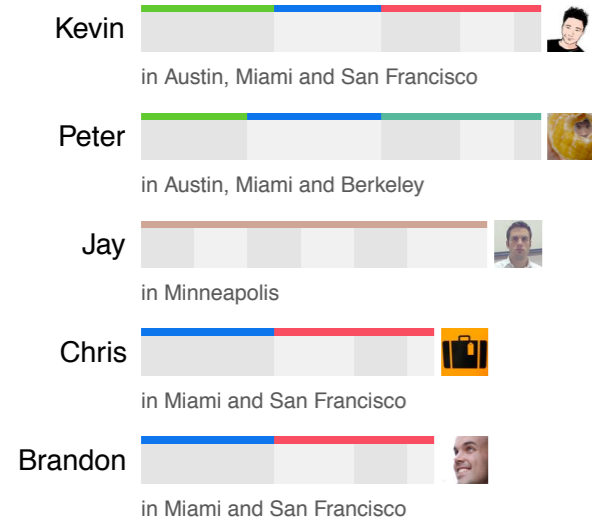

Map data ©2008 Tele Atlas - [Terms of Use](#)

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:



In 2008, you spent



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.

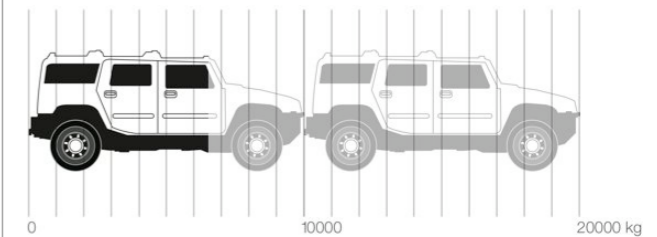
The furthest distance you travelled was to New York (4,120 km from Mountain View), which is the 2nd most popular city on Dopplr. The shortest distance you travelled was to Austin (322 km from Plano), which is the 21st most popular city on Dopplr.



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

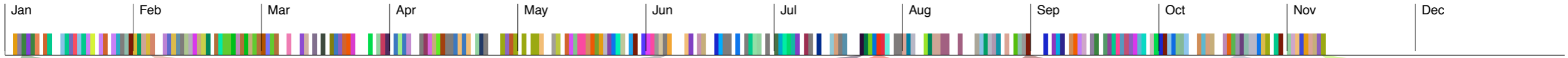
Lots of great farmer's markets in the summer!
 Minneapolis Farmer's Market on Lyndale Ave and Cesar Chavez Ave or Nicollet Mall
<http://www.mplsfarmersmarket.com/>
 Mill City Farmer's Market on Chicago Ave and 2nd St. S
 ...
 See more on the city page for Minneapolis on Dopplr.

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.

2008 Personal annual report for Barack Obama



Manchester
January 05

Boston
February 04

Washington
June 04

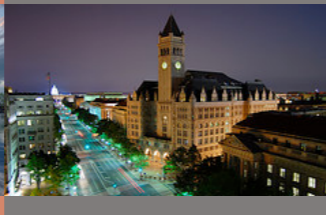
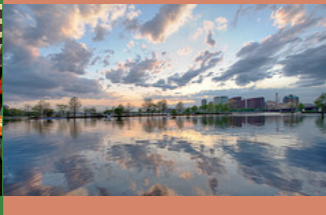
Kabul
July 20

Berlin
July 24

Denver
August 28

New York
October 16

Chicago
November 04







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

In 2008, you spent



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.

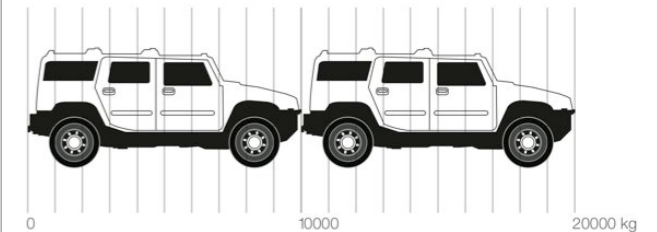
The 5 most popular cities in your network are Washington, Columbus, Cincinnati, Denver and Miami.

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.

2008 Personal annual report for Barack Obama



Manchester
January 05



Chicago
November 04



This month Dopplr delightfully surprised me, supplying me with something I didn't know I needed. The result: I'm now a more loyal Dopplr user.

You took 234 trips in 2008, which added up to 337,729 km, the same 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 average speed in 2008 was 38.10 km/h, which is the same as a six-lined racing snail.

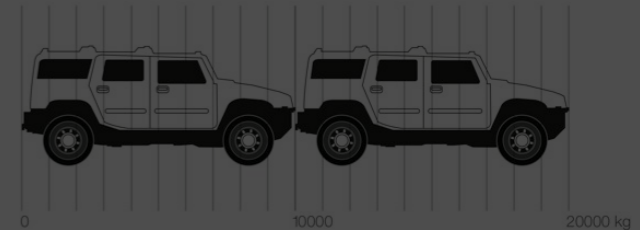
The 5 most popular cities in your network are Washington, Columbus, Cincinnati, Denver and Miami.

The furthest distance you travelled was to Kabul (14,014 km from Chicago), which is the 829th most shortest distance you travelled (100 km from Toledo).

The Dopplr Raumzeitgeist: Where Barack has been

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.



Brandon Schauer

© The city images above sourced from Flickr and are used under a Creative Commons Attribution-NonCommercial-ShareAlike license. Additional imagery by Flickr users: Gongus, Matthias Winkel

License: Sunset on the Charles by Pear Biter, Pennsylvania Ave - Old Post Office to the Capitol at Night by wyntuition, we'll meet again by chaosinjune, Colorado State and Beard Papa

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



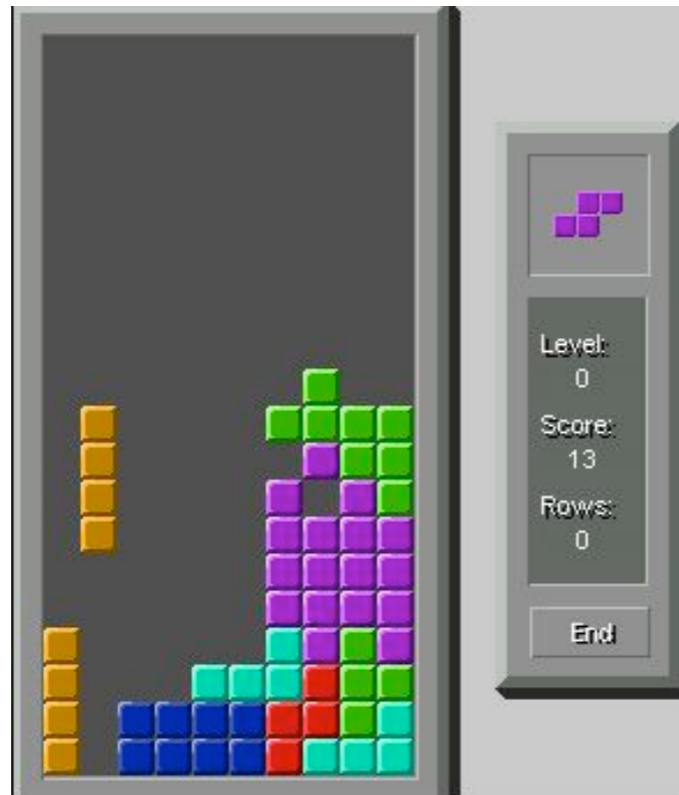
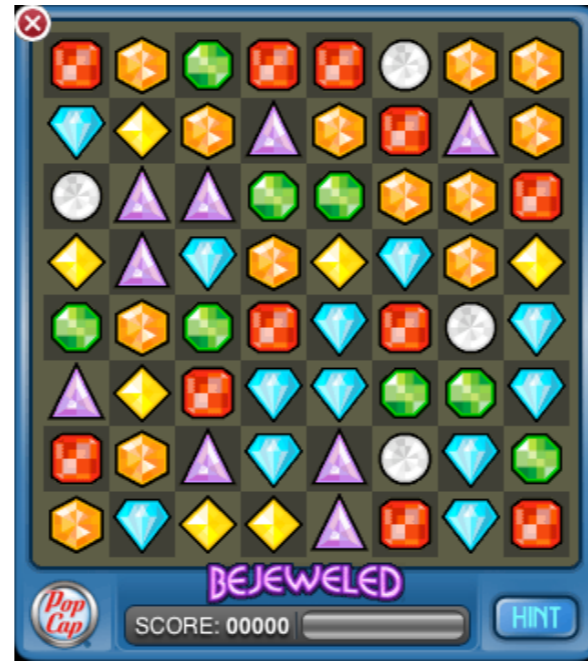
If you were a brain, and you'd been evolving for a very, very long time... what would *you* find interesting?

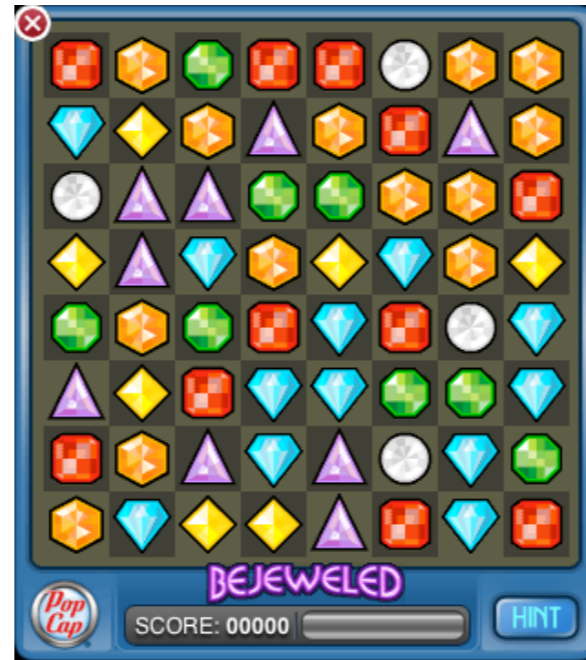
- * **Surprise, novelty, the unexpected**
- * **Beauty**
- * **Stories**
- * **Conversation**
- * **Emotionally touching (the whole kids and puppies thing)**
- * **Counterintuitive failures or mistakes**
- * **Fun, playfulness, humor**
- * **Varying visuals**
- * **Faces of people, especially with strong 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







 DOPPLR

 DOPPLR  FOR STEPHEN

 DOPPLR  FOR RUSSELL

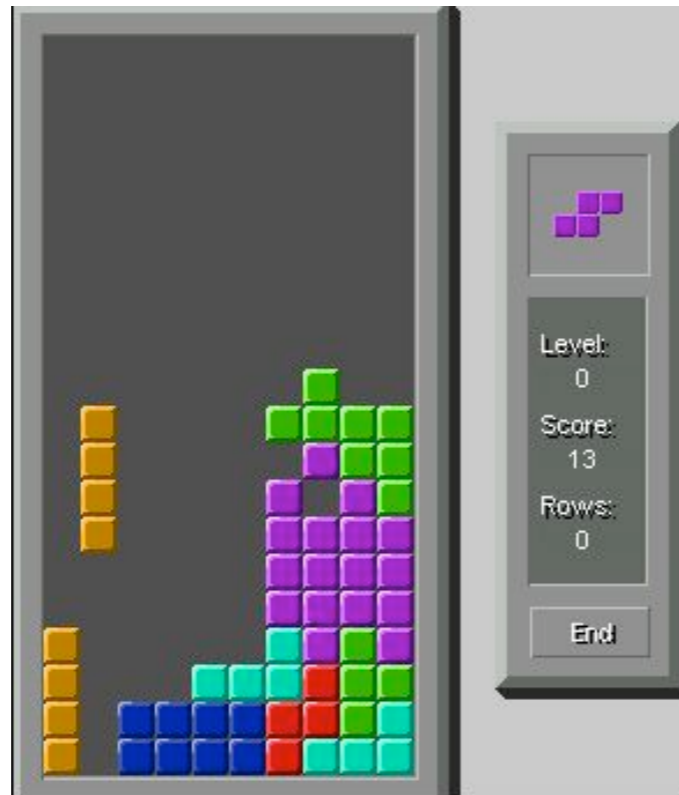
 DOPPLR

 DOPPLR

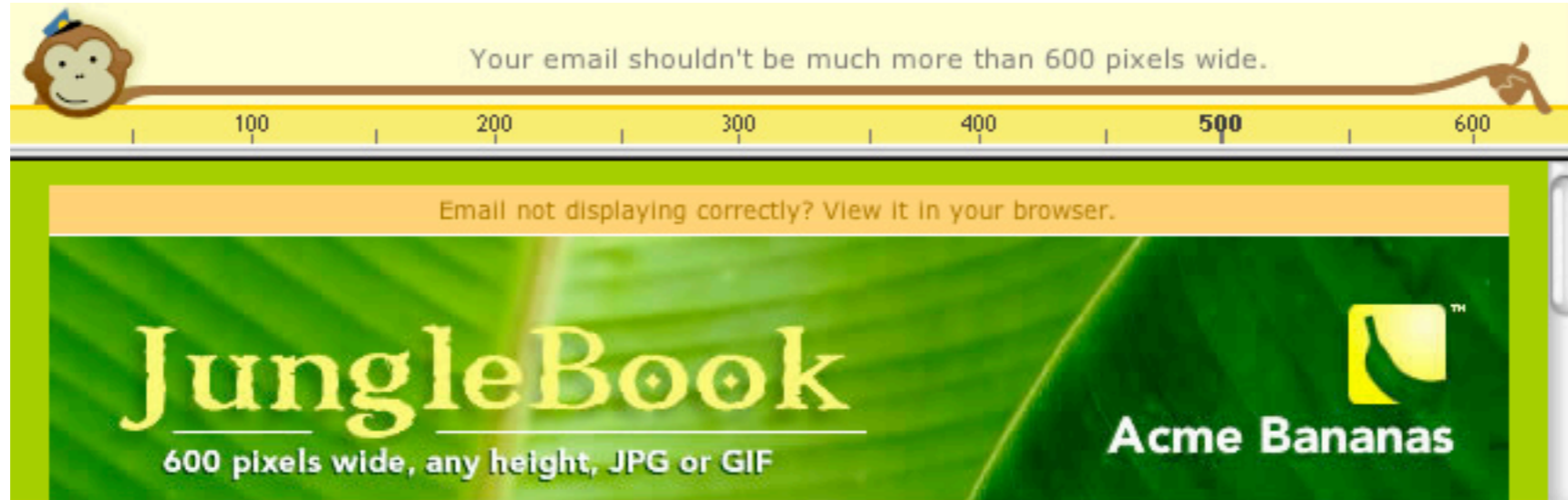
 DOPPLR

 DOPPLR

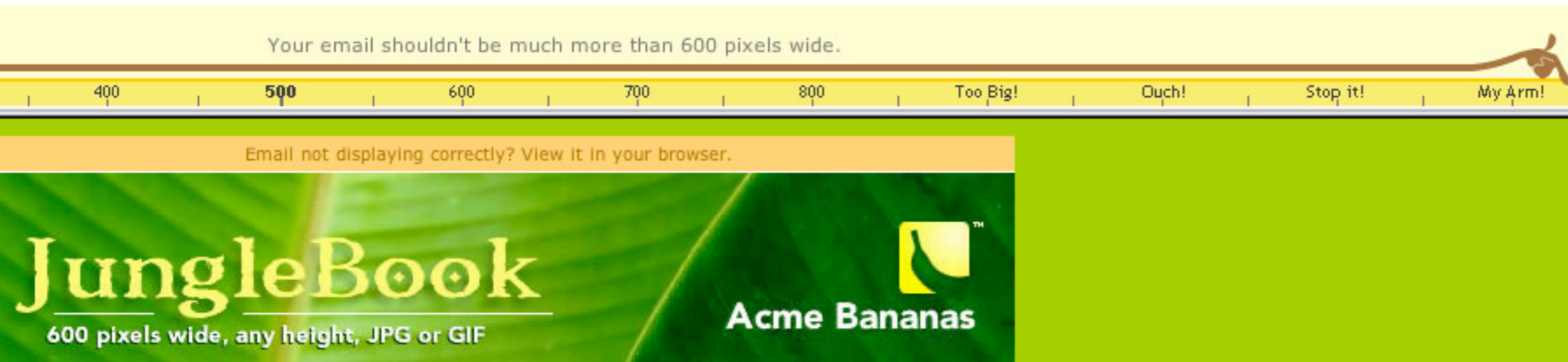
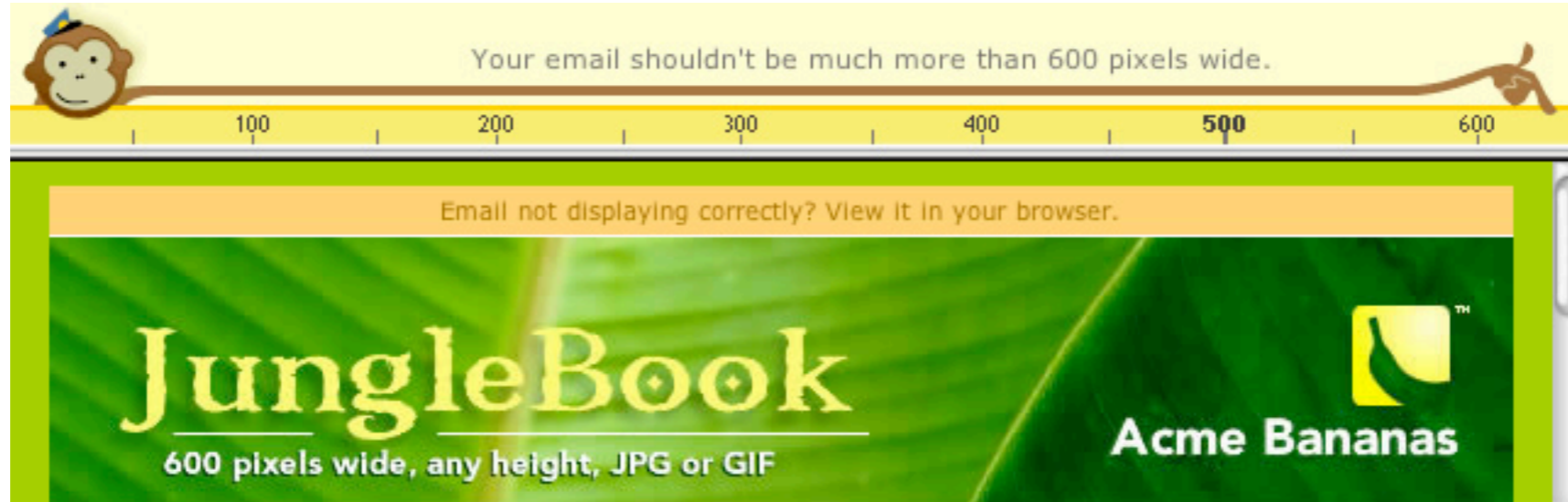
 DOPPLR



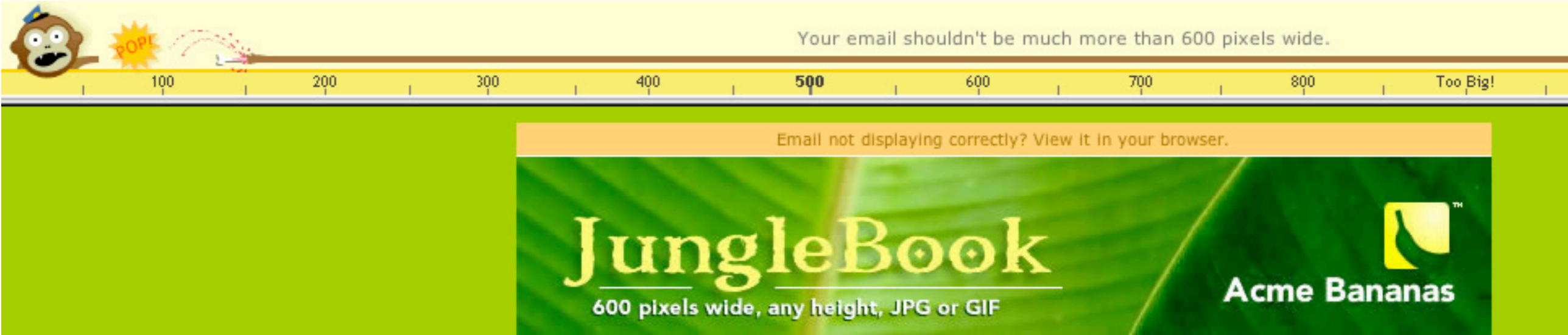
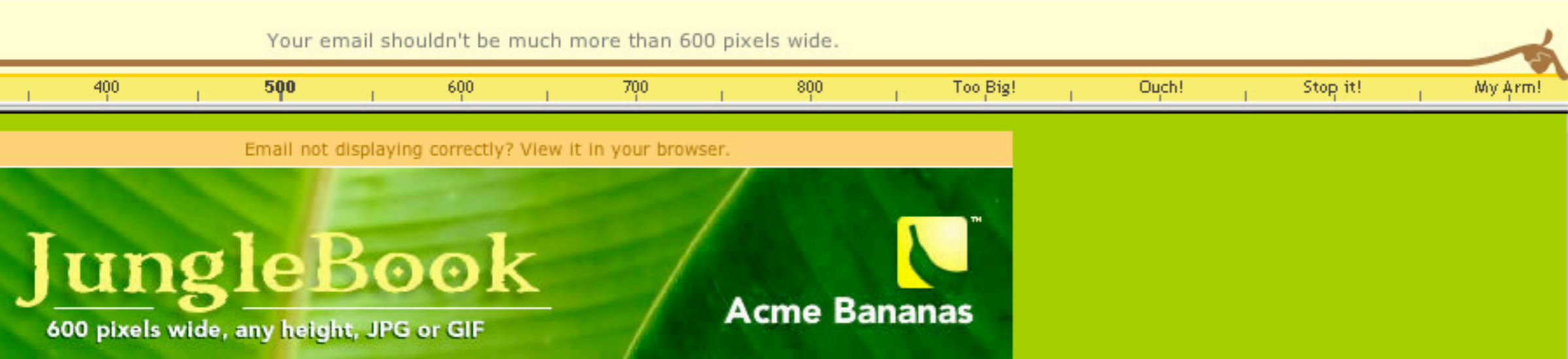
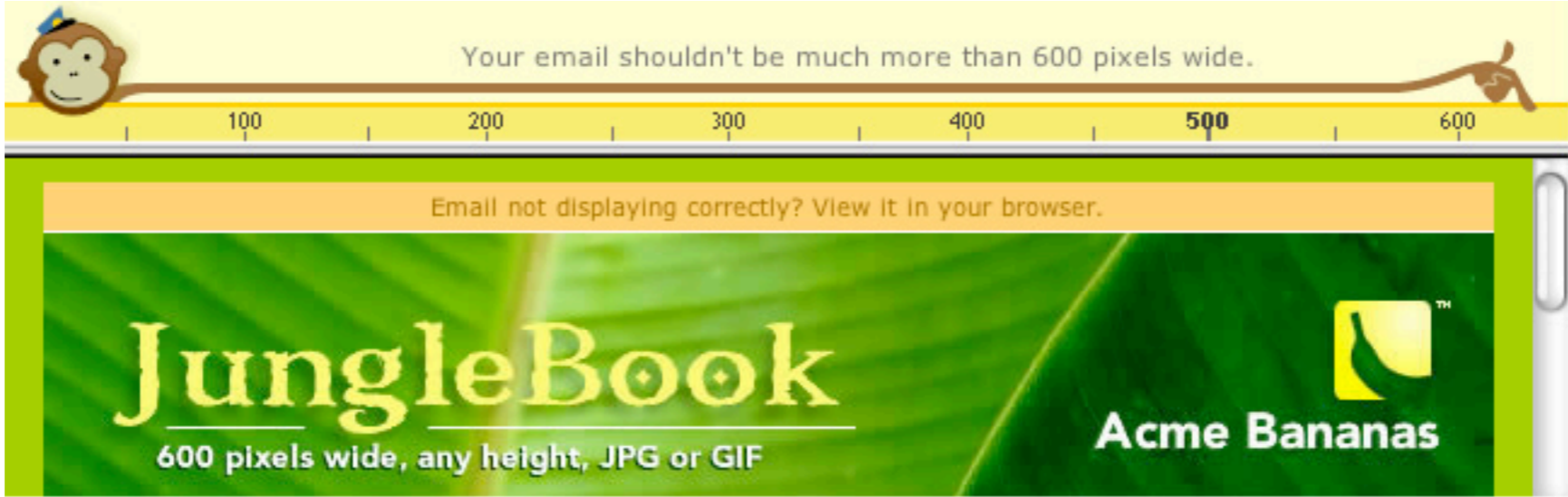
<http://www.mailchimp.com/>



<http://www.mailchimp.com/>



<http://www.mailchimp.com/>



The Fine Art of
Playful Conversation.

Men's Shoes



Search for Men's Shoes:

Search by Style

All Men's

Choose Your Size

Any Size

Choose Your Width

Any Width

Choose Your Color

Any Color

Choose Your Price

Any Price

Search Men's Shoes

Keen
Lisbon



Description and more views

Save this item

See it at Zappos >>

10% off! (was \$93.95) **\$84.56**
Sizes: 7.5,9.5,10,11.5,12

Free shipping and returns!



Energy Generator

Energy saved is energy found. Use the Energy Generator to see how you can do more and use less energy. [More Information About the Energy Generator](#)

The interface consists of three vertical panels, each with a photo at the top and a blue text box at the bottom. Each panel has a small icon with an upward arrow at the top and a downward arrow at the bottom. The first panel shows a man changing a lightbulb. The second panel shows a woman reading a book. The third panel shows a traffic light. A red tag with the number '5' is attached to the bottom right of the second panel.

Action	Quantity	Equivalent
I will... replace	1	lightbulb with a CFL
And save enough energy... to light	1643	hours of reading
If... 100 people joined me we could power, for a year,	6	traffic lights

AUDIO ON

January 17, 2009

SIGN IN TO E-MAIL OR SAVE THIS | FEEDBACK

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.



1789 | 1800 | 1820 | 1840 | 1860 | 1880 | 1900 | 1920 | 1940 | 1960 | 1980 | 2000



2009 Barack Obama

[Full text of the address](#)

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

WHAT?
SO WHAT?

NOW WHAT?

That was fun!

**GREAT ONLINE
EXPERIENCE**

That was fun!

Hmm... WHY was that fun?

GREAT ONLINE EXPERIENCE

{REVERSE ENGINEERING}

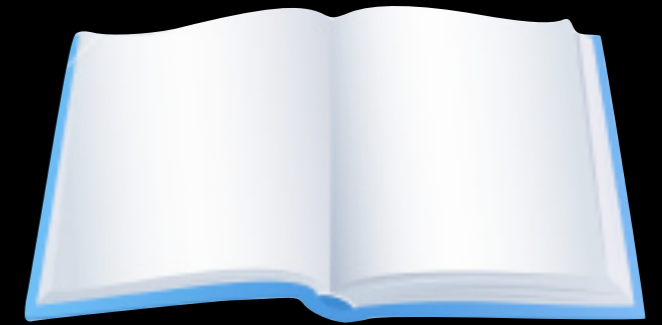
That was fun!

Hmm... WHY was that fun?

Aha!

GREAT ONLINE EXPERIENCE

{REVERSE ENGINEERING}



That was fun!

Hmm... WHY was that fun?

Aha!

GREAT ONLINE EXPERIENCE

{REVERSE ENGINEERING}

human psychology

{SORRY, NO 9 TIPS OR 5 LESSONS}

That was fun!

Hmm... WHY was that fun?

Aha!

GREAT ONLINE EXPERIENCE

{REVERSE ENGINEERING}

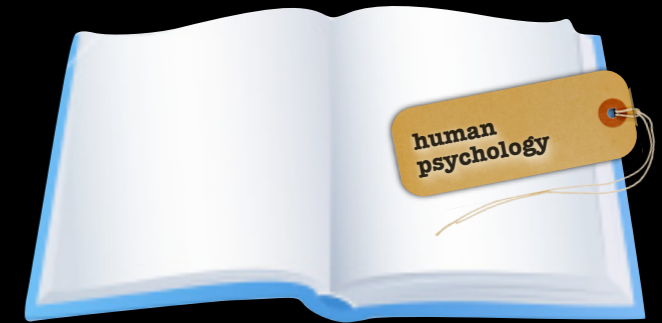
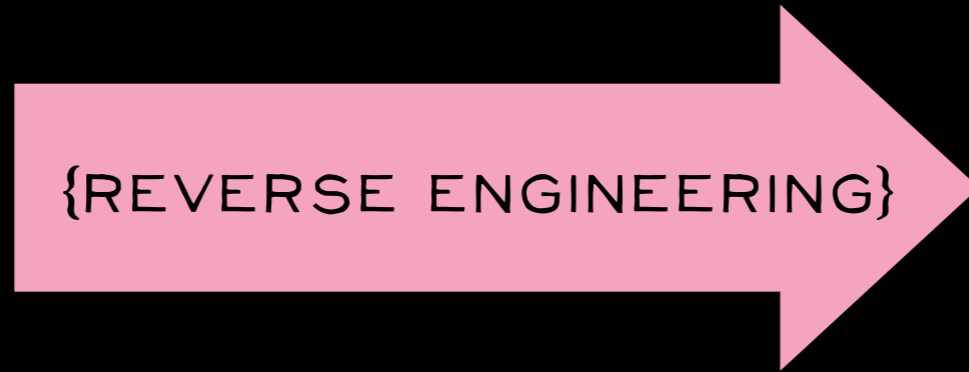
human psychology

USEFUL TOOLS FOR CREATING...

human psychology

human psychology

human psychology



social proof

People follow the lead of similar others.

reciprocity

People repay in kind

authority

People defer to experts

duration effects

Perception of time is subjective and can be influenced.

scarcity

People want more of what they can have less of.

recognition over recall

sensory integration

People respond better when more of the senses are engaged.

imagery

Vision trumps all other senses.

FOR PERSUASION



from Social Psychology

Social Proof

People follow the lead
of similar others.

"Lorem ipsum dolor sit amet, consectetur adipiscing 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

(concept I'm working on)

How can we use {  } to... [goal]

(concept I'm working on)

How can we use {

FOR PERSUASION 

from Social Psychology

Social Proof

People follow the lead of similar others.

"Lorem ipsum dolor sit amet, consectetur adipiscing 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

} to... [goal]

(concept I'm working on)

???

**COGNITIVE SEDUCTION:
FUN, HUMOR, PLAYFULNESS,
SURPRISE,**

???

**GAME
MECHANICS**

???

**PERSUASION, CHOICE,
INFLUENCE**

**SOCIAL PSYCHOLOGY /
SOCIAL DESIGN**

???

THANKS!!

STEPHEN P. ANDERSON

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