

e v o l y t e

Virality & Consumer Behavior

Introducing (E)motion for Startups

Who We Be?

Still the same ole Gs,
Bout that marketing, apps & comedy

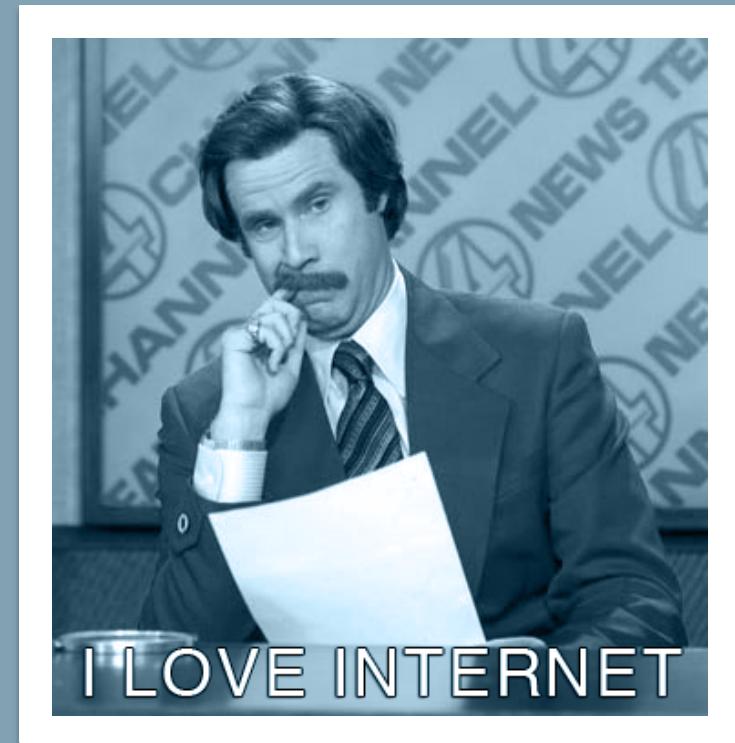


Virality

What creates virality?



Make 'em laugh



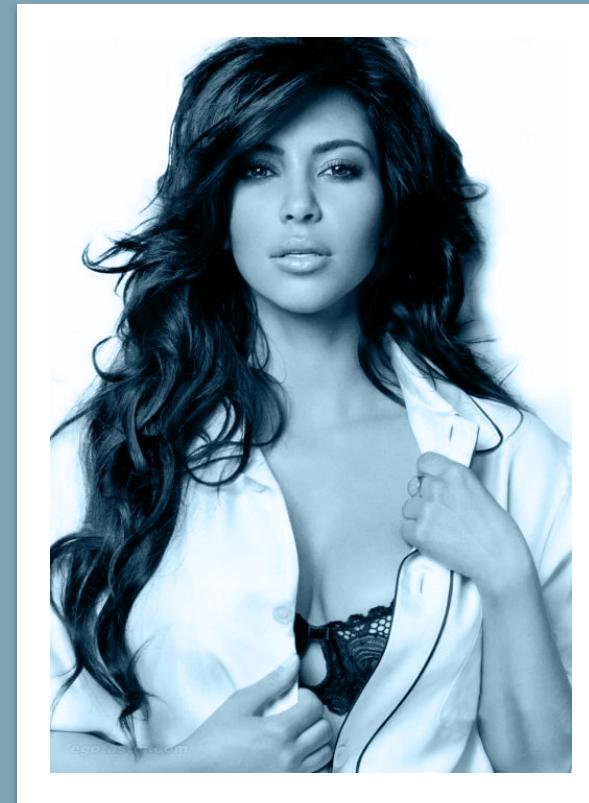
Scotchety scotch. Down in my belly.

Make 'em cry



Babies work too but please, no more Charlie biting fingers.

Make 'em sexytime



It sells. Just ask Chris Humphries.

Make 'em like whoa

S
shock



Kenny Powers, foul-mouthed honey badger.

Make 'em share

extra
X
credit



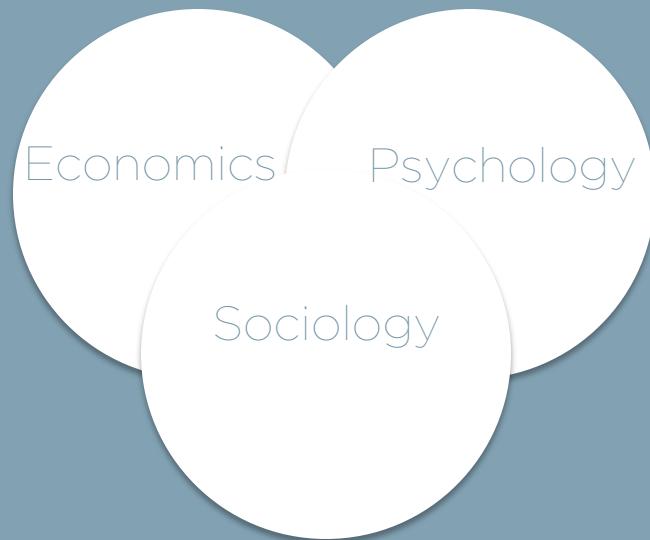
FTW!

Consumer Behavior

A bit of background



understanding why you buy
emotional, not rational reasons



Leaders steal minds

1 Coke

#1 brand captures the marketing
Of other brands in the same category

2 Pepsi

That's why when you see Pepsi
You still think of Coke

3 Others

Lesson
Do like #2 Avis, recognize it & "Try harder."

Eat dessert first

**Why does food taste better
when you don't make it?**

Because your brain doesn't
spend time pre-consuming it



Lesson

Don't make your customers work
before consuming

Nudging is necessary

1

Limit 1 per customer

“But now I want more than one...”

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@SeanMEverett



@JeffreyRyanWho

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Pricing

Make pricing magic

A can of 'Radiant Farms Unicorn Meat'. The label features a white unicorn logo, the text 'Radiant Farms Excellent Source of Sparkles', 'UNICORN MEAT Product of Ireland', and a small badge that says 'Magic in Every Bite!'.

On Sale!
\$3.68 per lb.

versus

\$2 off per lb.
On Sale!

Simplicity is sexy

Don't make customers calculate &
Format like "price first, item second"



Pricing cues

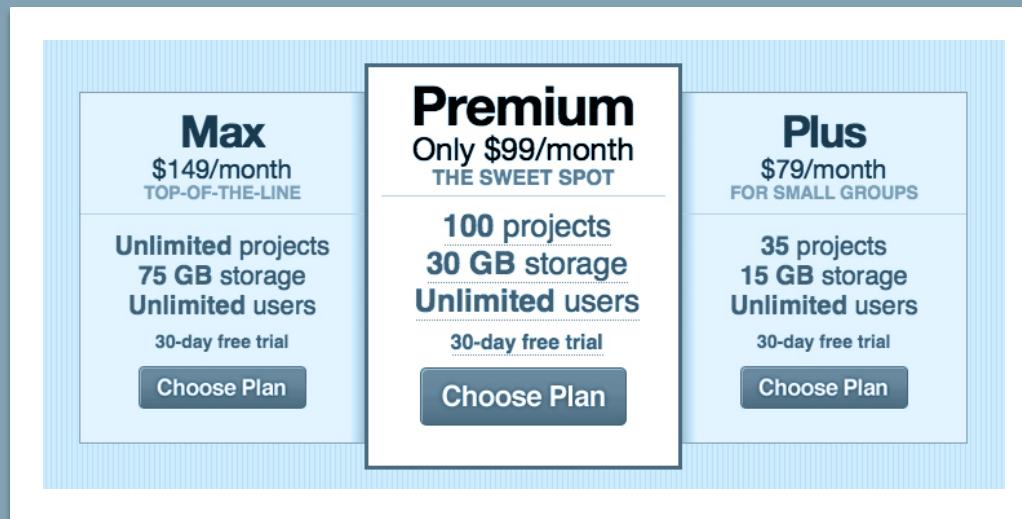
80%

Of all retail food prices end in .99 or .95

Your mind says Sale! Sale! Sale!

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Anchoring prices



Reference price of \$149/month
Makes \$99 seem like a deal

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Left-digit lesson

\$2.99

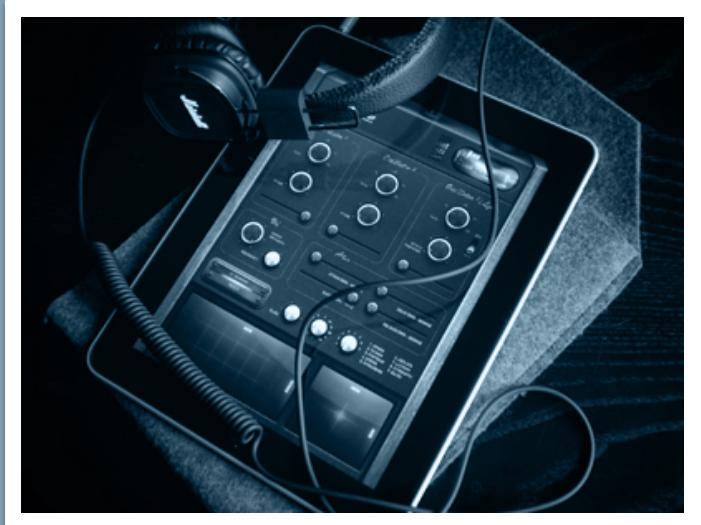
Your mind sees \$2 (not \$3)

But \$3.59 will be perceived the same as \$3.60

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Context

Context matters



Framing the environment
Lets customers experience it



Without it...
Products seem cold & unemotional

Synth 76 iPad App by @imjonas

Exclusivity is “in”



facebook®

The more you keep them out
The more they want in

Repetition, trust me

"If I recognize it,
it must be good"



Instagram

Fast beautiful photo sharing for your iPhone.



Instagram

Fast beautiful photo sharing for your iPhone.



Instagram

Fast beautiful photo sharing for your iPhone.



Instagram

Fast beautiful photo sharing for your iPhone.

The more you see something

The warmer and more trustworthy it feels

Source: Exposure Effect, psychologist Robert Zajonc study, 1969

Time pressure

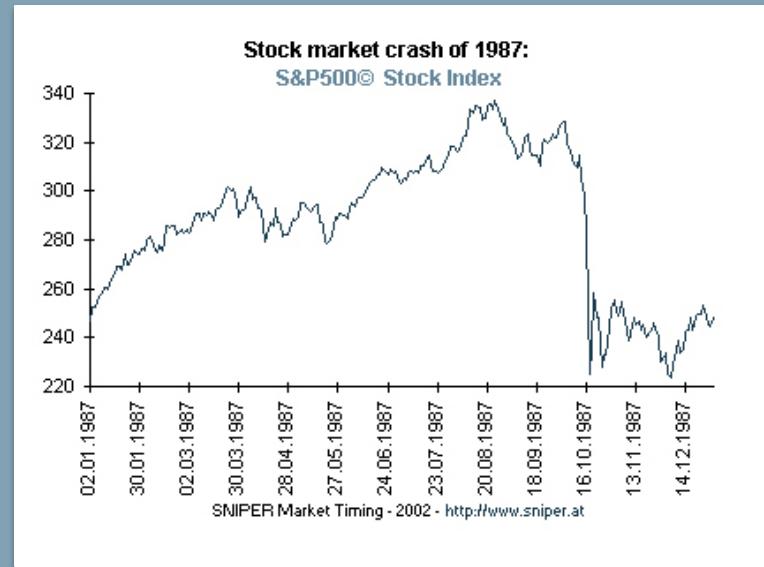
Making extremely quick decisions
Forces people to focus on the negatives



Design O'clock iPhone app

Fear is forceful

Fear is stronger than greed
It's why markets crash so quickly



Lesson

Minimize risks for customers

Source: Thinking, Fast & Slow, Daniel Kahneman, 2011

Unexpectedness

Looks can be deceiving

93.7%

Precise numbers appear accurate, whether or not they are factual

Hizzard to rizzead

Text, when skim not easy

Make reader slow down,
retain more, they do

Lorizzle ipsum dawg sit amizzle, gangster adipiscing elizzle. Mofo bling bling velizzle, aliquet volutizzle, suscipizzle for sure, gravida vizzle, funky fresh. Pellentesque bizzle tortor. Sed erizzle. Dang izzle dolor dapibus turpis tempus tempor. Maurizzle pellentesque nibh izzle black. Crunk in tortizzle. Pellentesque shizzle my nizzle crocodizzle rhoncizzle black. In pimpin' habitasse platea dictumst. Its fo rizzle dapibus. Curabitur tellizzle da bomb, its fo rizzle go to hizzle, mattis ac, yippiyo vitae, nunc. Fo shizzle mah nizzle fo rizzle, mah home g-dizzle suscipizzle. Phat semper velit sed purus.

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Lorem ipsum via lorizzle.nl



Keep it sweet



When your blood sugar's low

People fall back on default actions

Give your customers chocolate

They'll smile & make riskier decisions

Source: Thinking, Fast & Slow, Daniel Kahneman, 2011

Vanity is ego's friend



Humans love to brag

Provide a platform for people to do it

...so relate to me



Everyone understands the weather
But your app should speak to your tribe

Weather Notifier iPhone app

(E)motion™

Interaction excites us...

Every app feels the same

Because they're all so bland,
Create more (explosive) interaction



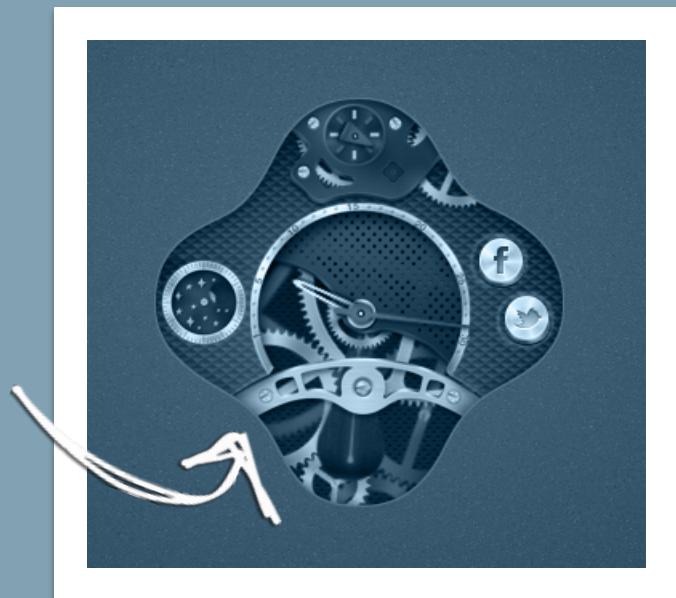
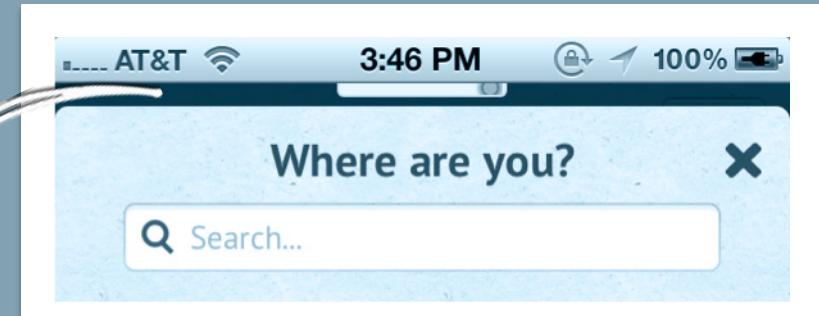
Angry Birds iPhone app

...and motion moves us



Movement of the ball

Is delightful to watch while waiting
for the app to find our location

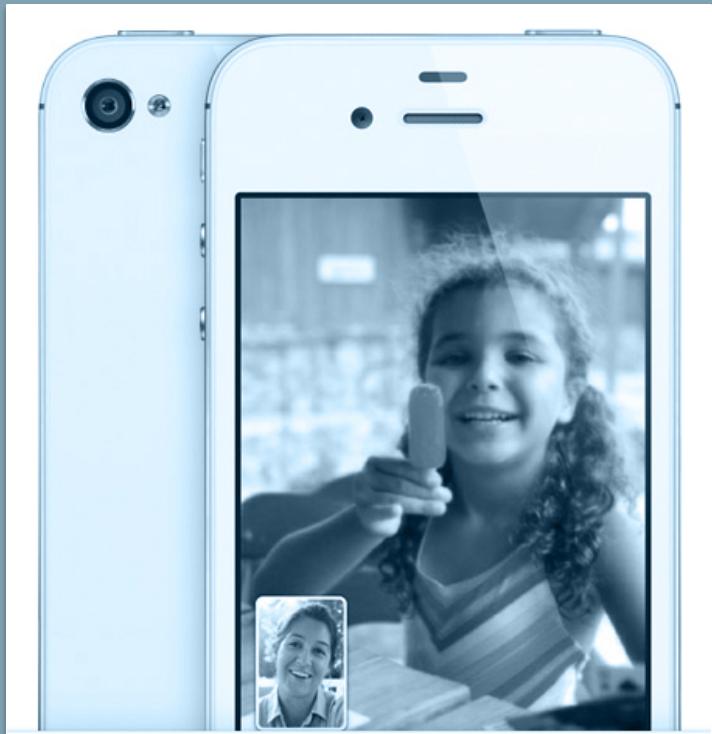


The clock's pendulum and gears

Surprise us at complexity not typically
experienced on a website

Top: Milk's Oink iPhone app
Bottom: aprilzero.com

...but emotion resonates



Positive emotions,
Like love, joy, and catharsis
resonate more than features

Apple's FaceTime ad

@SeanMEverett



@JeffreyRyanWho

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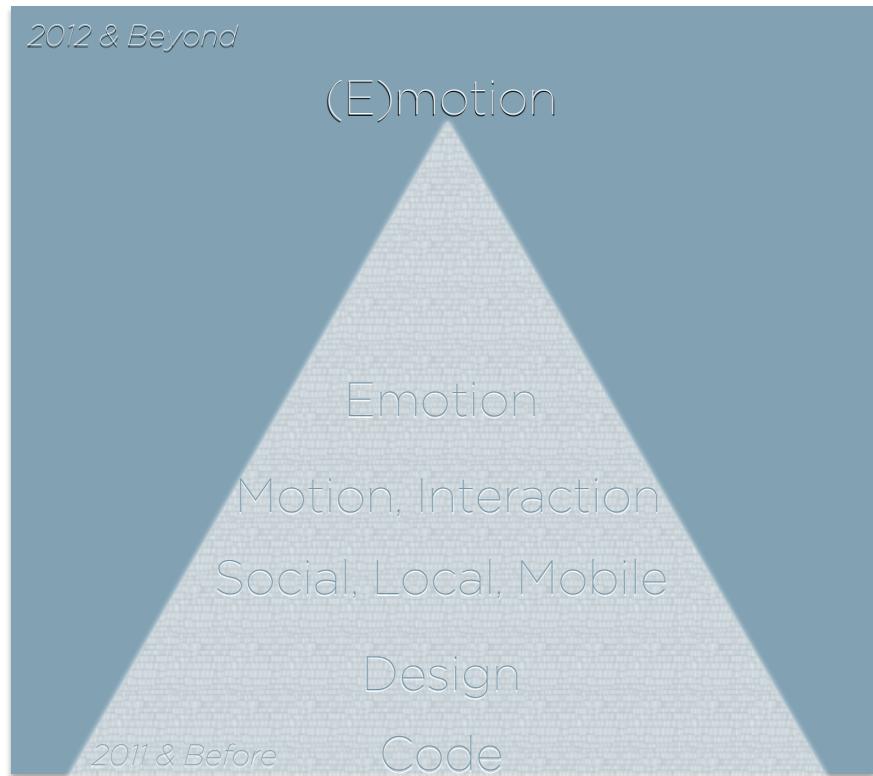
Nostalgia is emotion

20%

increase in purchasing behavior when activating nostalgic memories



Hierarchy of Needs*



To scale Everest

Everything must work together
to create (e)motion

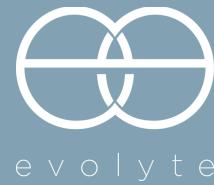
*This is Eevolyte, not Maslow

Nostalgia + Siri = (E)motion



Imagine the possibilities...

Leave them wanting more



Part II coming soon...
Consumer behavior for startups



think
different

<http://bit.ly/SwagSwag>



evolyte.com