

User experience: взаимодействие бренда с потребителем

Коноплицкий
Павел

User Experience

User Experience - это переживания пользователя

- Чтобы пользователь захотел пользоваться (или купить) вещью, сайтом, софтом
- Чтобы использование вещи доставляло удовольствие-удовлетворение
- Чтобы пользователь еще раз захотел этой вещью воспользоваться

User Experience



User Experience



User Experience



Среда и условия

- Высокий рост аудитории
- Появление новых технологий
- Активность в социальных сетях
- Web 2.0
- «Баннерная слепота»

Социальные сети

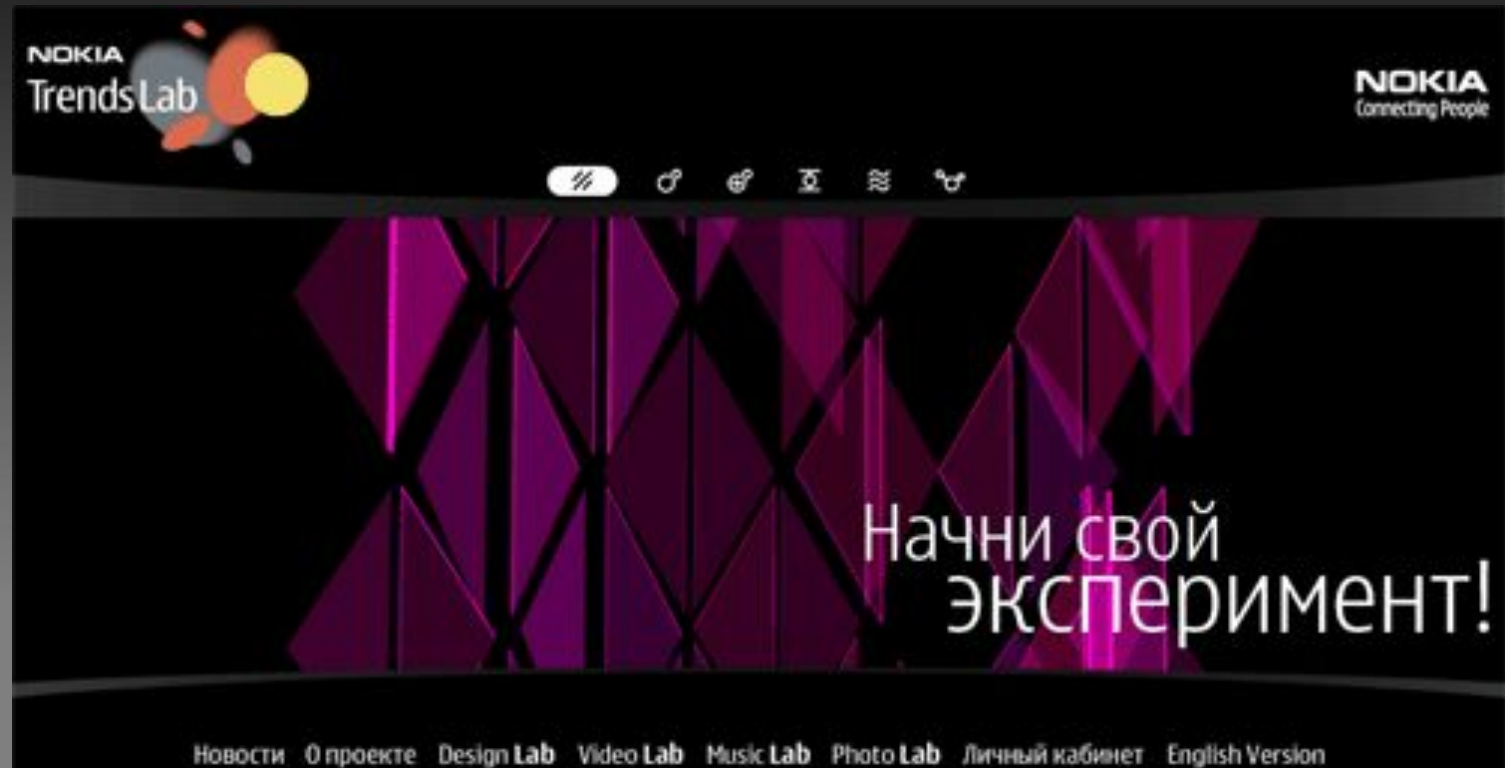


The advertisement features six football stars standing with their backs to the camera against a blue background with a faint world map. From left to right, they are: a player in a dark jersey with 'LAMPARD 8', a player in a dark jacket and hat, a player in a blue jersey with 'RONALDINHO 10', a player in a white jersey with 'ACCORDO 23', a player in a dark jersey with 'PESQUERA 14', and a player in a dark jersey with '14'. Above them is the PEPSI logo. A red arrow icon points to the right.

Get your PEPSI football profile, see how you match up to your favorite PEPSI football stars and connect with the world

[yyouniverse.co
m](http://yyouniverse.com)

Социальные сети



Nokiatrendslab.ru

Сложности

- Не готовы к долгосрочным отношениям
- Страх социального влияния
- Недостаток опыта и знаний в области user experience и юзабилити

Семейные ценности

Disney family.com
An everyday resource for moms and dads

Favorites: Disney Pumpkin Templates | Top 100 Costumes | Hearty Comfort Food

FamilyFun.com

- Sign-up for free craft, recipe, and printables newsletters!
- Search our recipe finder for quick meals, cute cakes & more

arts + crafts | parties | recipes | games | travel | printables | halloween | video | magazine

Halloween How-to Videos

These quick guides for

What are you looking for today?

Search the site:

I want ideas for:

My child is crazy about:

I am a:

Site Map

Halloween Fun!

- Cool Costume Contest!
- Last Minute Costumes
- Frightfully Fun Games
- Halloween Printables
- Share Halloween Ideas

Holiday Videos

Crafts, recipes, and more

- Cookie Spooks
- Spider Pops
- Batty Finger Puppets
- Quick Cape
- More Tricky Treats

That's 74% off our normal cover price! Subscribe now!

Disney family.com

Food Quick and Easy Dinner Cooking for Kids Healthy Eating Desserts	Parenting Pregnancy Babies Toddlers Preschoolers Pre-Teens and Teens	Travel Best Vacations Great Deals Helpful Tips Recent Reviews Travel Wishlist	Entertainment Movies TV, Books & Music Celebrity Moms Games for Families Crafts & Activities	Coupons Groceries Health & Beauty Online Coupons Restaurants Free Shipping	Community Moms & Dads Groups Stickers Widgets
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More Sites from Disney Family

FamilyFun.com Crafts Parties Recipes Fun Games Printables	Wonder time Child Development Food & Home Activities Stuff We Love Video	iParenting Birth Stories Safety Recalls Birth Plan Maker Pregnancy Week-by-Week Ovulation Calculator	Celebrity Parents TV Stars Movie Stars Musicians Models Sports Stars	IncredibleBabyNames.com Celebrity Names Research Names Names by State Popular Names How-To Articles
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Christmas | Birthday Cakes | Family Vacations | How to Videos
Guest Services | Newsletters / Register | Help | FamilyFun Shop | RSS Feeds | Site Map | UK Family
Privacy Policy/Your California Privacy Rights | Terms of Use | Internet Safety
© Disney. All rights reserved | FamilyFun.com

<http://www.familyfun.com>

Доверие и забота



<http://beinggirl.com/>

Условия успеха

- Создание доверительных взаимоотношений
- Создание персонифицированных предложений
- Большой уровень интерактивности

Взаимное уважение



chryslerlistens.com

Взаимное уважение

my
STARBUCKS IDEA

SHARE.
VOTE.
DISCUSS.
SEE.

Share Your Idea

View All Ideas

Ideas In Action

About This Site



Got a great idea?



You know better than anyone else what you want from Starbucks. So tell us. What's your Starbucks Idea? Revolutionary or simple—we want to hear it. Share your ideas, tell us what you think of other people's ideas and join the discussion. We're here, and we're ready to make ideas happen. Let's get started.



Welcome, Guest

Sign In
to share, vote
& discuss

SIGN IN

share

Post your Starbucks Idea—from ways we could improve to things we've never even thought of.

vote

Check out other people's ideas and vote on the ones you like best. The community votes. The community decides.

discuss

Talk about ideas with other customers and our Starbucks Idea Partners and help make them even better.

see

This is the proof. See which of your ideas were the most popular and watch as we take action.

These Starbucks partners (employees) are experts—in coffee and food, how we run our stores, our community involvement, entertainment and more—and they're ready to hear what you have to say. They'll be online to listen to your ideas, ask questions, tell you what we're doing behind the scenes and make sure things run smoothly.

Featured Idea Partners:

CATEGORIES

- ▶ PRODUCTS
- ▶ EXPERIENCE
- ▶ INVOLVEMENT



sbx_lrad Lawrel is our director of partner (employee) resources. She's been with us for six years and is an expert on recruiting, training and "all things partner." Her favorite part of the job? People—customers and other partners. Her drink of choice? Grande nonfat chai latte.



sbx_mhl Lynn is a project manager associate at Starbucks. She's one of the people that makes sure a Starbucks is a Starbucks—even if it's in an airport or the grocery store. She loves that her job connects her with partners all over the country. Her drink of choice? A triple shot Americano with a splash of half-and-half.

MyStarbucksIdea.com

Персональное предложение

NIKE.COM myLOCKER teamLOCKER SEARCH DESIGNID ORDER STATUS CART (0)

NIKEiD. MEN'S WOMEN'S COLLECTIONS STUDIOS VIEW ALL

BE TRUE

What do you want on your dunks? Type it, see it, wear it.

HIGH LOW

THE NIKE DUNK BE TRUE iD WATCH VIDEO

Custom laser etched independent inside/outside iDs. Custom embroidered heel iDs. All the classic style of the original dunk – designed by you.

Next Level Accuracy CUSTOM

Front ID

Choose a colour option

Choose a graphic

ARSENAL VS. MAN UTD. 08.11.08

NIKE PHOTOiD SHOOT YOUR COLOURS

NEAL'S YARD


STORE LOCATOR NEWSLETTER COUNTRY SELECTOR

HELP PRIVACY POLICY

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<http://nikeid.nike.com/>

Персональное предложение




The online dressing room

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select model
please select a model in your size



clothing range
click on the items below to view




Refine Products

category

brand


shop


[reset fields](#)




current selection
please view your selection below

PLEASE SELECT

 Turn Around


 Come Closer

 **Send to a Friend**

To put this lingerie on your site or blog, copy the line of code below:

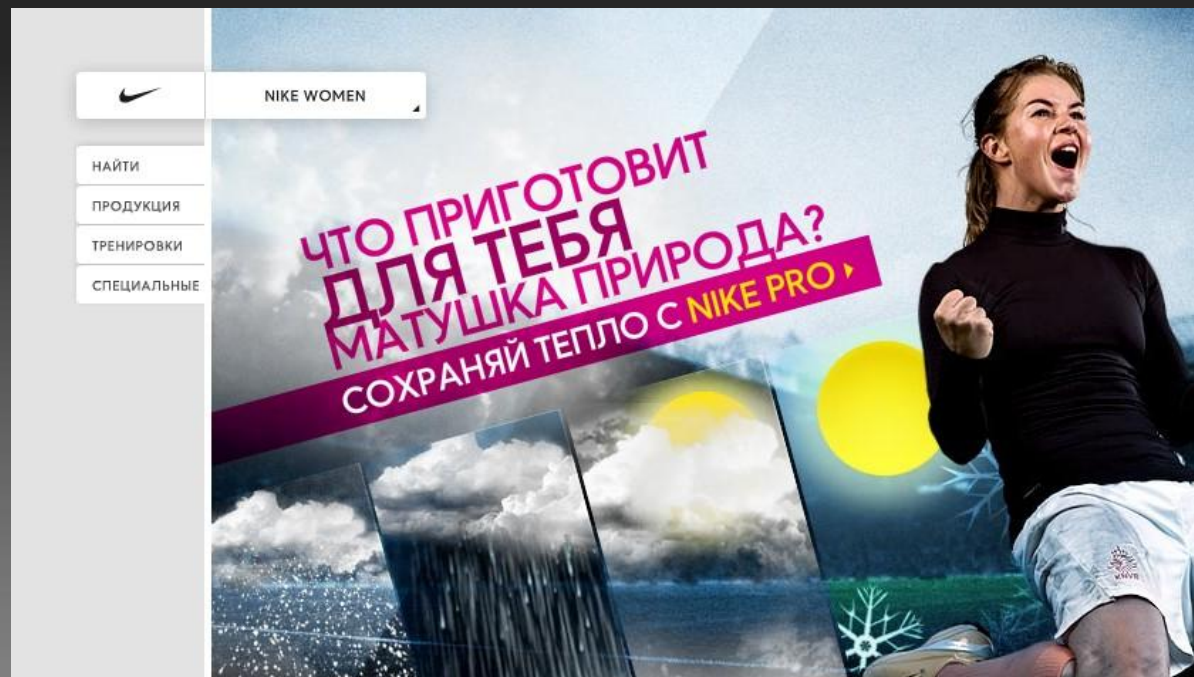
```
<object width='348' height='424'><param name='movie'></param></object>
```

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Nike Women

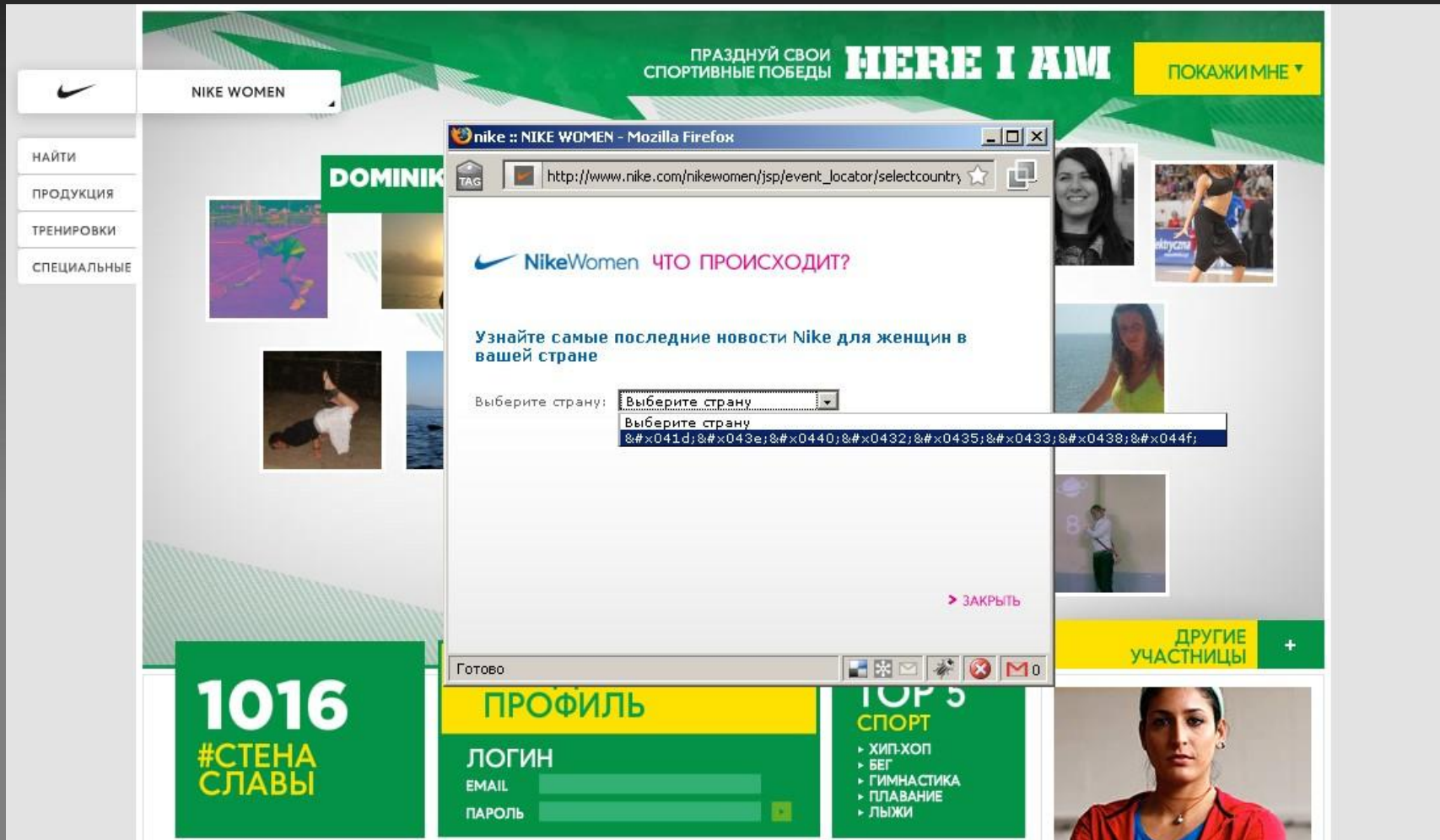


<http://www.nikewomen.com>

Nike Women



Nike Women



Adidas Micoach



MY RUN, MY RHYTHM, mICOACH

ВОЙТИ РЕГИСТРАЦИЯ

ПОДДЕРЖКА



ЦЕЛИ

ВДО

Определ

➤ ЗАРЕГ

➤ ВОЙТИ

ЦЕЛ

Лучш

инстр

➤ ВС

ЗАРЕГИСТРИРУЙТЕСЬ ЭТО ПРОСТО И БЕСПЛАТНО!

ЗАКРЫТЬ ✕

Необходимая информация

Дополнительная информация

Имя: *

Почтовый адрес:

Фамилия: *

Город:

E-mail: *

Страна / область:

Пароль *

Почтовый индекс:

Подтвердите пар... *

Страна:

Контрольный воп... *

Получение обновлений по эле... ☐ ? [Конфиденциальность ин...](#)

Ответ на контрол... *

РЕГИСТРАЦИЯ ➤

ЦЕЛИ

МУЗЫКА

ЭКИПИРОВКА

ВКЛ. ЗВУК

ПРАВОВАЯ ИНФОРМАЦИЯ

SAMSUNG

ОБРАТНАЯ СВЯЗЬ

СКАЗАТЬ ДРУГУ

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Спасибо за внимание. Вопросы?

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