

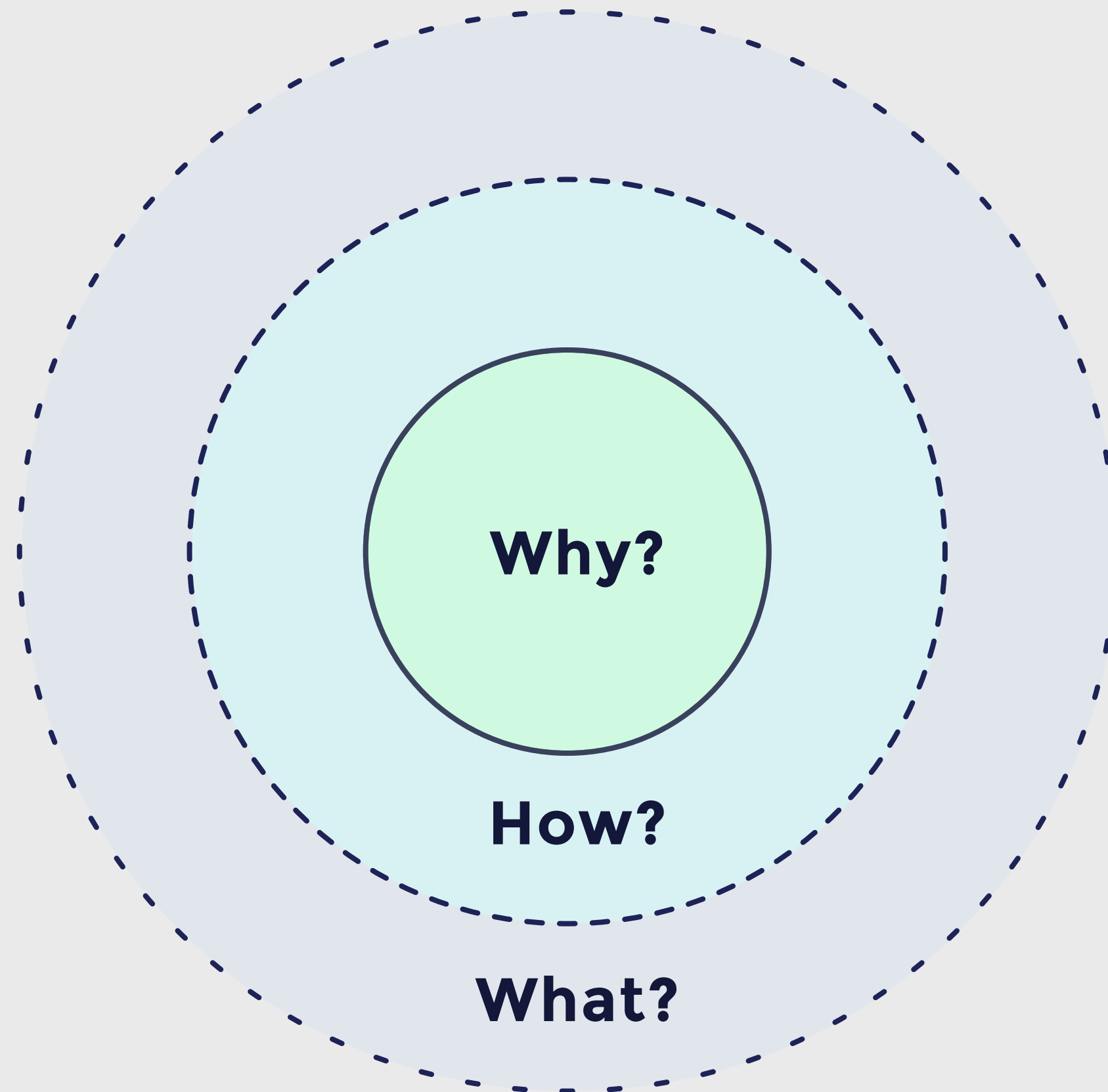
# Beyond product features

HOW TO GET NOTICED  
BY EARLY ADOPTERS

@IraNezhynska / Codemotion Warsaw 2016



# Agenda



2002



NOBEL  
MEMORIAL  
PRIZE  
-  
ECONOMICS

A photograph of Daniel Kahneman, an older man with glasses, wearing a dark blue button-down shirt. He is standing on a stage, looking slightly to his left. The background is dark with out-of-focus stage lights in blue, red, and yellow. A bright blue light source is visible on the right side of the frame, creating a lens flare effect.

**DANIEL KAHNEMAN**

Source: [ted.com](https://www.ted.com)



System 1 is  
fast, intuitive and emotional.

System 2 is  
slower, more deliberative and more logical.



EMOTIONAL

# Decisions

RATIONAL

```
1 import Ember from 'ember';
2 import ValidationFromField from '../mixins/validation-form-field';
3
4 export default Ember.Component.extend(ValidationFromField, {
5   smallLabel: false,
6   triggerRefreshValue: null,
7
8   isValid: Ember.computed('hasErrors', 'showFieldErrors', function() {
9     return this.get('hasErrors') && this.get('showFieldErrors');
10  }),
11
12  scheduleDropkickInit: Ember.on('didInsertElement', function() {
13    /*
14     * We cannot modify the component property inside didInsertElement
15     * Instead we can schedule task after rendering component
16     */
17    Ember.run.scheduleOnce('afterRender', this, 'initializeDropkick');
```

```
  dropkick() {
    this._super.apply(this, arguments);
    let element = this.$().find('select')[0];
    if (element) {
      this.dropkickElement = new Dropkick(element, { //jshint ignore:line

```

```
26 initialize(){
27   let initialValue = self.get('value');
28
29   if (!Ember.isEmpty(initialValue)) {
30
31     // Must be string to select value (not list element)
32     // http://dropkickjs.com/files/lib_dropkick.js.html#l673
33     this.select(initialValue.toString());
34
35     self.send('setValue', this.value);
36   }
37 },
38
39 change(){
40   self.send('setValue', this.value);
41 }
42 });
43 },
44
```

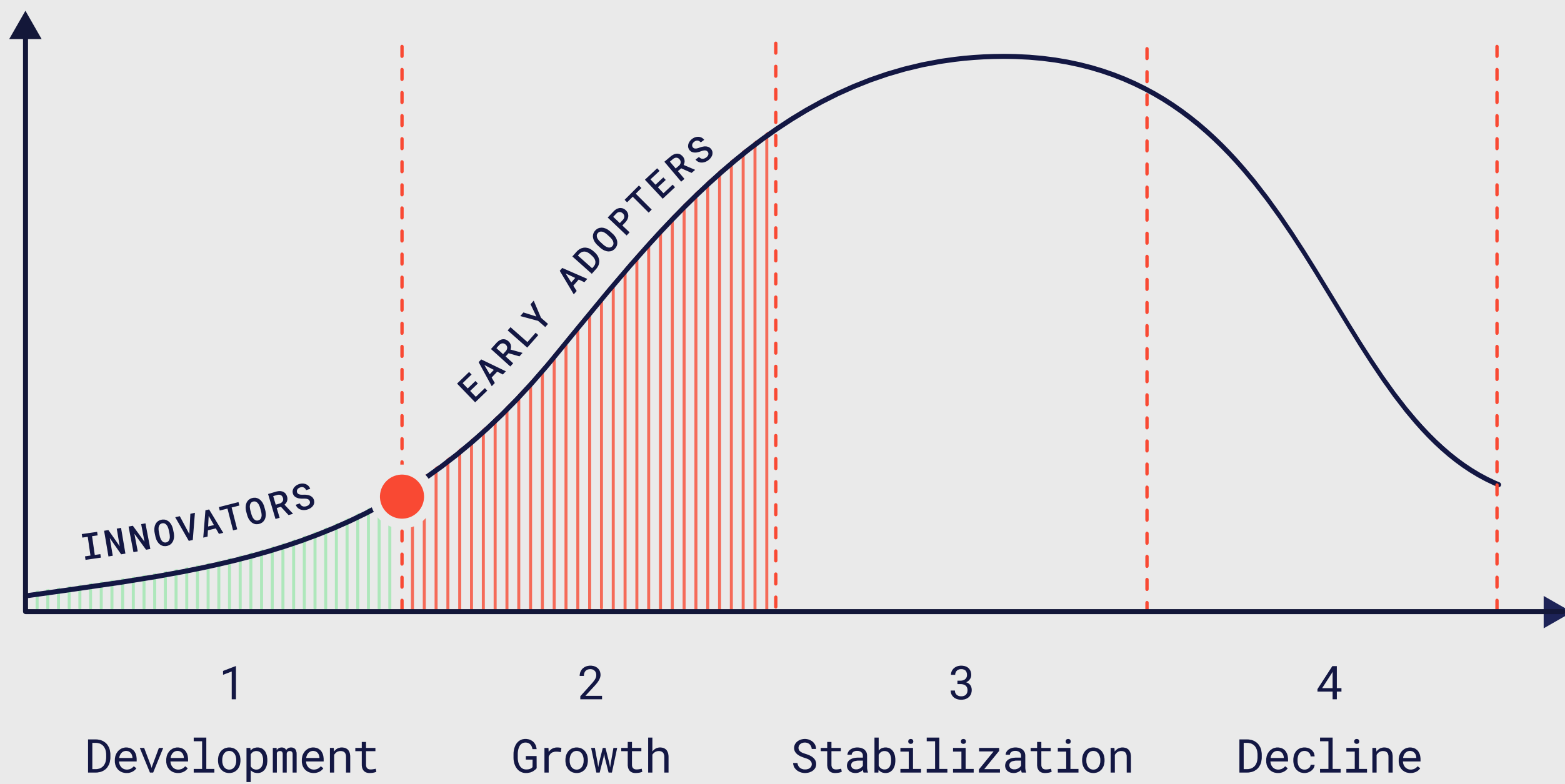


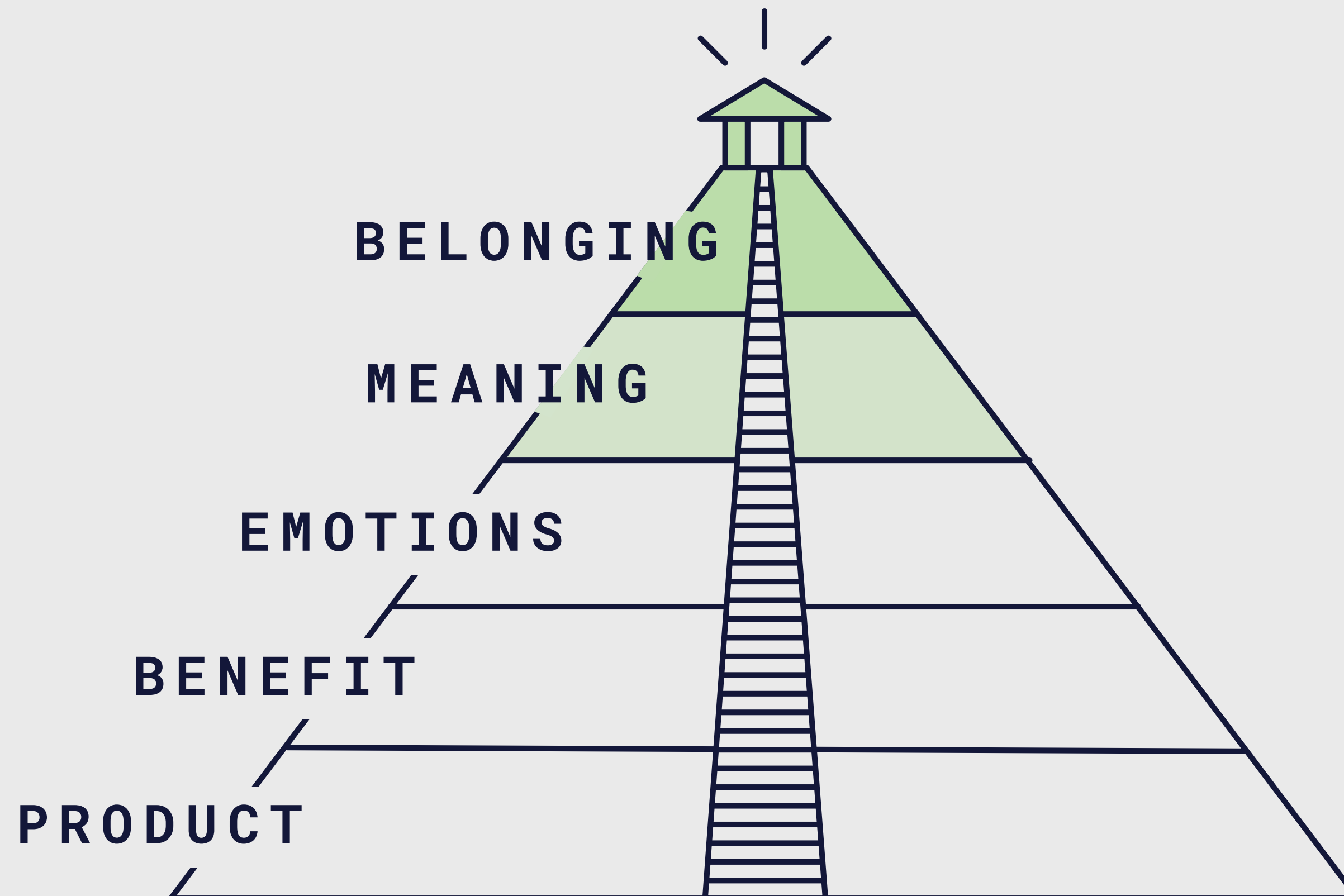










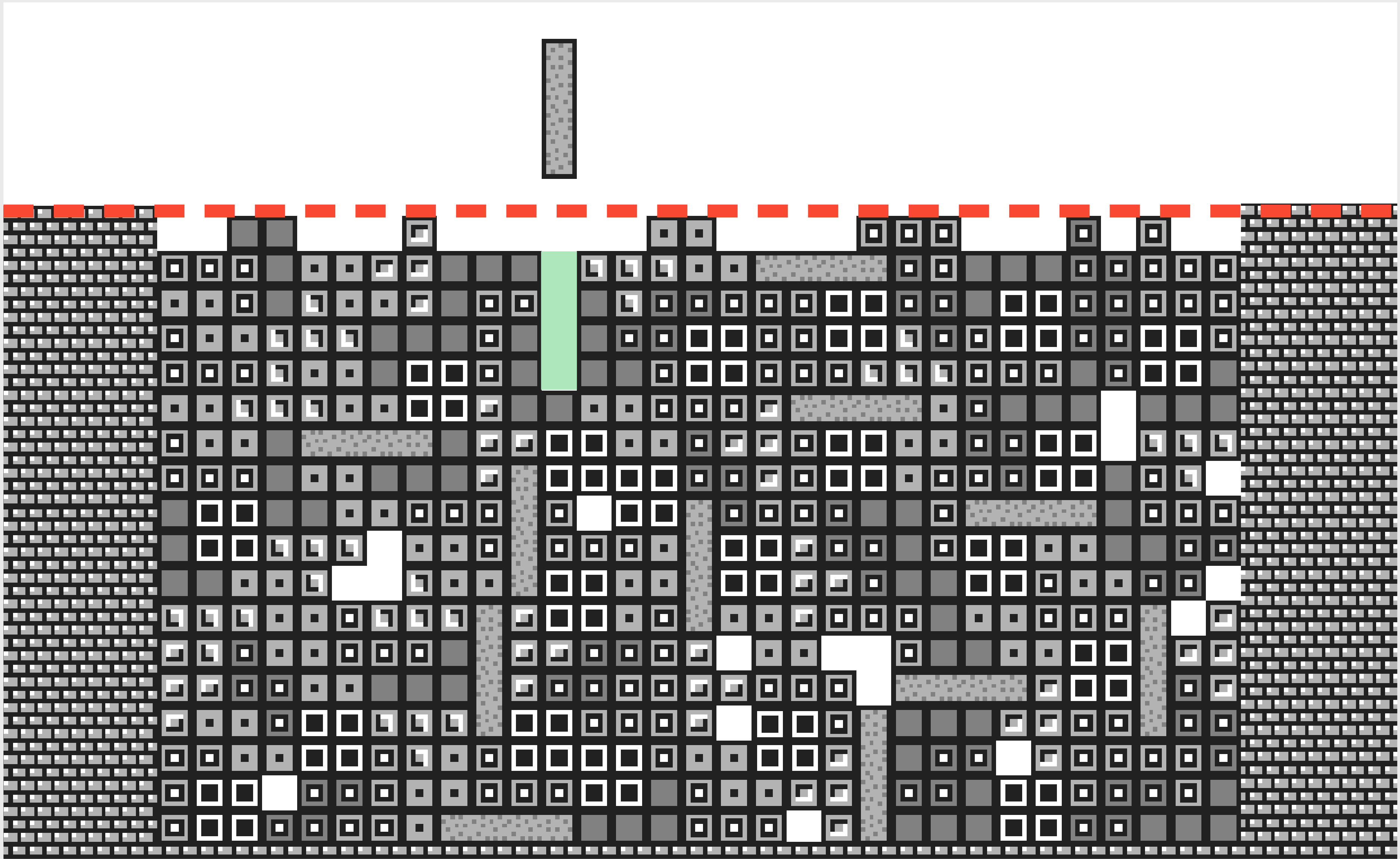




**RED**

**Ocean**

**BLUE**







Hide advert

See fewer adverts like this



Why am I seeing this?



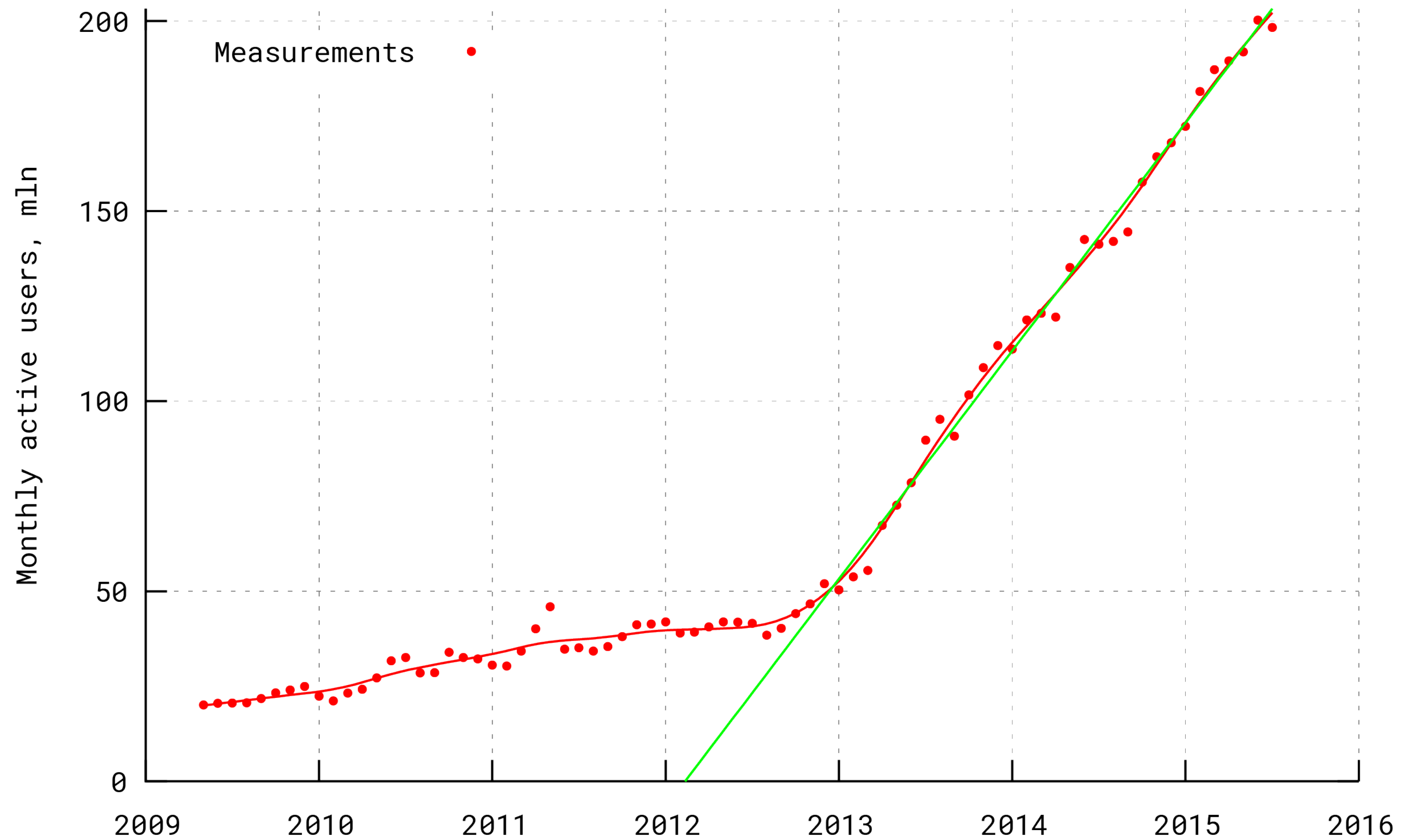
# AdBlock

offered by [getadblock.com](https://getadblock.com)

★★★★★ (198549)

[Productivity](#)

10,000,000+ users

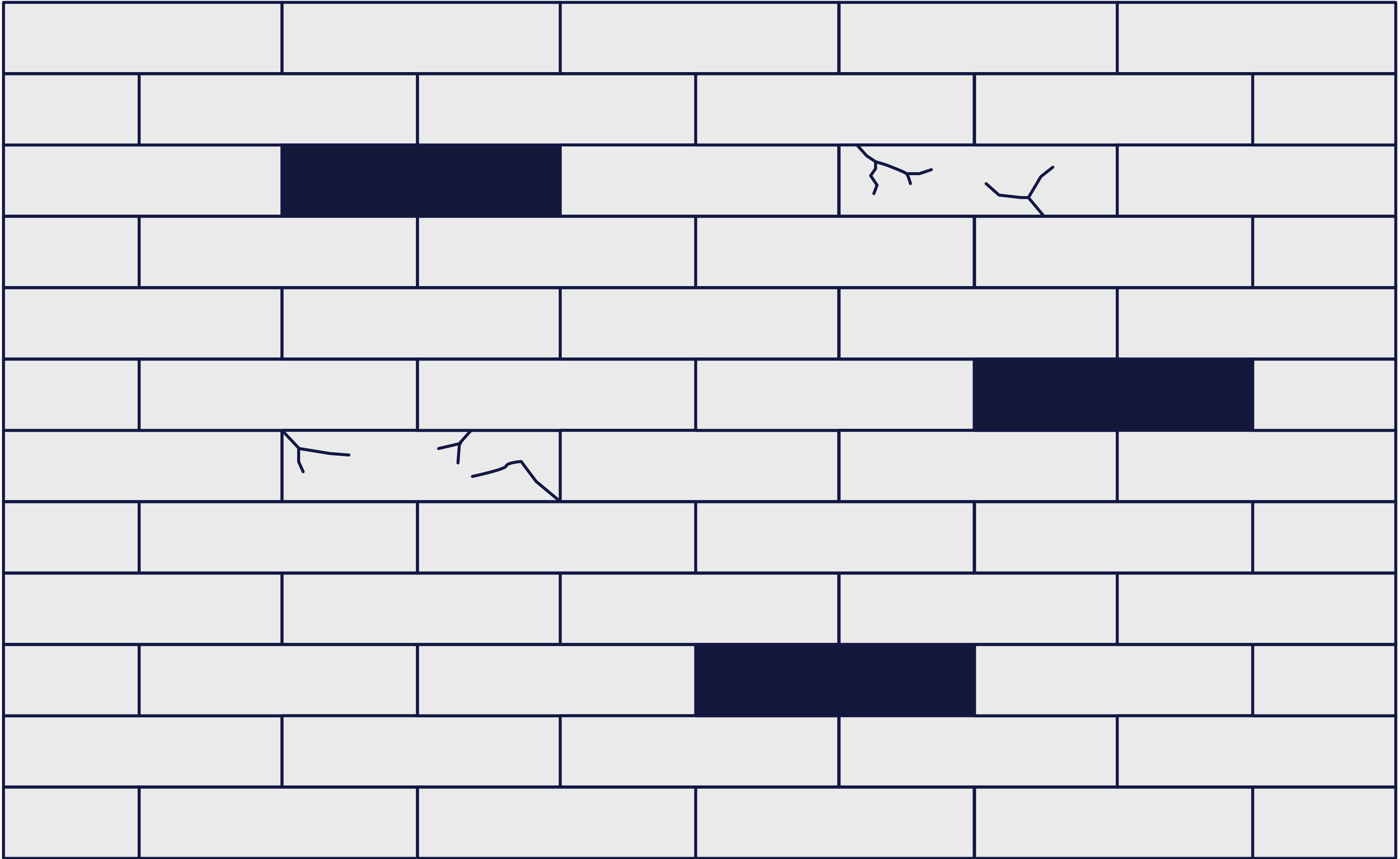


(based on data from PageFair's 2015 report)

Price  
briçe



**Value**  
**Value**  
**Value**  
Price



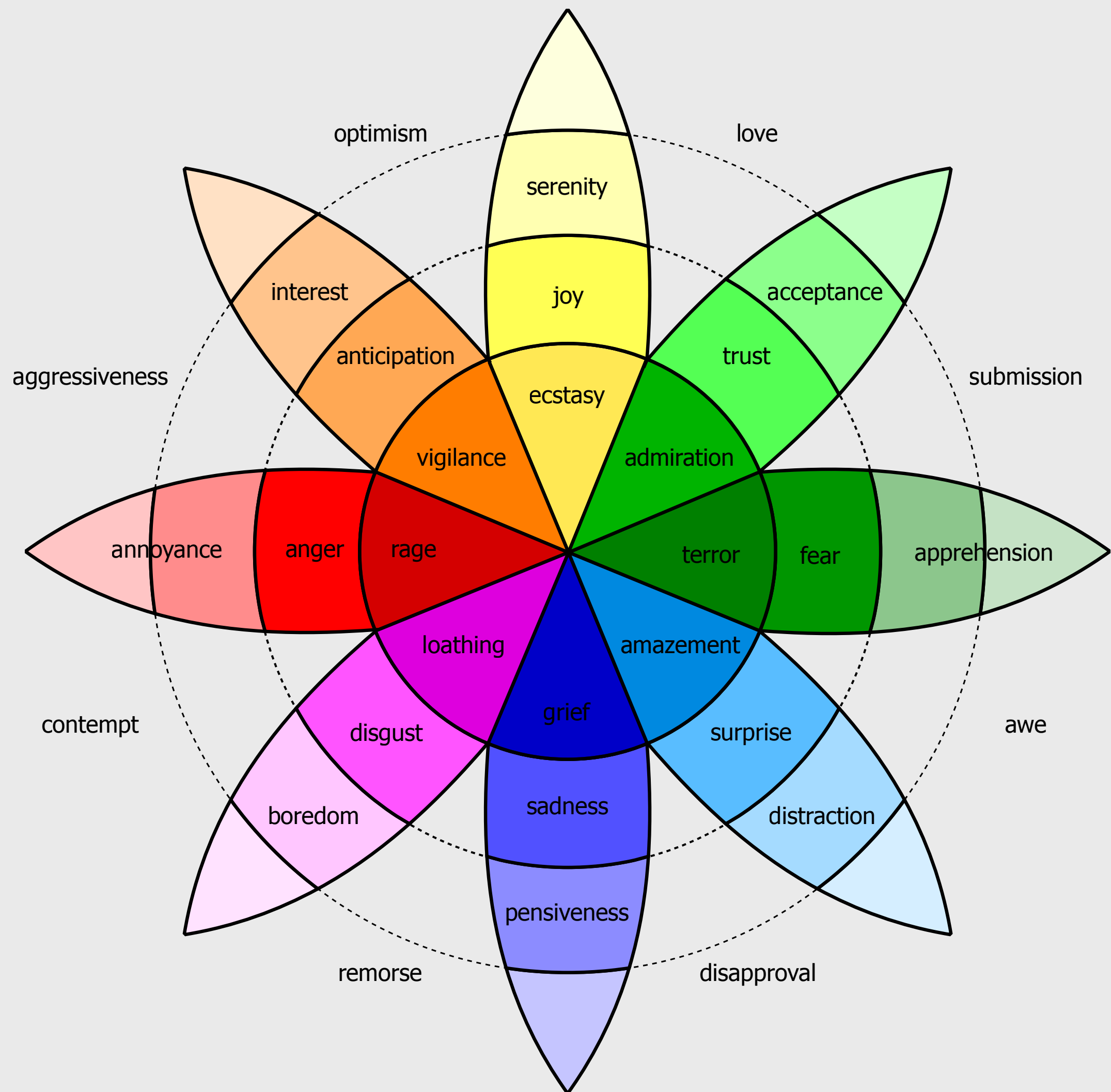
# EMOTIONAL TRIGGERS

- desire to control our lives;
- dominance of and influence over others;
- proof of being better (self-affirmation);
- becoming better (self-achievement);
- reinventing oneself;
- wish-fulfillment;
- family values (and nurturing);
- sex, love, romance;
- desire to belong;
- excitement of discovery;
- lack of time;
- fun as a reward.



# WHEEL OF EMOTIONS

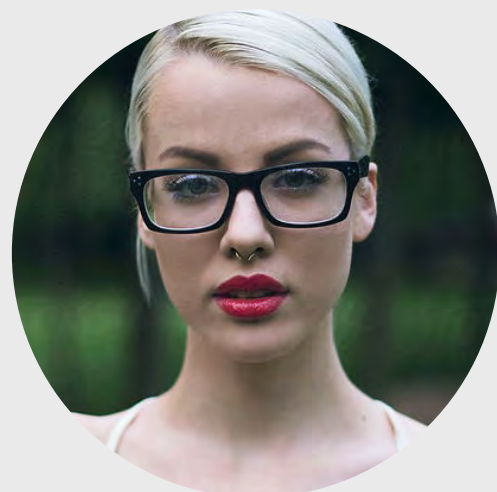
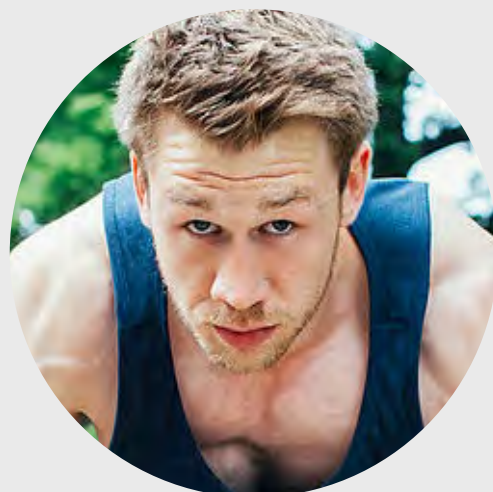
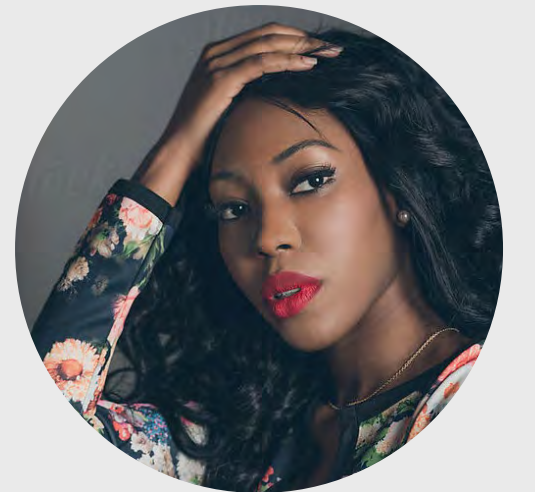
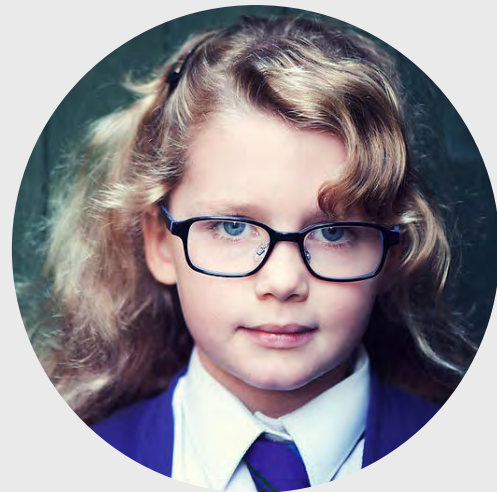
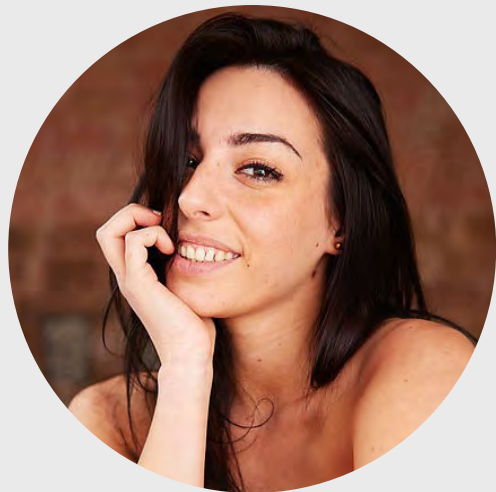
by Robert Plutchik













**Who do they want to become?**

**Who are they?**

Who are we?

A woman with long brown hair and blue eyes is smiling warmly at the camera. She is holding a baby who is looking at the camera with its tongue sticking out. The baby is holding a small wooden ukulele. The background is a dimly lit room with a patterned rug and a lamp.

# Skype keeps the world talking, for free.

You're always there for family fun, with free HD video calls.

Use Skype online

Download Skype

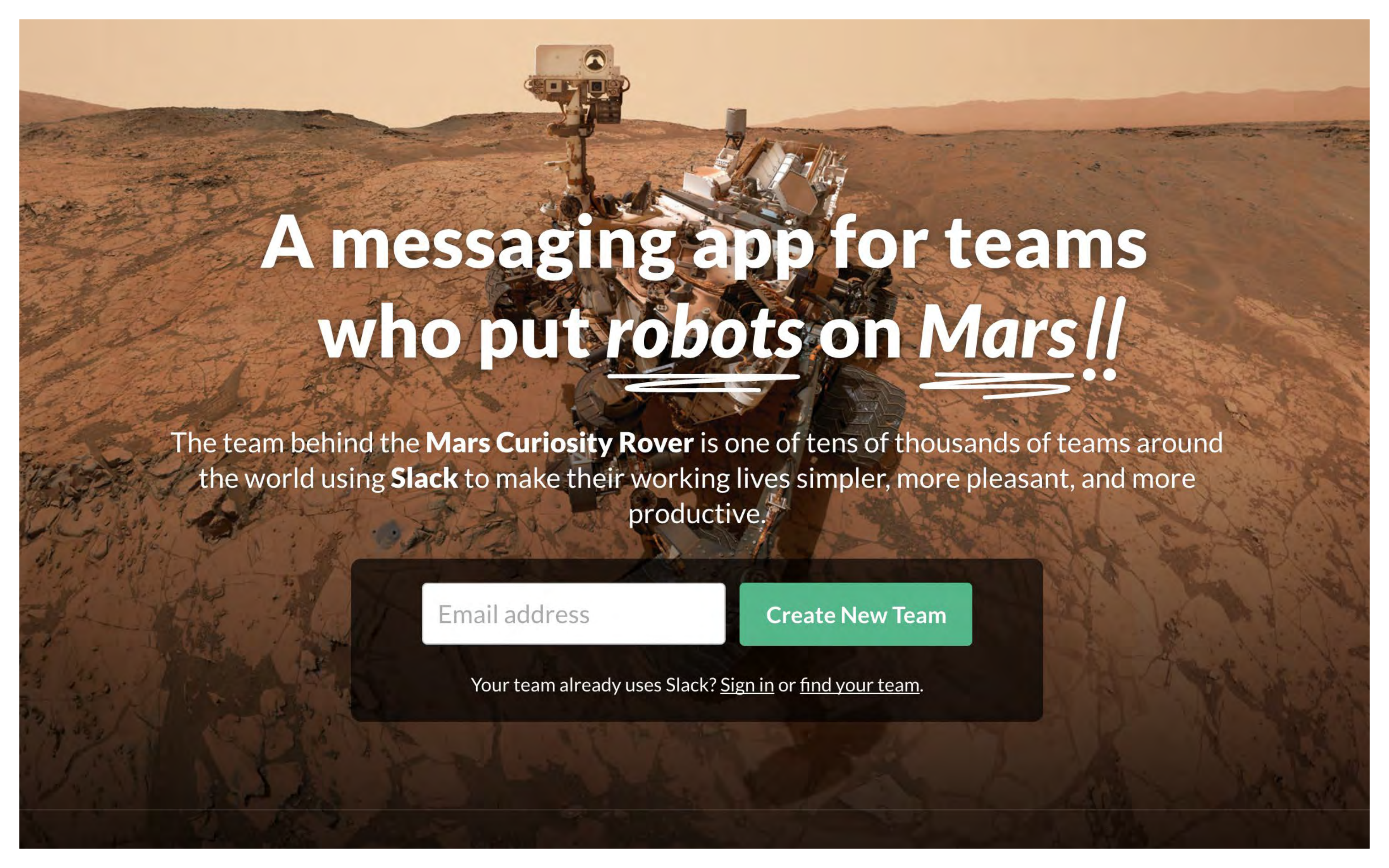


# Quality time with friends and family.

Feel closer with free HD video calls, one-to-one, or as a group. Never miss regular catch-ups or special occasions again.





The background of the entire page is a high-resolution photograph of the Mars Curiosity Rover on the surface of Mars. The rover is positioned in the center-left of the frame, facing towards the right. It has a complex structure with various instruments, cameras, and a large solar panel. The Martian landscape is a vast, flat, reddish-brown plain with some small rocks and distant hills under a hazy, orange sky. The overall tone is warm and desolate.

# A messaging app for teams who put robots on Mars!!

The team behind the **Mars Curiosity Rover** is one of tens of thousands of teams around the world using **Slack** to make their working lives simpler, more pleasant, and more productive.

Create New Team

Your team already uses Slack? [Sign in](#) or [find your team](#).



# A messaging app for teams who are changing the world!!

**charity: water** is one of tens of thousands of teams around the world using **Slack** to make their working lives simpler, more pleasant, and more productive.

Create New Team

Your team already uses Slack? [Sign in](#) or [find your team](#).





MONUMENT VALLEY IS THE MOST ELEGANT GAME I  
HAVE EVER PLAYED.

TIM SCHAFER

THE MOST SUBLIME HOUR MY IPAD HAS EVER  
GIVEN ME... AND THE VALUE OF SUCH A THING IS  
INCALCULABLE.

KOTAKU

BRILLIANT DESIGN... STAYED WITH ME LIKE A  
DREAM I DIDN'T WANT TO FORGET... 9/10

POLYGON

MONUMENT VALLEY STUNS WITH ITS SERENITY...  
EACH SCREEN IS A WORK OF ART.

HUFFINGTON POST

ALMOST IMPOSSIBLY GORGEOUS... A FEAST FOR  
YOUR SENSES... 5/5

TOUCHARCADE





Log in

## He used Pinterest to start his rooftop oasis

Welcome to Pinterest, the world's catalog of ideas

Continue

or



Continue with Facebook

Creating an account means you're okay with Pinterest's [Terms of Service](#), [Privacy Policy](#) and [Cookie use](#).

**50+** billion ideas to explore

**15** seconds to sign up (free!)



Log in

## He used Pinterest to redo his floors

Welcome to Pinterest, the world's catalog of ideas

Continue

or



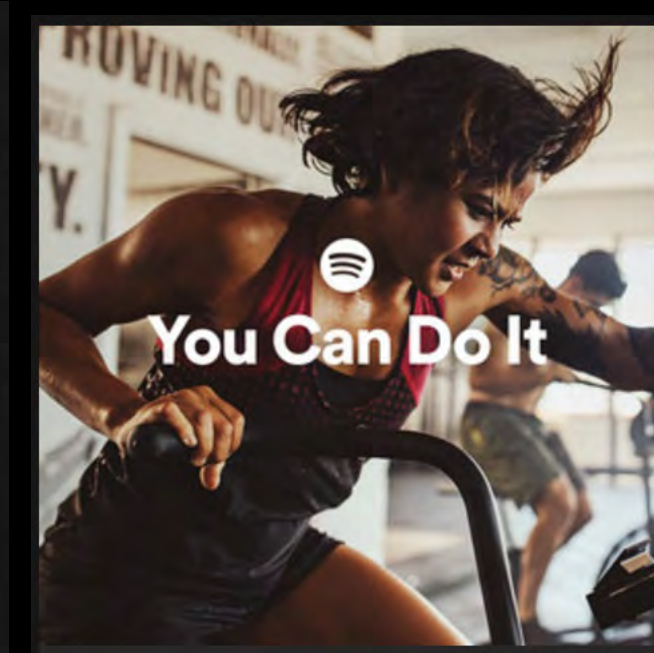
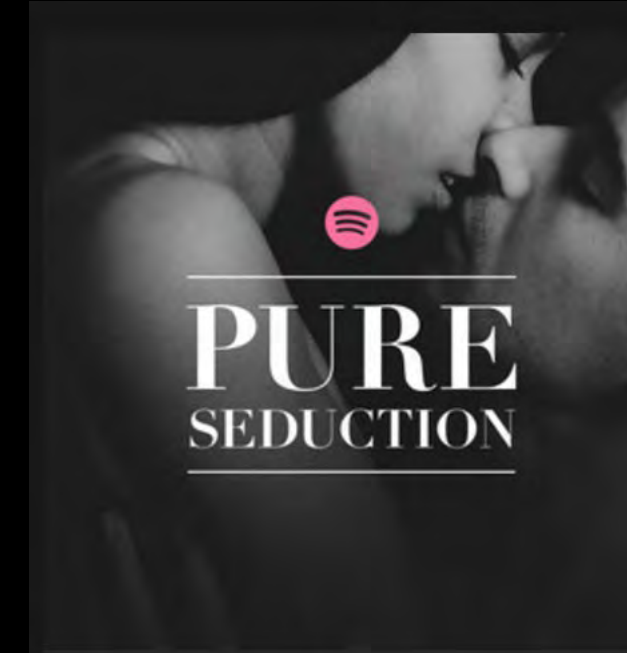
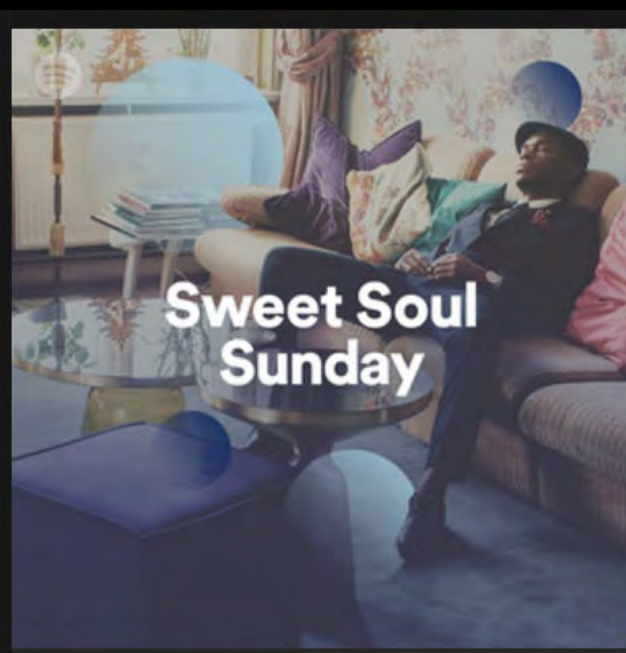
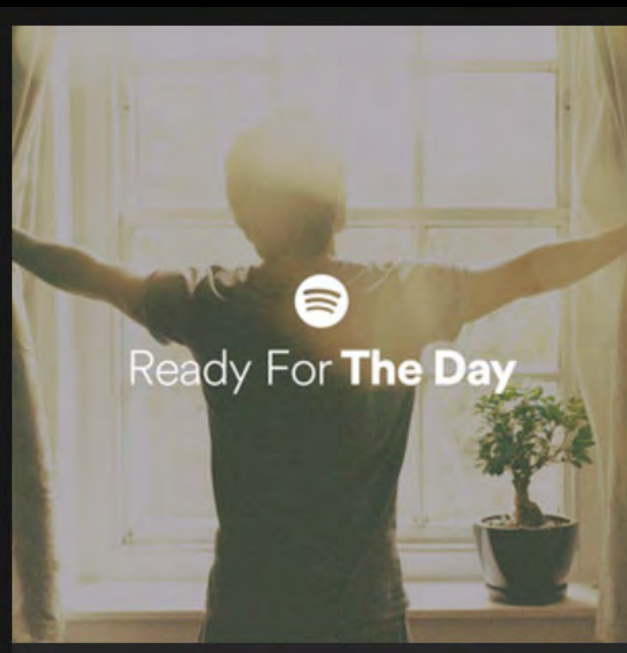
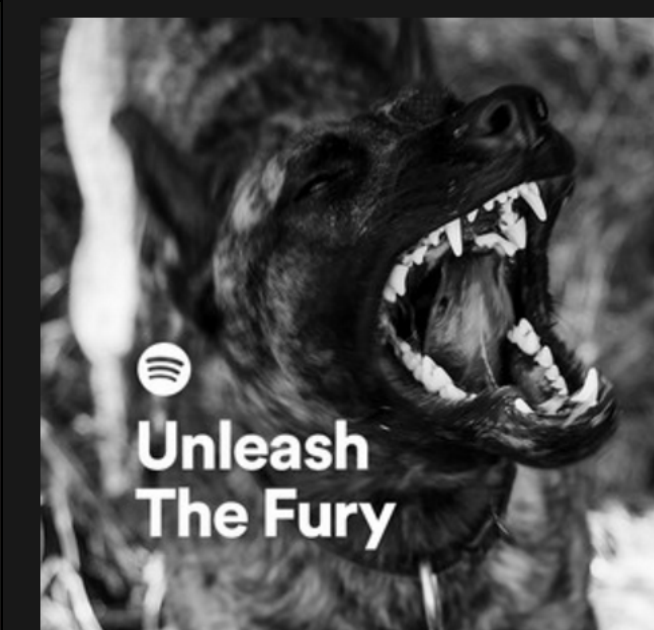
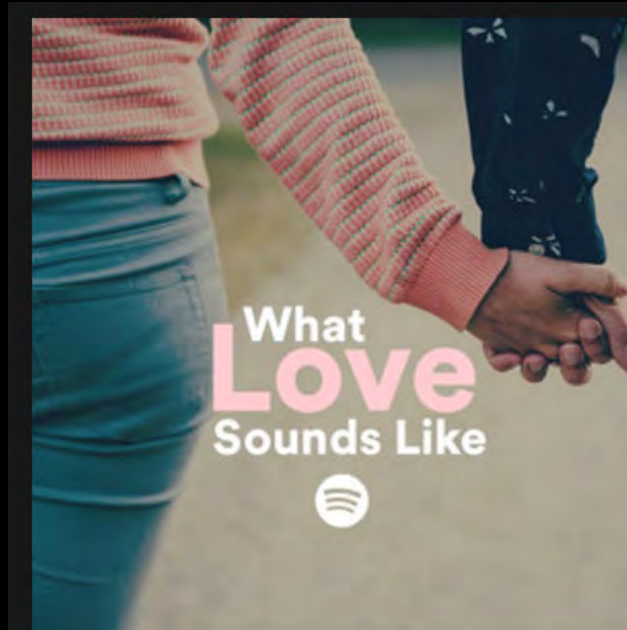
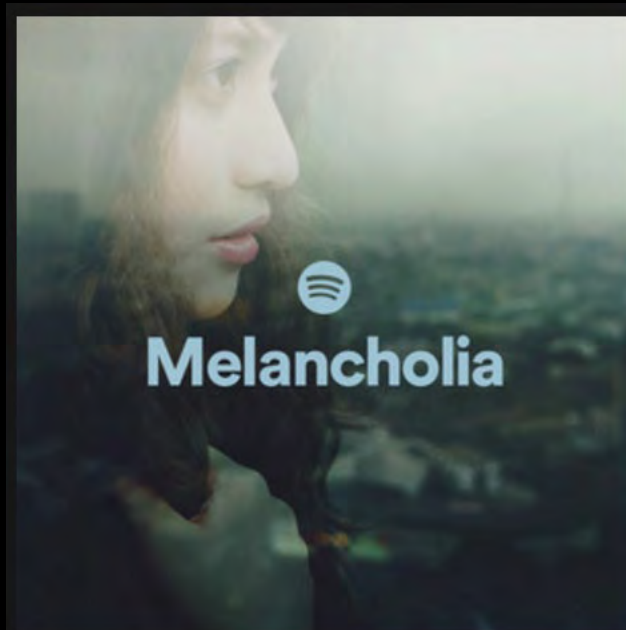
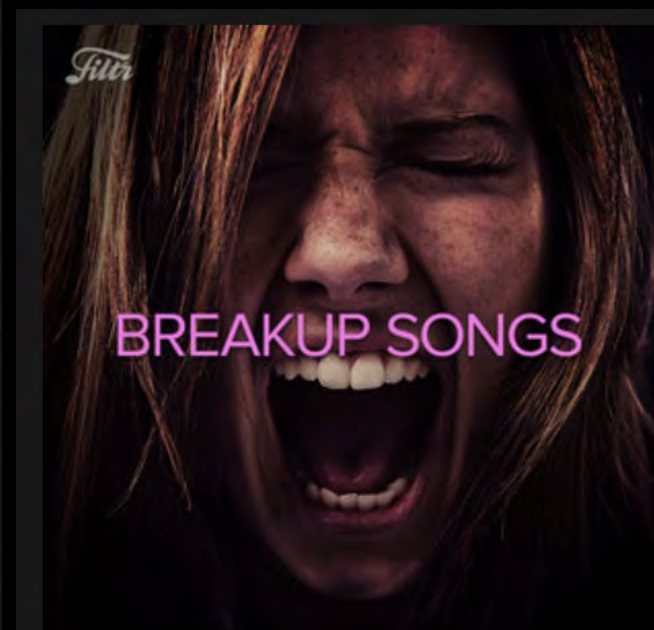
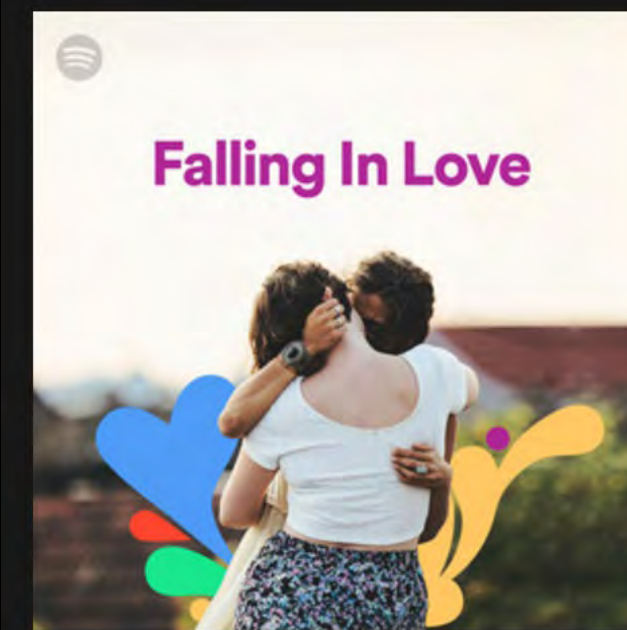
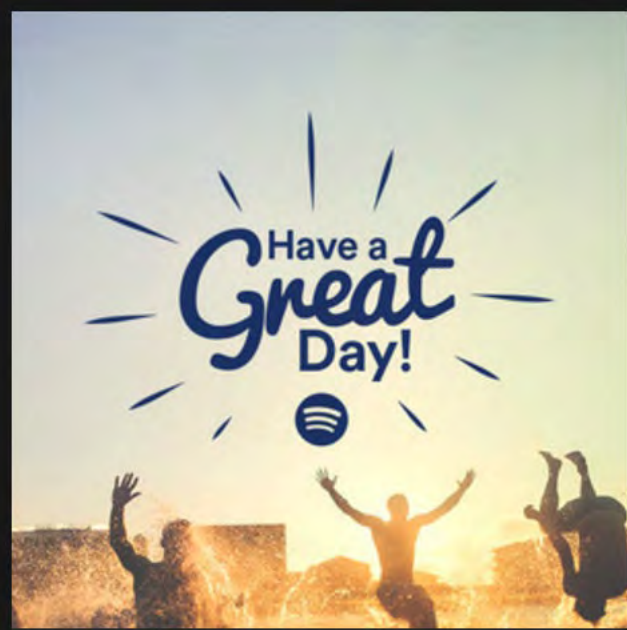
Continue with Facebook

Creating an account means you're okay with Pinterest's [Terms of Service](#), [Privacy Policy](#) and [Cookie use](#).

**50+** billion ideas to explore

**15** seconds to sign up (free!)







**Who do they want to become?**

**Who are they?**

Who are we?

Exercise/

## CUSTOMER POSITIONING

Our customers want to be (to feel) more  ... .

Our customers want to highlight that they are  ... .

Our customers want to be seen as  ... .



Exercise/

PRODUCT PERSONALITY

To make our customers notice us and trust us,  
our brand should look ,  and .

People will join us,  
if they think we are ,  and  brand.

We want people to tell others that we are  ... .

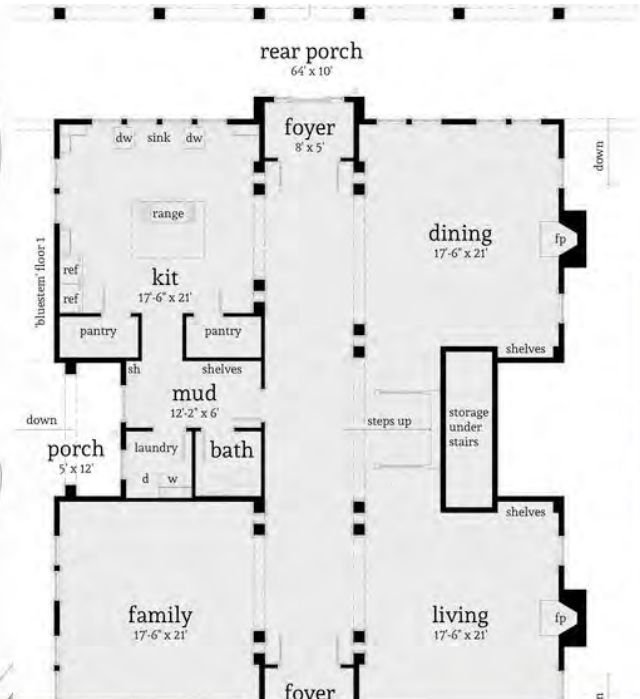
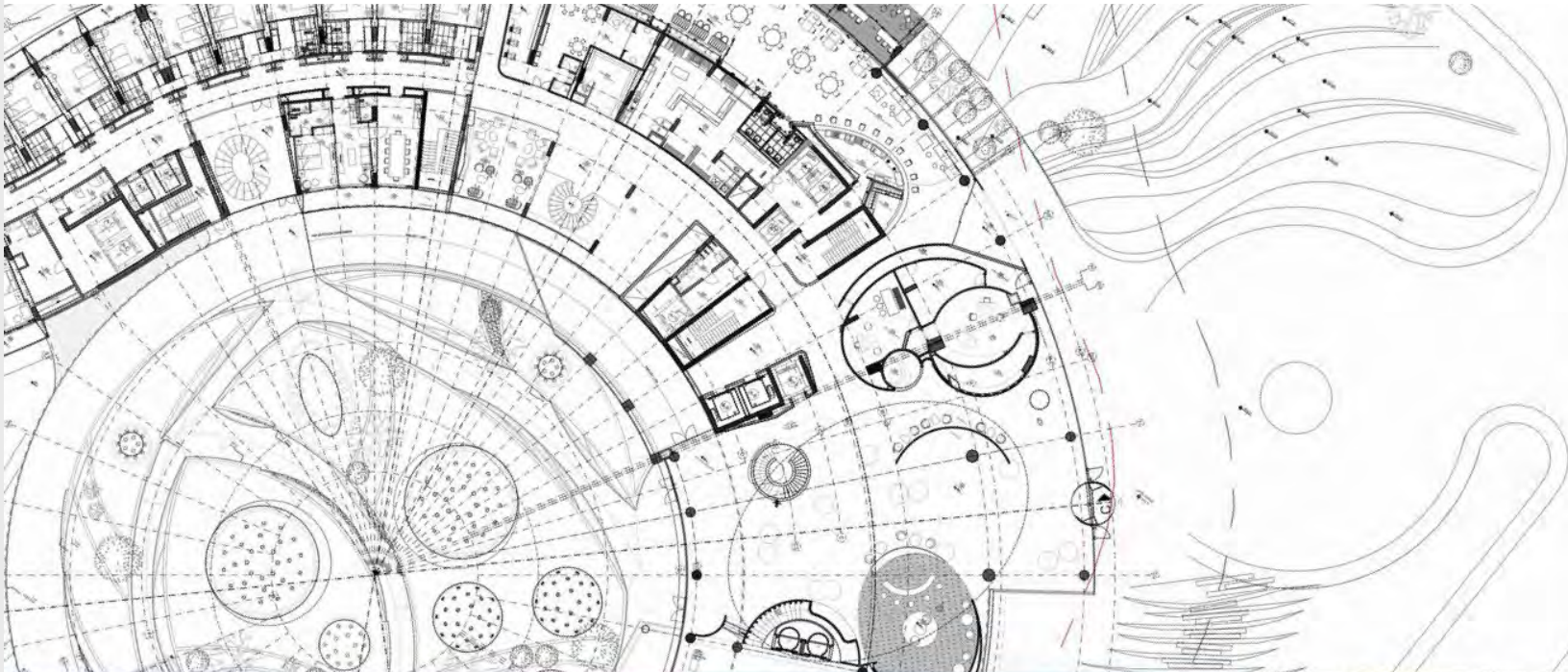


Co-working spaces      Offices      Conference centers      Education centers

steady      accessible      reliable      sleek      smooth  
fast      comfortable      lightweight      white-labeled

wires      glass      transparency      structure  
transformation      links      swiss style      ecosystem





Me, My #Selfie and I		World Builders	
ion	S�raphine Pick: White Noise		
Dowse Square		Talk & Tour: The Family Jewels	
School	Learn	Dee Club	Learning Programm
Donate	Friends of The Dowse		Venues
ng Soon: The 2016 Blumhardt Internship			









**SATURATED  
CATEGORY**



# Case 1





glow

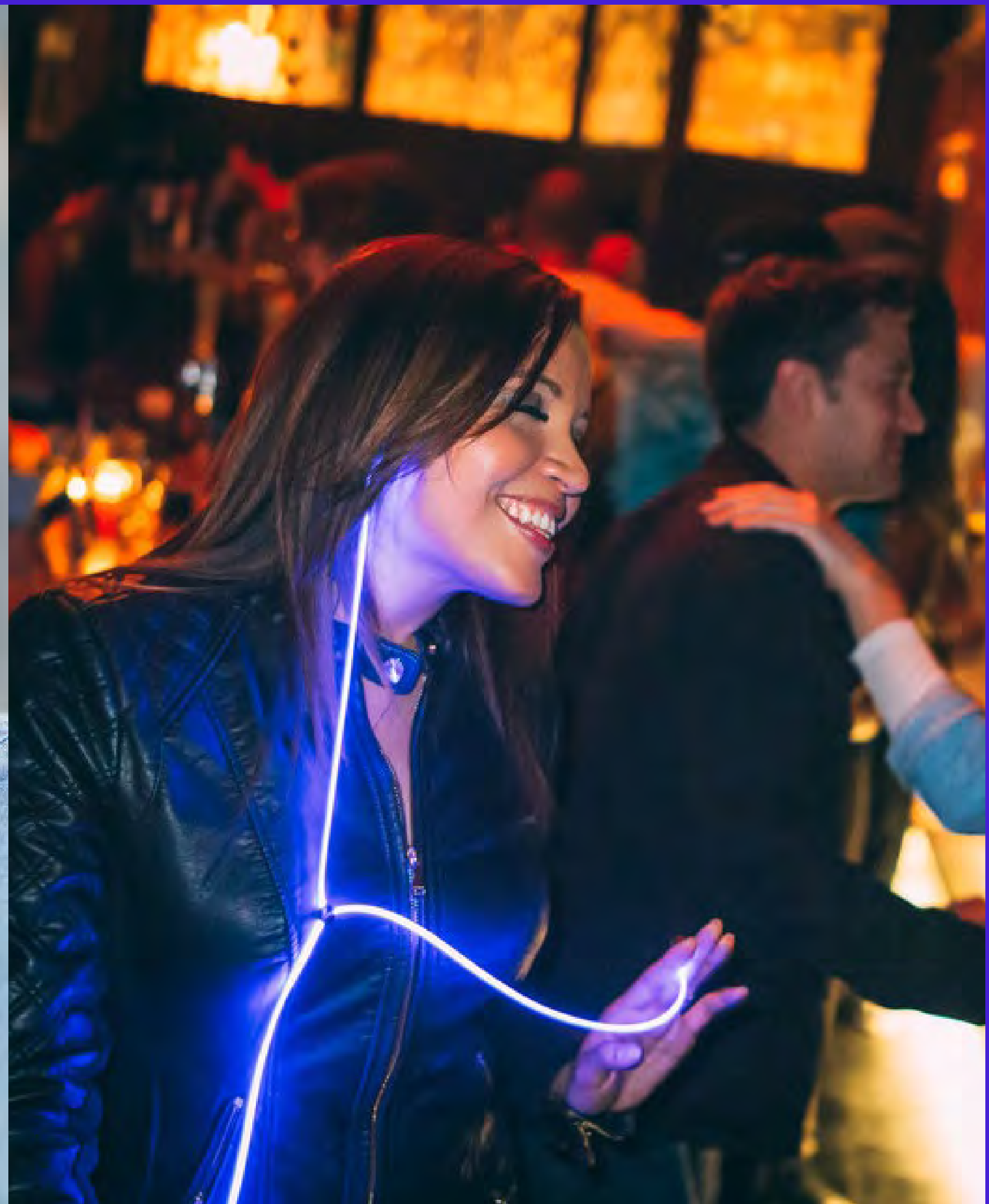
Laser-Illuminated  
Pulses To Your Beat

















# Smart, Intuitive Controls Headphone & Sound Design



Media Playback (Google Music, Spotify, YouTube & more)



Phone Calls



Voice Assistants (Google Now/Siri)



Camera Shutter



Quick Text Messages

# Laser-Illuminated Pulses To Your Beat



Music



Calls



Texts



Photos



Voice Commands





# Case 2



[Speakers](#)[Headphones](#)[All Products](#)[The Journal](#)[BEOPLAY H3 ANC](#)[EXPERIENCE](#)[TECH SPEC](#)[BUY](#)

## H3 ANC

Premium Active Noise  
Cancellation in-ear headphone  
tuned for music lovers.

€ 249

[BUY](#)





AW16

**Let music help you escape.  
Dream yourself into vast  
landscapes of clean air  
and beautiful colours.**





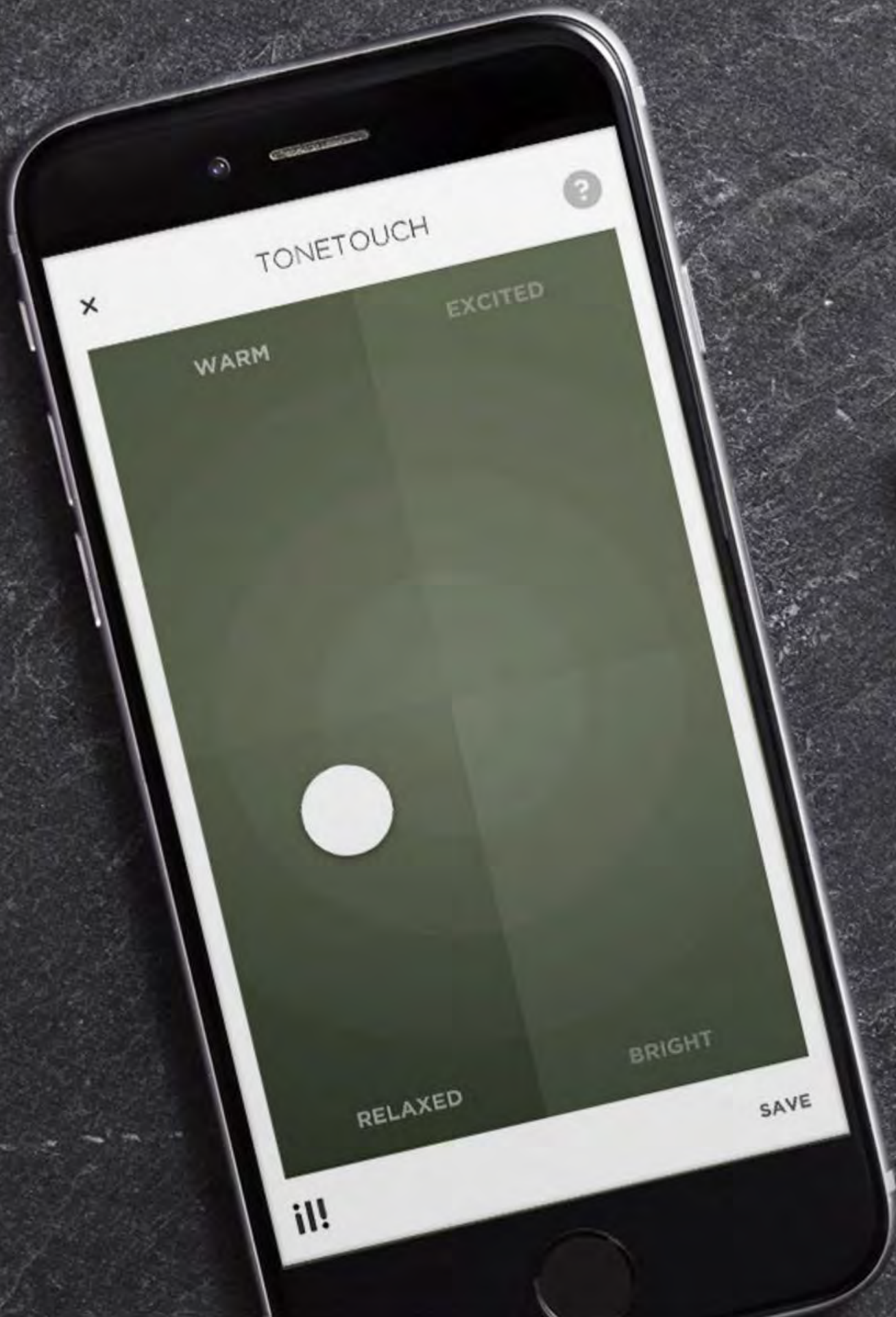
BEOPLAY H5

MOSS GREEN

---

Inspired by the rich mineral clay of  
Nordic nature.











# Case 3







# MUNITIO™

STANDARD ISSUE // TACTICAL AUDIO DEVICE  
COMP: A-001 MFG DATE: 0003-0019-02011  
WWW.MUNITIO.COM



PRO30



Two Sets of NINES

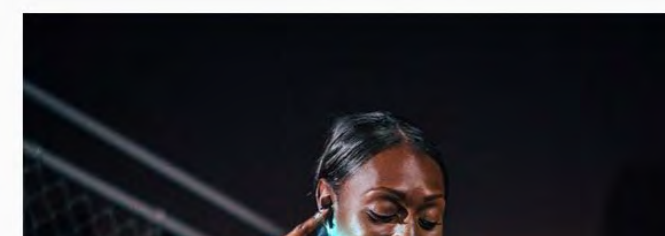
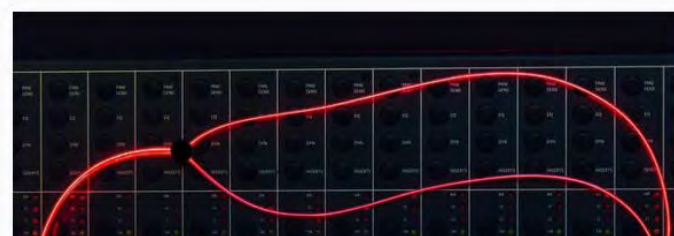
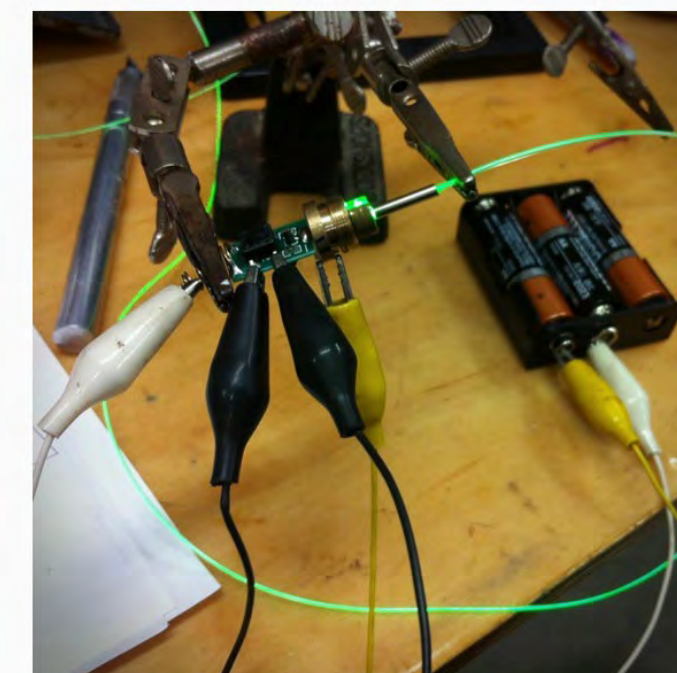
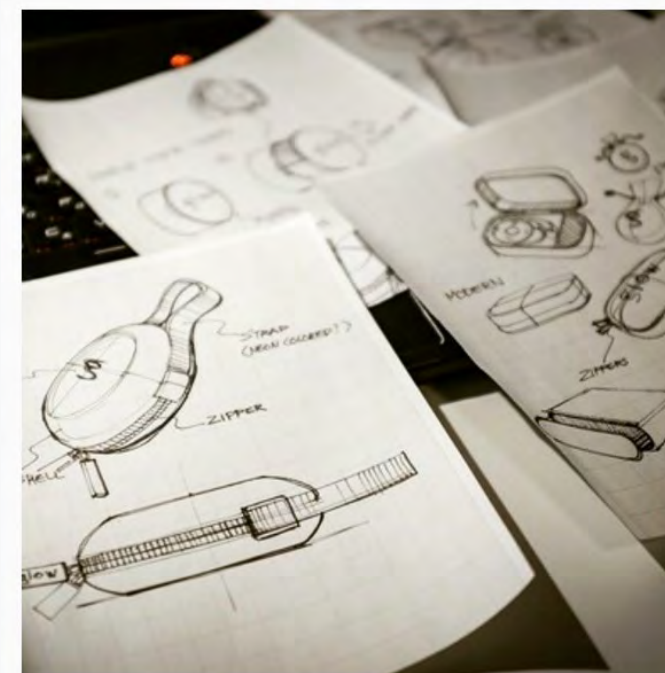
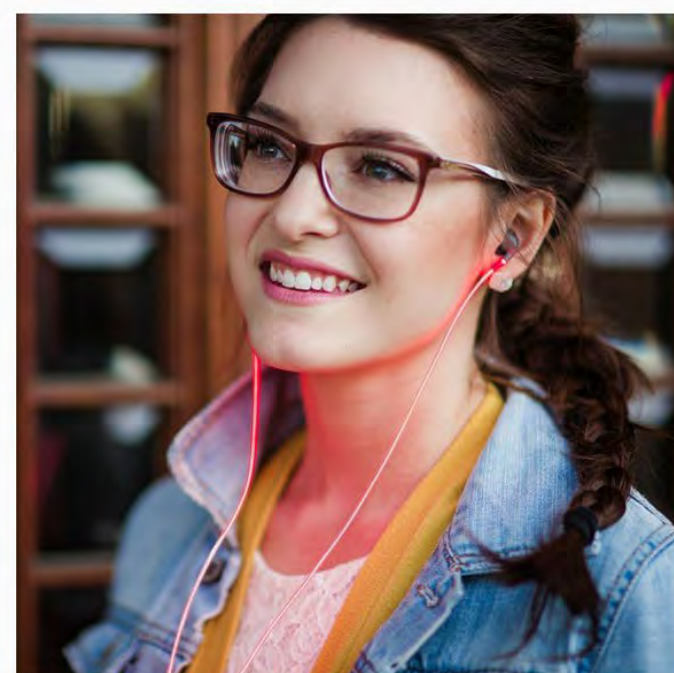
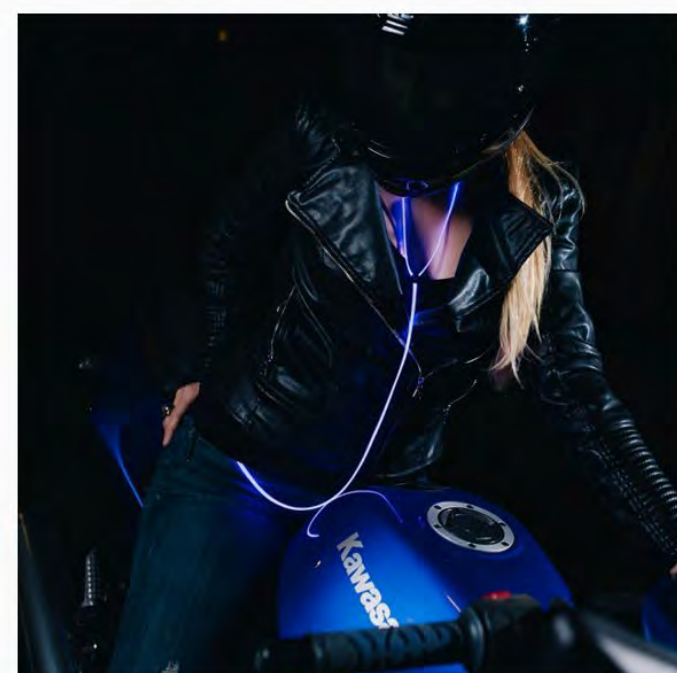
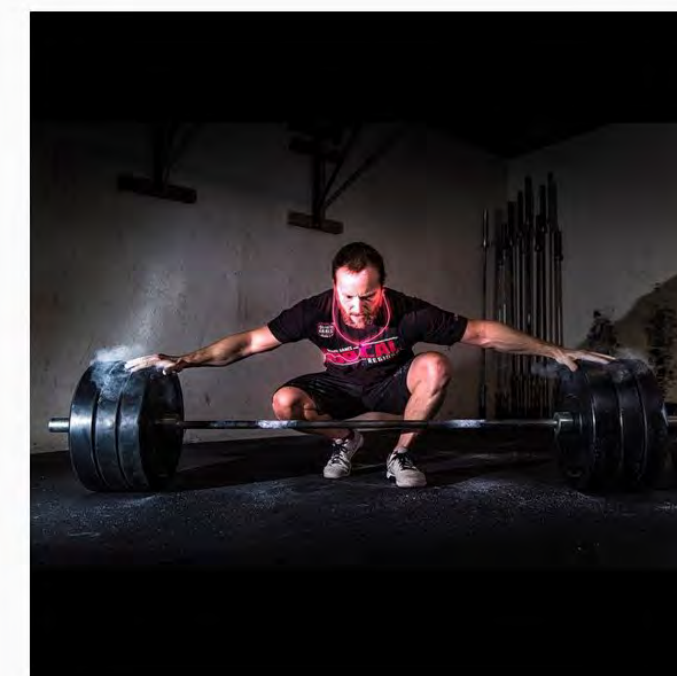




glowheadphones [FOLLOW](#) ...

**Glow Headphones** The world's first smart headphones that glow with laser light.  
Available for pre-order now [www.glowheadphones.com/preorder](http://www.glowheadphones.com/preorder)

47 posts   1,227 followers   90 following







beoplay

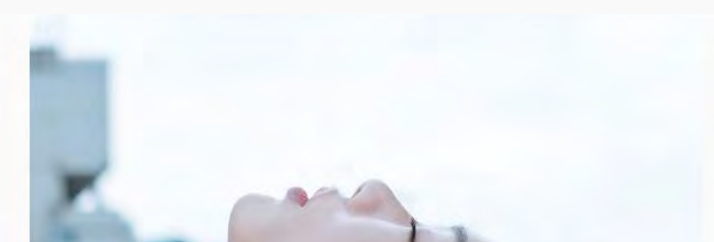
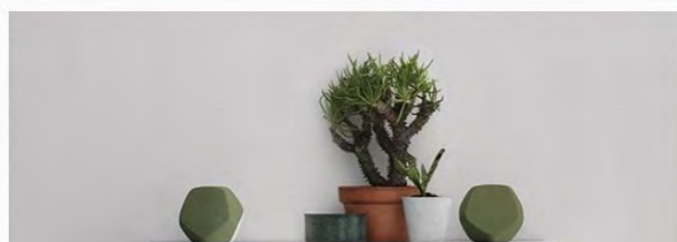
Follow

B&O PLAY [beoplay.com/ford](https://beoplay.com/ford)

946 posts

63.8k followers

402 following







munitio

Follow

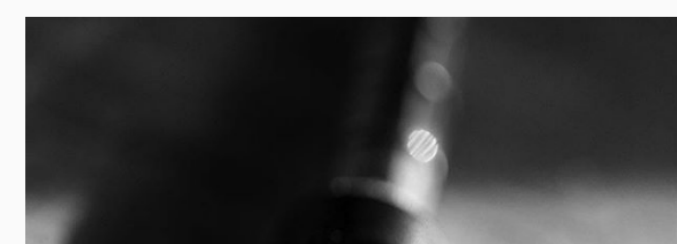
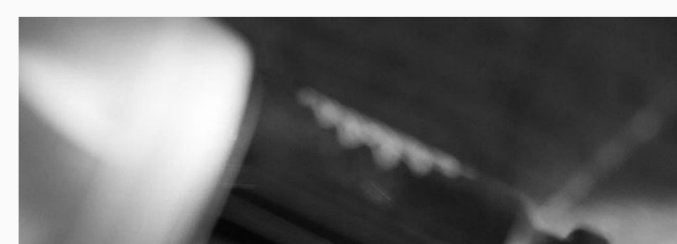
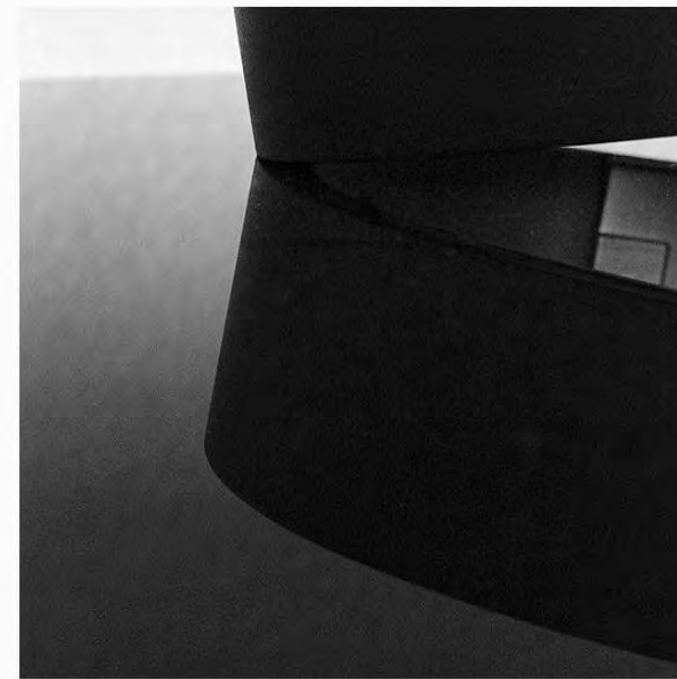
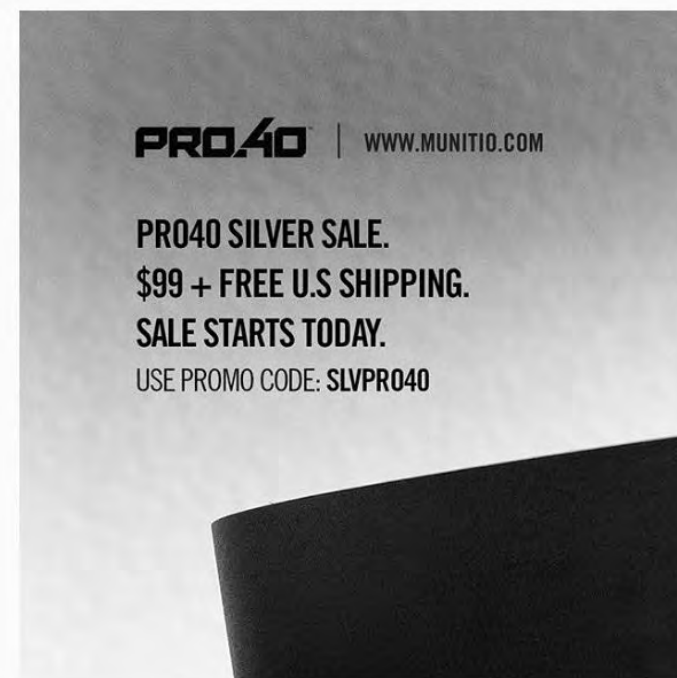
**MUNITIO** The Baddest Headphones on the planet, MUNITIO incorporates Titanium, Kevlar & Military grade components into each headphone.

[www.munitio.com](http://www.munitio.com)

126 posts

12.8k followers

1 following







Me, My #Selfie and I		World Builders	
ion	S�raphine Pick: White Noise		
Dowse Square		Talk & Tour: The Family Jewels	
School	Learn	Dee Club	Learning Program
Donate	Friends of The Dowse		Venues
ing Soon: The 2016 Blumhardt Internship			



# Additional slides

I added few more slides, so all participants can make a better use of this presentation later.



## KEY TAKEAWAYS FOR DESIGNERS:

- 1\_\_ Don't design "how YOU see it". Design "how the early-adopters NEED it to look and feel". Ask for any materials connected with product strategy. Do your best to run a customer positioning workshop with stakeholders.
- 2\_\_ Start with moodboard and keep it as your compass toward product's visual integrity. Stick to this moodboard and update it only when your product strategy is changing. If based on the deep research of "how your early adopters what to become" and "how they should see your brand" this moodboard will help you to keep the same emotional message across the entire visual communication. Get inspired by non-UI elements: interiors, everyday things, nature, urban life and traditional design.
- 3\_\_ Keep the workflow: personality adjectives list > moodboard > color palette & typography system > UI.



## BOOKS MENTIONED IN THE TALK:

- 1\_\_ Thinking, Fast and Slow by Daniel Kahneman  
+ his talk on TED
- 2\_\_ Blue Ocean Strategy by W. Chan Kim and Renee Mauborgne  
+ they have the entire website full of useful resources for creating  
your own market space
- 3\_\_ Start with Why by Simon Sinek  
+ his talk on TED

## UI SOURCES:

skype.com

slack.com

Monument Valley game

pinterest.com

www.safetrekapp.com

Spotify app

glowheadphones.com

beoplay.com

munitio.com



## FURTHER READING:

(answering the question from the audience:  
“What to read on customer behaviour and emotions?”)

- 1\_\_ The Brand Flip: Why customers now run companies and how to profit from it  
by Marty Neumeier
- 2\_\_ Hooked: How to Build Habit-Forming Products  
by Nir Eyal
- 3\_\_ (caution! secret knowledge for designers)  
Evil by Design: Interaction Design to Lead Us into Temptation  
by Chris Nodder



:BOW:

:CLAP:

:THUMBSUP:

# Thank you!

Always glad to hear from you at:

[iryna.nezhynska@gmail.com](mailto:iryna.nezhynska@gmail.com)

[nezhynska.com](http://nezhynska.com) | [@IraNezhynska](https://www.instagram.com/IraNezhynska)