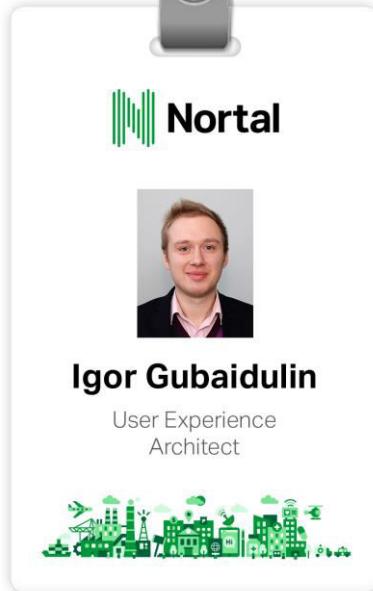


«PET design» методика

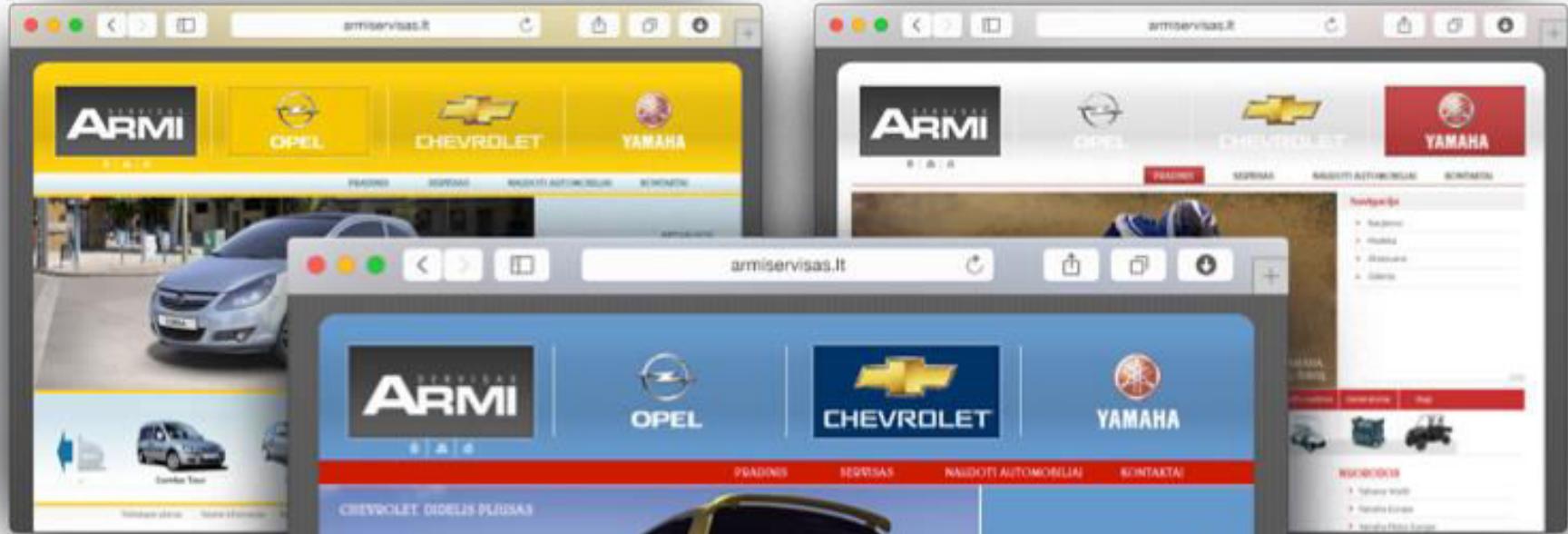
2017-04-26, DevClub





Адвокат пользователей, дизайнер, UX-архитектор, фронтенд-разработчик, лектор, сертифицированный юсабилити и UX аналитик





2006 Г.

PSD

neratos.psd
ib_registracija_biblioteka.psd
Up to date

ngimas_keli_id
ib_reta_se...
Up to date

ngimas_slapt...imas.psd
ib_reta.ps...
Up to date

ngimas_su_langu.psd
ib_reta_v3...
Up to date

ngimas.psd
ib_reta_v3...
Up to date

o_redagavim.psd
ib_re...
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ib_registration_su_bili...
etu_step4.psd
Up to date

ib_slapmas.psd
Up to date

ibbiblioteka.lt

interaktyvi biblioteka English

Igor Gubaidulin Užsisakykite pažymėjimą

Mano katalogas Kopijos (1) Mokėjimai (1) Klausuk bibliotekininko (5)

Naujienu prenumeratas Išsaugotos paleškos ir prenumeratos

Pradžia Paleška Naujienos Paslaugos Pagalba Klausite bibliotekininko

Pradžia » Mano sritis » Kopijos » Kopijos užsakymas

Kopijos užsakymas

Kopijų sąrašas

Kopijos tipas Eletroninė kopija Popierinė kopija + Papildyti užsakymą

History of Lithuania : [proza, eilės- 2000. - 574. [2] p. - Erlickas, Juozas (1953-)

Užsakyti visą dokumentą atskirus puslapius 2010.

E. kopijų gauti galima Trukmė: iki 10 d. Kaina: 5 Lt.

Aš balsuoju už taiką: mokinį rašinių rinkinys. - 1986. - 170 p.

Užsakyti visą dokumentą atskirus puslapius: ?

Tinkamai ar galime gauti e. kopiją

Apysakos [Brailio raštas]. - 1986. - 8 kn. - (1799-1837)

E. kopijos užsakymai

Šis dokumentas e. kopijoms užsakytu neįgalima. Norėdami testi užsakymą naudokite ši dokumentą.

Usability is
no longer
enough

Четвёртая волна



Фото: Vladimir Kudinov



Может
«действовать»,
но будет ли?

Фото: Neta Gov

Emotion, intuition, long-term memories and unconscious motivations make up as much as 80 percent of our decision-making processes. That leaves just 20 percent for logic to battle over.

TRUST

Markers

- Credible Organization
- Domain Name
- Design Quality
- Match Existing Knowledge
- FAQ
- Citations
- Current Content
- Extensive Content
- Archives
- Links
- Physical Address
- Policies That Show Trust
- Certifications & Awards
- Testimonials
- Famous People & Common People
- Peer Advice and Service Comments

Designing for Trust

- Argue Against Self-Interest
- Avoid a "Smarmy" Tone
- Avoid Pushy Sales Language
- Avoid "Too Good to be True"
- Use Subtlety

Trust

EMOTION

Utility, Practicality, and Drive Fulfillment

Arousal

Norman's Model of Emotional Design

- Visceral
- Behavioral
- Reflective

Intrinsic Motivation

- Optimal Level of Stimulation
- Optimal Level of Dissonance
- Optimal Level of Challenge
- Goal Setting and Knowledge of Results

Emotion

PERSUASION

Common "Persuasion"

- Facts: Comparisons, Tunneling and Repetition
- Experience: Feedback and Simulation
- Pay: Rewards and Discounts (Side Effects)

Impression

- Contrast Principle
- Deciphobia
- High Price Equals Good
- Power of FREE
- Social Proof
- Social Learning
- The Power of People We Like
- Diffusion of Responsibility
- Scarcity
- Reason for Request
- Over categorization and Correlation
- Overestimation of Big Unlikely Events
- Divestiture Aversion (Fear of Loss)
- Feel Good
- Priming and Framing
- Conditioning and Association

Validation after Experience

- Scarcity
- Expectation
- Placebo Effect
- Cognitive Dissonance

Pressure Compliance

- Computer as Social Actor
- Rule of Reciprocity
- Pressure by People We Like
- Obedience to Authority
- Psychological Reactance
- Momentum of "Yes"
- Compliance Laddering

COMMITMENT

Basic Commitment

- Written public statement
- Consistent Self Image

Creating Fanatics

- Finding Potential Fans
- Role Model
- Social Support
- Initiation
- Public Commitment
- Active Engagement
- Membership in a Group
- Identity and Self-Image
- Levels of Hierarchy
- Be a Teacher
- Cathexis
- Losing Commitment
 - Betrayal
 - Better Offer

Commitment

NAVIGATION

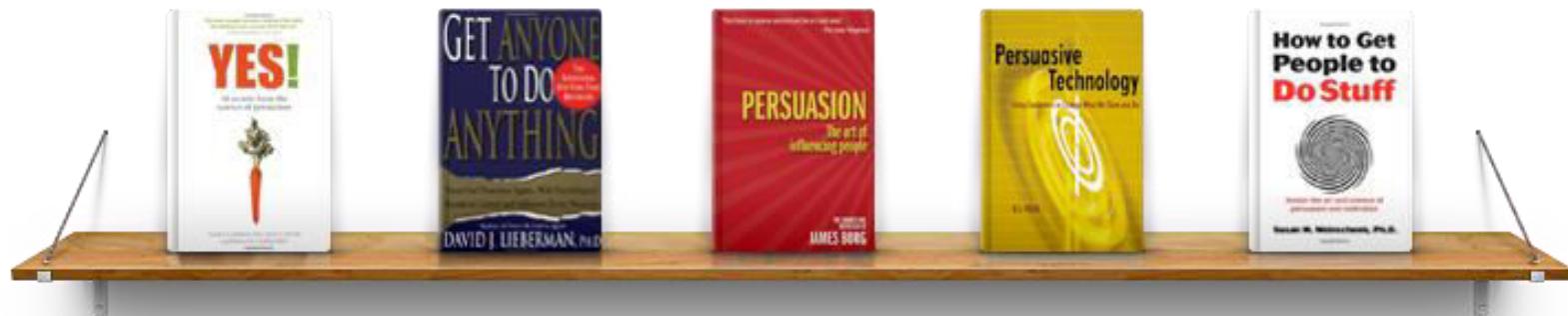
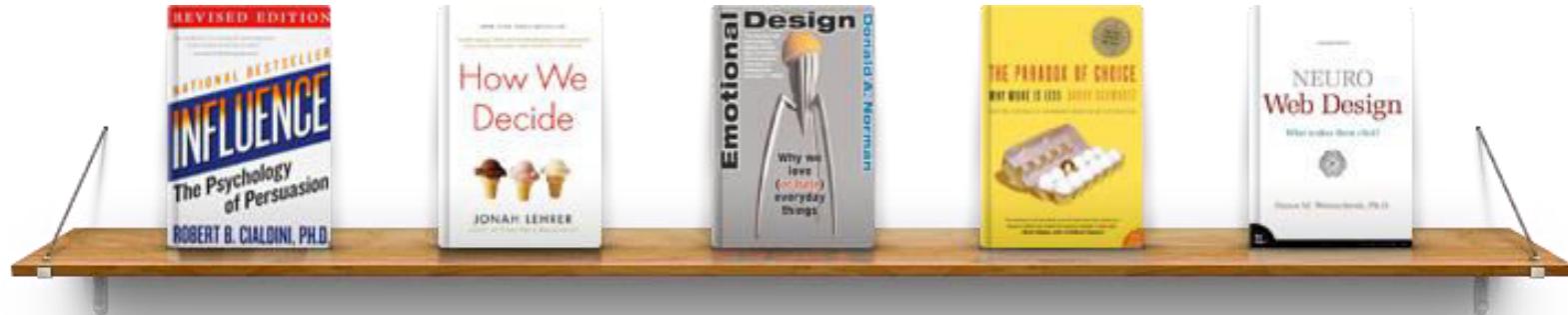
- PET Scan and Discovery Optimization
- Seducible Moment



**Human Factors
International**

Usable. Experience. Design.

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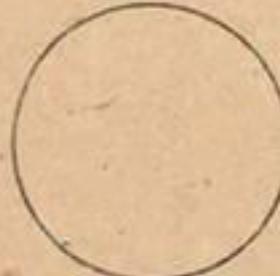
Volksabstimmung und Großdeutscher Reichstag

Stimmzettel

Bist Du mit der am 13. März 1938 vollzogenen
Wiedervereinigung Österreichs mit dem Deutschen Reich
einverstanden und stimmst Du für die Liste unseres Führers

Adolf Hitler?

Ja



Nein



Доверие

Обеспечение надёжности,
предоставление гарантий и
уменьшение риска.

Первичная адресация.



Фото: Neta Gov

ЭМОЦИИ

Вызов нужных эмоций в
конкретный момент времени

Фото: Annemarie Gregory

PERSUASION

Воздействие

Вызов реакции на раздражитель
или стимул.

LA SHOOPA® [Men](#) [Women](#) [Kids](#)

[SHOP NOW](#)

NEW SEASON ARRIVALS

CHECK OUT ALL THE NEW TRENDS



POPULAR PRODUCTS



Looking for the Dragon Balls
\$25



Pixel Overload
\$25



Last Goodbye
\$22



Cosmonaut
\$22



Retro TV Colour Test Man
\$15



The spaceman's trip
\$14

[Find more](#)

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Маркеры доверия

- Надежность компании
- Домен
- Качество дизайна
- Отклик в имеющихся знаниях
- Помощь
- Цитаты
- Актуальность материала
- Уникальность материала
- Архив
- Ссылки
- Физический адрес
- Политика компании
- Сертификаты и награды
- Отзывы
- Знаменитые или похожие люди
- Рекомендации и обзоры

The screenshot shows the homepage of the LA SHOOPA website. At the top, there's a navigation bar with links for 'LA SHOOPA*', 'Men', 'Women', and 'Kids'. Below the navigation is a large banner featuring a chimpanzee in a space suit against a starry background, with the text 'NEW SEASON ARRIVALS' and 'CHECK OUT ALL THE NEW TRENDS' above a 'SHOP NOW' button. Underneath the banner, there's a section titled 'POPULAR PRODUCTS' showing several t-shirts. One shirt has a red dragon ball design with Japanese text, labeled 'Looking for the Dragon Balls \$25'. Another shirt features a colorful pixelated TV screen, labeled 'Pixel Overload \$25'. A third shirt is partially visible on the right.

Маркеры доверия

- Надежность компании
- Домен
- Качество дизайна
- Отклик в имеющихся знаниях
- Помощь
- Цитаты
- Актуальность материала
- Уникальность материала
- Архив
- Ссылки
- Физический адрес
- Политика компании
- Сертификаты и награды
- Отзывы
- Знаменитые или похожие люди
- Рекомендации и обзоры



3



4



9

The screenshot shows the homepage of the LA SHOOPA website. At the top, there's a navigation bar with links for Men, Women, and Kids. Below the header, a large banner features a chimpanzee wearing a space helmet against a starry background, with the text "NEW SEASON ARRIVALS" and "CHECK OUT ALL THE NEW TRENDS". A "SHOP NOW" button is visible. Underneath, a section titled "POPULAR PRODUCTS" displays several t-shirts with unique designs. One shirt has a red dragon silhouette on a yellow sun, another has a TV screen with colorful static, and others feature various other designs.

LA SHOOPA® [Men](#) [Women](#) [Kids](#)

[SHOP NOW](#)

NEW SEASON ARRIVALS

CHECK OUT ALL THE NEW TRENDS



POPULAR PRODUCTS



Looking for the Dragon Balls
\$25



Pixel Overload
\$25



Last Goodbye
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Cosmonaut
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Retro TV Colour Test Man
\$15



The spaceman's trip
\$14

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Retro TV Colour Test Man
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The spaceman's trip
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Blog Posts

[Artist Spotlight: DeeDee Cherie Interview](#)

Отклик в имеющихсяизациязаниях

signature bears and patterns can be seen all over
Hipster hot spots like Silver Lake and Echo Park.

Featured on

 TechCrunch

If being a walking advertisement for Nike,
LFG, Vans, etc.? LA SHOOPOO™ has some
amazing t-shirts that were created by ordinary
people.

Часто задаваемые вопросы



Cosmonaut
\$22



Retro TV Colour Test Man
\$15



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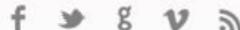
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Deedee Cherie has been involved in the Los Angeles Urban art scene for many years. Her signature bears and patterns can be seen all over hipster hot spots like Silver Lake and Echo Park.

Featured on



Tired of being a walking advertisement for Nike, LRG, Vans, etc.? LA SHOOPOA® has some amazing t-shirts that were created by ordinary people.

Внутренняя политика, которая вызывает доверие



Cosmonaut
\$22



Retro TV Colour Test Man
\$15



The spaceman's trip
\$14

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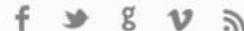
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Featured on



Tired of being a walking advertisement for Nike, LRG, Vans, etc.? LA SHOOPOA® has some amazing t-shirts that were created by ordinary people.

Физический адрес



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\$15



The spaceman's trip
\$14

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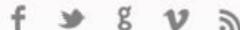
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Уникальный контент



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\$15



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Featured on



Tired of being a walking advertisement for Nike, LRG, Vans, etc.? LA SHOOPOA® has some amazing t-shirts that were created by ordinary people.

Цитаты



Cosmonaut
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Retro TV Colour Test Man
\$15



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Featured on

 **TechCrunch**

Tired of being a walking advertisement for Nike, LRG, Vans, etc.? LA SHOOPOA® has some amazing t-shirts that were created by ordinary people.

Сертификаты и награды



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\$15



The spaceman's trip
\$14

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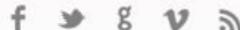
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Маркеры доверия

- Надежность компании
- Домен
- Качество дизайна
- Отклик в имеющихся знаниях
- Помощь
- Цитаты
- Актуальность материала
- Уникальность материала
- Архив
- Ссылки
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- Политика компании
- Сертификаты и награды
- Отзывы
- Знаменитые или похожие люди
- Рекомендации и обзоры



10



4



2

The screenshot shows the homepage of the LA SHOOPA website. At the top, there's a navigation bar with links for Men, Women, and Kids. Below the header, a large banner features a chimpanzee in a space suit against a starry background, with the text "NEW SEASON ARRIVALS" and "CHECK OUT ALL THE NEW TRENDS". A "SHOP NOW" button is visible. Underneath, there's a section titled "POPULAR PRODUCTS" displaying several t-shirts. One shirt is red with a dragon ball design and the text "Looking for the Dragon Balls \$25". Another shirt is black with a colorful graphic and the text "Pixel Overload \$25". Other partially visible shirts include one with a skull and another with a television screen.

LA SHOOPA*

http://www.lashoopa.com

LA SHOOPA* Men Women Kids

SHOP NOW

POPULAR PRODUCTS



LA SHOOPA*

* http://www.lashoopa.com

NEW SEASON ARRIVALS

CHECK OUT ALL THE NEW TRENDS

SHOP NOW



POPULAR PRODUCTS UNDER \$30



Внутренняя мотивации: оптимальный уровень диссонанса

Looking for the Dragon Balls

Pixel Overload

Last Goodbye

LA SHOOPA*

* http://www.lashoopa.com

NEW SEASON ARRIVALS

CHECK OUT ALL THE NEW TRENDS

SHOP NOW



POPULAR PRODUCTS UNDER \$30

Everyone needs some inspiration



Причина для действия

POPULAR PRODUCTS UNDER \$30

Everyone needs some inspiration



Looking for the Dragon Balls
\$30 **\$25**



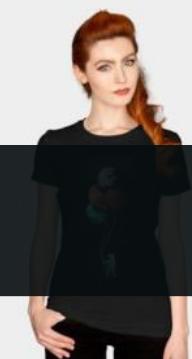
Pixel Overload
\$30 **\$25**



Last Goodbye
\$35 **\$22**



Принцип контраста



POPULAR PRODUCTS UNDER \$30

Everyone needs some inspiration



Cosmonaut

\$35 **\$22**



Pixel Overload
\$30 **\$25**



Last Goodbye
\$35 **\$22**



Retro TV Colour Test Man
\$30 **\$15**



The spaceman's trip
\$30 **\$14**

Ещё больше контраста + Парадокс выбора

Find more

POPULAR PRODUCTS UNDER \$30

Everyone needs some inspiration

TOP
1



Cosmonaut

\$35 **\$22**

Социальное доказательство

Find more



Pixel Overload
\$30 **\$25**



Last Goodbye
\$35 **\$22**



Retro TV Colour Test Man
\$30 **\$15**



The spaceman's trip
\$30 **\$14**

POPULAR PRODUCTS UNDER \$30

Everyone needs some inspiration

TOP
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Внешнее вознаграждение

Find more



Pixel Overload
\$30 **\$25**



Last Goodbye
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Retro TV Colour Test Man
\$30 **\$15**



The spaceman's trip
\$30 **\$14**

POPULAR PRODUCTS UNDER \$30

Everyone needs some inspiration



TOP
1



Cosmonaut

\$35 ~~\$22~~

Сила бесплатных вещей + Страх потери

Find more



+25 bonus points

Pixel Overload
\$30 ~~\$25~~



Free shipping

Last Goodbye
\$35 ~~\$22~~



Only one day left

Retro TV Colour Test Man
\$30 ~~\$15~~



The spaceman's trip
\$30 ~~\$14~~

LA SHOOPA*

* http://www.lashoopa.com

Reader

POPULAR PRODUCTS UNDER \$30

Everyone needs some inspiration

NATIONAL GEOGRAPHIC

2\$ from every purchase goes to save lions. Find more.

TOP 1



+25 bonus points

Pixel Overload
\$30 ~~\$25~~

Free shipping

Last Goodbye
\$35 ~~\$22~~

Only one day left

Причина для хорошего настроения + Знаменитый бренд +
Аргументы против эгоизма

TOP
1



Hot comment

Fantastic T-shirt. I love it so much! (Brynn, 26)

Cosmonaut

\$35 \$22



+25 bonus points

Pixel Overload
\$30 \$25



Free shipping

Last Goodbye
\$35 \$22



Only one day left

Retro TV Colour Test Man
\$30 \$15



The spaceman's trip
\$30 \$14

Социальное обучение

Find more



NEW SEASON ARRIVALS

CHECK OUT ALL THE NEW TR

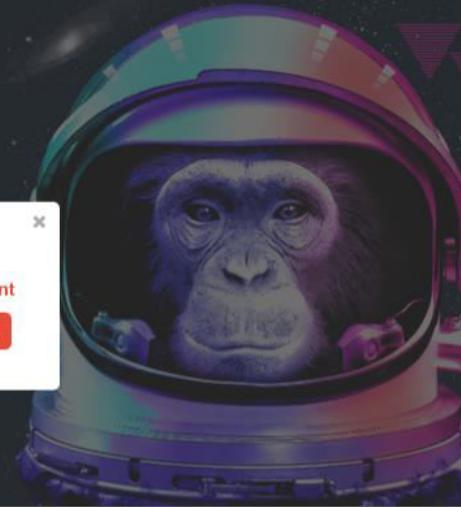
SHOP NOW

Get a discount

Invite friends and earn up to 100% discount

Enter your friend's email

Send



POPULAR PRODUCTS UNDER \$30

Everyone needs some inspiration



2\$ from every purchase goes
to save lions. Find more.

TOP
1

Рекомендации знакомых

+25 bonus points

Free shipping

LA SHOOPA*

LA SHOOPA* Men Women Kids About Blog Support Get a discount 

 GIFT FINDER
I WOULD LIKE TO SPEND \$10


POPULAR PRODUCTS UNDER \$30
Everyone needs some inspiration

 NATIONAL GEOGRAPHIC  2\$ from every purchase goes to save lions. Find more.

 Публичное обещание + Висцеральная обработка



LA SHOOA* Men Women Kids Cart

NEW SEASON ARRIVALS

CHECK OUT ALL THE NEW TRENDS

[SHOP NOW](#)

POPULAR PRODUCTS



Looking for the Dragon Balls
\$25



Pixel Overload
\$25



Last Goodbye
\$22



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\$22



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\$15



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\$14

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LA SHOOA* Men Women Kids About Blog Support [Get a discount](#) Cart

GIFT FINDER

I WOULD LIKE TO SPEND

[SEARCH NOW](#)

POPULAR PRODUCTS UNDER \$30

Everyone needs some inspiration

NATIONAL GEOGRAPHIC 25¢ from every purchase goes to save lions. Find more.

TOP 1


Hot comment
Fantastic T-shirt. I love it so much! (Brynn, 26)



+25 bonus points

Pixel Overload
\$30 **\$25**



Free shipping

Last Goodbye
\$35 **\$22**



Only one day left!

Retro TV Colour Test Man
\$30 **\$15**



The spaceman's trip
\$30 **\$14**

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Artist Spotlight: DeeDee Cheriel Interview
DeeDee Cheriel has been painting in the Los Angeles Urban art scene for many years. Her signature bears and patterns can be seen all over hipster hot spots like Silver Lake and Echo Park.

Featured on 
Tired of being a walking advertisement for Nike, LRG, Vans, etc.? LA SHOOA* has some amazing t-shirts that were created by ordinary people.



DARK PATTERNS

User Interfaces designed to trick people



0:00 / 29:25



Dark Patterns: User Interfaces Designed to Trick People



Harry Brignull



202

104,059



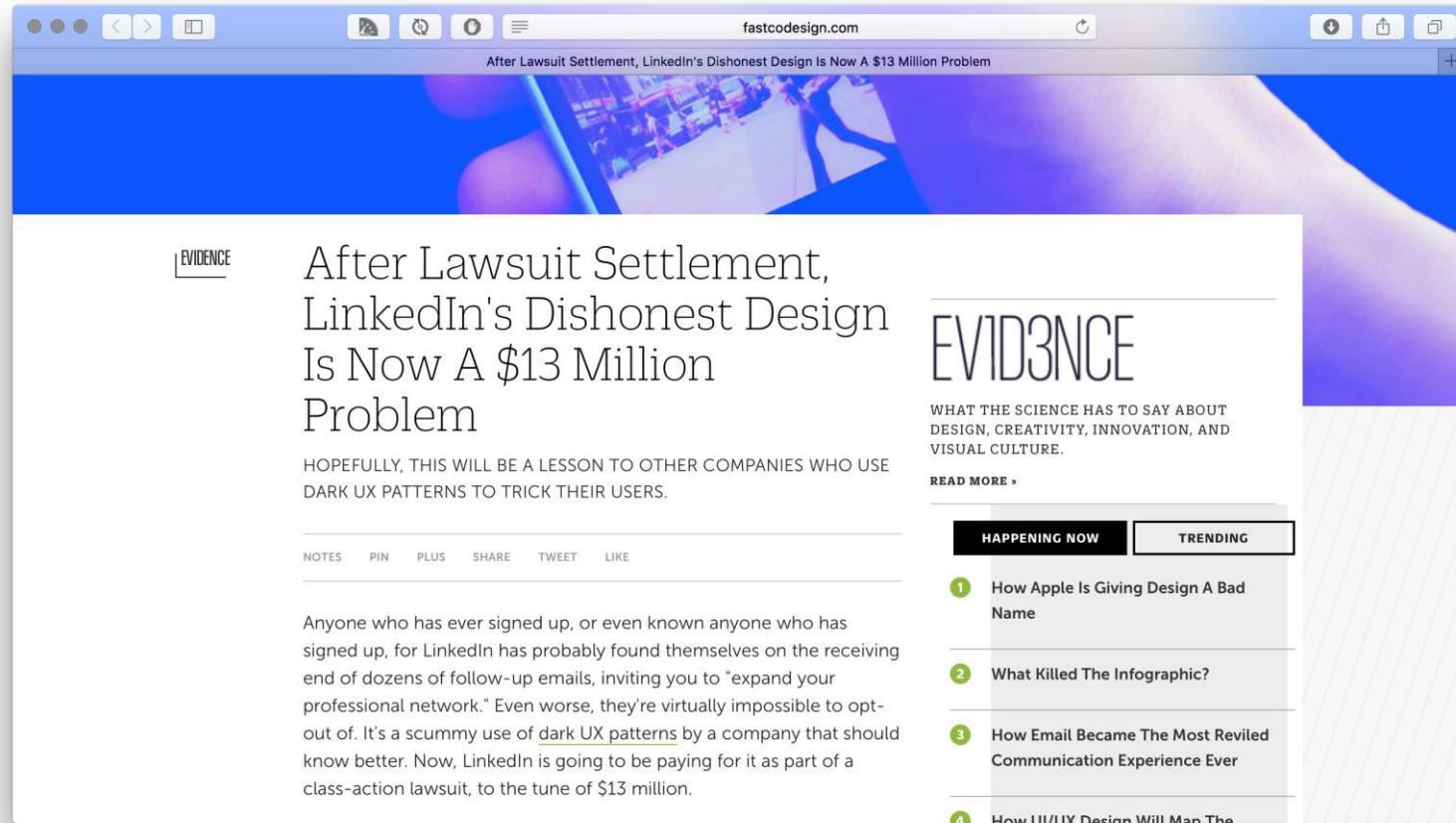
More



571



12



fastcodesign.com

After Lawsuit Settlement, LinkedIn's Dishonest Design Is Now A \$13 Million Problem

EVIDENCE

After Lawsuit Settlement, LinkedIn's Dishonest Design Is Now A \$13 Million Problem

HOPEFULLY, THIS WILL BE A LESSON TO OTHER COMPANIES WHO USE DARK UX PATTERNS TO TRICK THEIR USERS.

NOTES PIN PLUS SHARE TWEET LIKE

Anyone who has ever signed up, or even known anyone who has signed up, for LinkedIn has probably found themselves on the receiving end of dozens of follow-up emails, inviting you to "expand your professional network." Even worse, they're virtually impossible to opt-out of. It's a scummy use of dark UX patterns by a company that should know better. Now, LinkedIn is going to be paying for it as part of a class-action lawsuit, to the tune of \$13 million.

EVIDENCE

WHAT THE SCIENCE HAS TO SAY ABOUT DESIGN, CREATIVITY, INNOVATION, AND VISUAL CULTURE.

READ MORE »

HAPPENING NOW TRENDING

- 1 How Apple Is Giving Design A Bad Name
- 2 What Killed The Infographic?
- 3 How Email Became The Most Reviled Communication Experience Ever
- 4 How UI/UX Design Will Map The



The screenshot shows a web browser window with the address bar displaying "90percentofeverything.com". Below the address bar, a header bar contains the text "Some Dark Patterns now illegal in UK – interview with Heather Burns | 90 Percent Of Everything". A black navigation bar at the top of the page includes the text "Need a UX consultant? I'm available soon. Enquire now »" and a small "x" icon. The main content area features a large, bold title "Harry Brignull's 90 Percent of Everything" in black text. Below the title, a subtitle reads "Some Dark Patterns now illegal in UK – interview with Heather Burns". The date "AUGUST 26, 2014" is listed below the subtitle. A paragraph of text follows, stating "In this article I interview [Heather Burns](#), author of [The Web Designer's Guide to the Consumer Rights Directive](#).
So. which dark patterns are now illegal in the UK?

lingscars.com

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LINGS CARS.COM
UK CONTRACT HIRE CARS FROM LING VALENTINE

version 238.20150909 You can trust me! ... In 2014 I rented over £75 million of cars (at RRP)!

PLAY GAME! Play stupid game NEW! Close (X)

CAR LEASING - CONTRACT HIRE - CHEAP LEASE CARS

Home Cars and Vans How It Works Price Lists About Ling Customers Fun Stuff Quote/ Order

Business Customer Pricing Personal Customer Pricing The Best FAQs in the World!

NEW SEXY christine full rep here FEAR CARS Search Cars Here Go

@LINGS CARS Follow Me LING'S LIVE TWITTER FEED

spanglishsee: @tomcritchlow i really love the simplicity and editorial elegance of <https://t.co/2Lvldla17N>

tobiasrogers: Best website ever <https://t.co/NkDBSEJQ1R> #UX #design

SixFourWeb: @laurengettner through a very shade at one of my favorite sites Lings Cars <https://t.co/bfieeho3S>, the anti-minimalist

Live Web Cam Close (X)

"JUST CLICK!" THE BEST... FREQUENTLY ASKED QUESTIONS ...IN THE WORLD!

Intro Film News Blog Office TV Contact Moan Links Play Quiz Privacy Policy Google Visitors

You can't find a car? Apply for a CAR QUOTE

Richard Farleigh - "I wanted to invest; I was amazed by Ling's complete lack of nerves, and also by her business acumen."

Duncan Bannatyne - "I wanted to invest... but ye turn'd me doon!"

Deborah Meaden "Harrumph! I'm out!"

ABARTH LEASING 595 595 Convertible

ALFA ROMEO CAR LEASES Giulietta

MEET MY STAFF

AS SEEN ON TV DRAGONS DEN

Close (X) LIVE CHAT! 关闭 CLOSED



Travel Insurance

✓ Please select a country of residence

United Kingdom

Ireland

Germany

Spain

France

Italy

Sweden

Austria

Belgium

Czech Republic

Denmark

Don't Insure Me

Finland

Hungary

Latvia

Lithuania

Malta

Netherlands

Norway

Poland

Portugal

Slovakia

URANCE INSURANC



down box.

Нет контраста

Can we change your mind, Igor Gubaidulin?

It looks like you've made up your mind, but how about staying for just three more days? We'll give you free Super Powers for that time, so you can see what we can really do for you.



Yes, I'd like FREE Super Powers for three days

[Delete your profile](#)

Сила бесплатных вещей

We accept:  

[Click here to Checkout](#)

Delete	Product	Quantity	Item Price	Total Price
Delete	Chairman Mao Waving Watch ✓ In Stock	1	£ 4.99	£4.99
Delete	1 x Free 30 Day RedSave Trial Pass Worth £19.95 Free for 30 days then £19.95 per month, cancel anytime More Info	1	Free	Free

Delivery

Royal Mail 1st Class (3-5 Day Delivery) - £3.87 [delivery info](#) £3.87

Total Cost: £8.86

[Click here to Checkout](#)

Сила бесплатных вещей
+ коммуникация, которая вводит в заблуждение



The screenshot shows the Boingo website homepage. At the top, there's a navigation bar with the Boingo logo, a dropdown menu for 'Boingo Retail', and links for 'Wi-Fi Plans', 'Locations', 'Passpoint', 'Apps', 'Support', 'Community', and 'My Account'. Below the navigation is a large banner featuring a man in a suit holding a tablet, looking thoughtfully out of a window. The banner has a red vertical bar on the left and a red 'feedback' button on the right. The main headline reads 'Stay Connected with Boingo Wi-Fi' in bold black and red text. Below it, a subtext says 'Boingo's award-winning Wi-Fi service gets you connected at over 1 million hotspots worldwide. [Sign up for a Boingo plan.](#)' A 'NEW!' note mentions Boingo Passpoint integration across multiple platforms. The URL 'boingo.com' is visible in the browser's address bar.

Our Most Popular Wi-Fi Plans
Коммуникация, которая вводит в заблуждение

You cannot **NOT**
deliver an experience.

