Wi-Fi access: ATTCONF website – no passwords needed

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Panel 404: The Panel You Were Looking for Does Not Exist

Leveraging Unexpected Opportunities

Product Potluck, Austin, Oct 21, 2009

Panel Presenters:

• Amanda McGuckin Hager, Marketing Programs Professional - @shoogie

• Jonathan Gesigner, Business Development, Emma Email - @j_gesigner

• Jason Sugawa, Partner, Clutch Creative, @clutchcreative

• Alex Jones, User Experience Manager, Pluck, @baldman

Introduction By Amanda, a.k.a. @shoogie

Inspired by a speaker at Social Media Breakfast, John Moore, Amanda put together this panel around the topic of Leveraging Unexpected Opportunities. (John used Might Fine Burgers as a case study on making every customer touch point "remarkable." That is to say, worthy of remarking on.)

The Error Page

The page cannot be found

The page you are looking for might have been removed, had its name changed, or is temporarily unavailable.

Please try the following:

- Make sure that the Web site address displayed in the address bar of your browser is spelled and formatted correctly.
- If you reached this page by clicking a link, contact the Web site administrator to alert them that the link is incorrectly formatted.
- Click the Back button to try another link.

HTTP Error 404 - File or directory not found.
Internet Information Services (IIS)

Technical Information (for support personnel)

- Go to Microsoft Product Support Services and perform a title search for the words HTTP and 404.
- Open IIS Help, which is accessible in IIS Manager (inetmgr), and search for topics titled Web Site Setup, Common Administrative Tasks, and About Custom Error Messages.

Presented by Amanda, a.k.a. @Shoogie

Your Standard Error Page, Opportunity #1

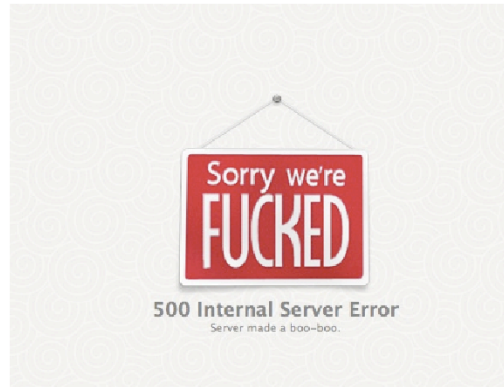Would you rather have this one? Or (next slide)

The Error Page

Presented by Amanda, a.k.a. @Shoogie

Or this one?

Example # 1

Personality of the company, of the product, of the brand presented in common terms. Used an "inside" joke with their users to express the error, and then offered options for their users to move on and find what they were originally seeking.
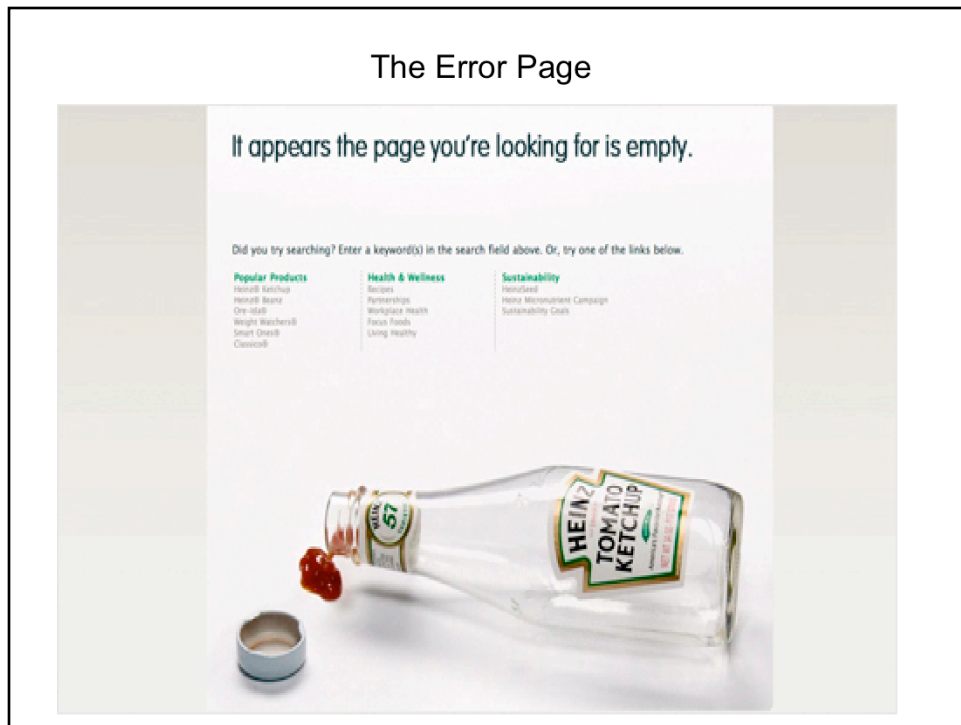
The Error Page

from Photofunia.com

Presented by Amanda, a.k.a. @Shoogie

Example # 2
Encountered this in my own user experience. Wish we could all be so honest. Great authenticity; however, really leaves customer in a dead end.

A recommended blog entry on the subject of writing and designing error messages: http://particletree.com/notebook/google-checkout-how-to-not-write-error-messages/
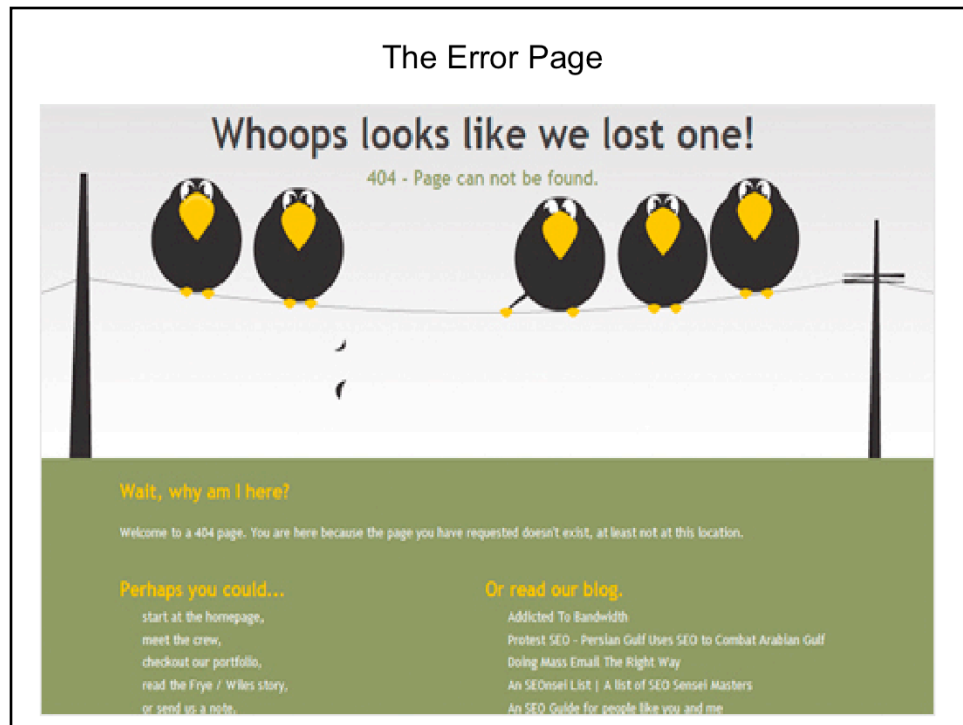
The Error Page

It appears the page you're looking for is empty.

Did you try searching? Enter a keyword(s) in the search field above. Or, try one of the links below.

Popular Products
Heinz® Ketchup
Heinz® Beanz
Ore-Ida®
Weight Watchers®
Smart Ones®
Classico®

Health & Wellness
Recipes
Partnerships
Workplace Health
Focus Foods
Living Healthy

Sustainability
HeinzSeed
Heinz Micronutrient Campaign
Sustainability Goals

Presented by Amanda, a.k.a. @Shoogie

Example # 3

Heinz Ketchup – a fabulous job of leveraging an unexpected opportunity (an error page) to further promote their (1) product (2) core value tenants (health & fitnes, sustainability) and (3) offer the user another page to go.
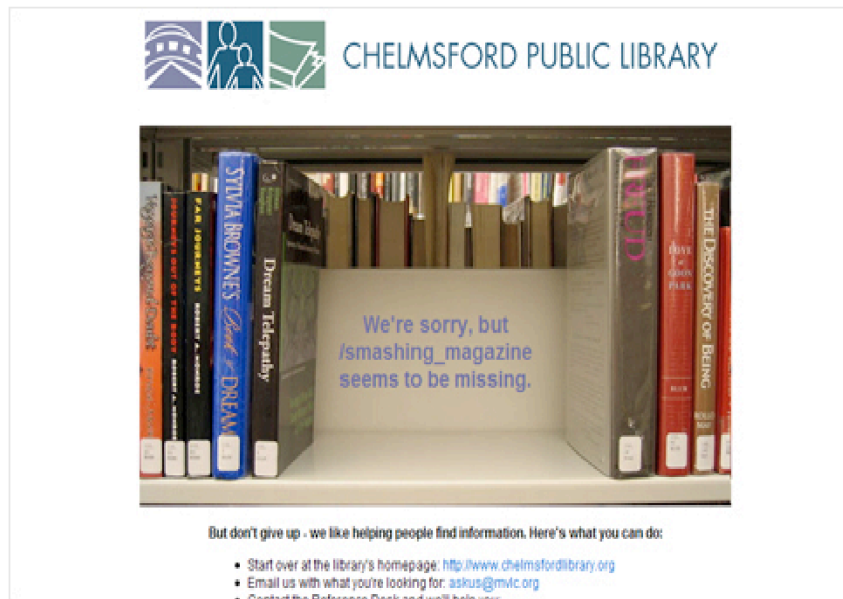
Presented by Amanda, a.k.a. @Shoogie

Example #4:

Cute example of an error page of a Creative Agency

(1) Leverages their creative and design skills

(2) Offer the user 6 different call to actions, and the blog with most recent
 entries

The Error Page

Presented by Amanda, a.k.a. @Shoogie

Example # 5:

I loved this page, because of how the Public Library captures the feeling of searching through the shelves only to find that the book you seek is not there. Additionally, I loved that they invite you to email them and tell them what you are looking for.

Audience Questions:

(1) Other ways to avoid Error Page is to offer "Did you Mean to Say," i.e. intelligent URL matching. Closest thing that we knew of is Amazon and eBay attempt to interpret bad URLs with "Did you Mean to Say?"

(2) Does anyone plant error pages after creating such a good one? Possibly! The idea is to give your users options, to own up to the error and be accountable for it, but to play with them a bit, share your personality, leverage your product, etc. . .

The Captcha Page

A CAPTCHA is a program that protects websites against bots by generating and grading tests that humans can pass but current computer programs cannot. For example, humans can read distorted text as the one shown below, but current computer programs can't:

overlooks inquiry

Type the two words:

reCAPTCHA™
stop spam.
read books.

The term CAPTCHA (for Completely Automated Public Turing Test To Tell Computers and Humans Apart) was coined in 2000 by Luis von Ahn, Manuel Blum, Nicholas Hopper and John Langford of Carnegie Mellon University.
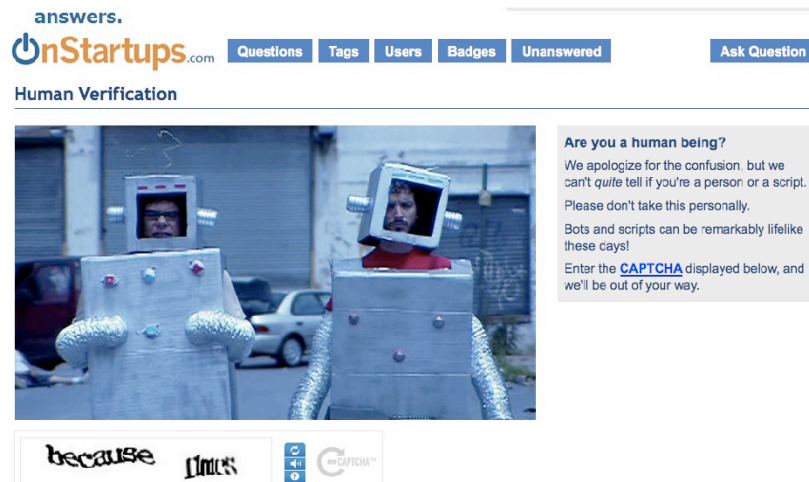
Presented by Amanda, a.k.a. @Shoogie

The Captcha Page: Opportunity #2

Captchas are more and more becoming requirements for interactive web processes. Captchas are an unexpected opportunity to leverage the personality of your product, your brand and/or your company.

(Alex Jones, @baldman, shares the background of the re-captcha or optical character recognition, for digitizing books. So, when you come across these, you are actually helping convert all the many books in the world to a digital format. You are bringing good to the world, and you didn't even know it.)

The Captcha Page

Presented by Amanda, a.k.a. @Shoogie

Example # 1: www.answers.onstartups.com

I love this captcha page. It uses the "inside" joke with their users. It ties ana image from hit TV show (Flight of the Conchords) with copy written in a conversational tone – from a human to a human – with the idea behind the captcha – are you a human or are you a robot?

The Captcha Page

Affiliation

Organization: [   ]
preferably

Intended use

Use: [   ]
optional

Qualifying question

Just to prove you are a human, please answer the following math challenge.

Q: Calculate:
$$\frac{\partial}{\partial x}\left[6\cdot\cos\left(2\cdot x-\frac{\pi}{2}\right)\right]\Bigg|_{x=2\pi}.$$

A: [   ]
mandatory

Note: If you do not know the answer to this question, reload the page and you'll (probably) get another, easier, question.

Terms of use

Presented by Amanda, a.k.a. @Shoogie

Example #2

Quantum Random Bit Generator Service, http://random.irb.hr/signup.php

An awesome example of using an inside joke with its users, of using the captcha as an unexpected opportunity to leverage their brand, and their personality.
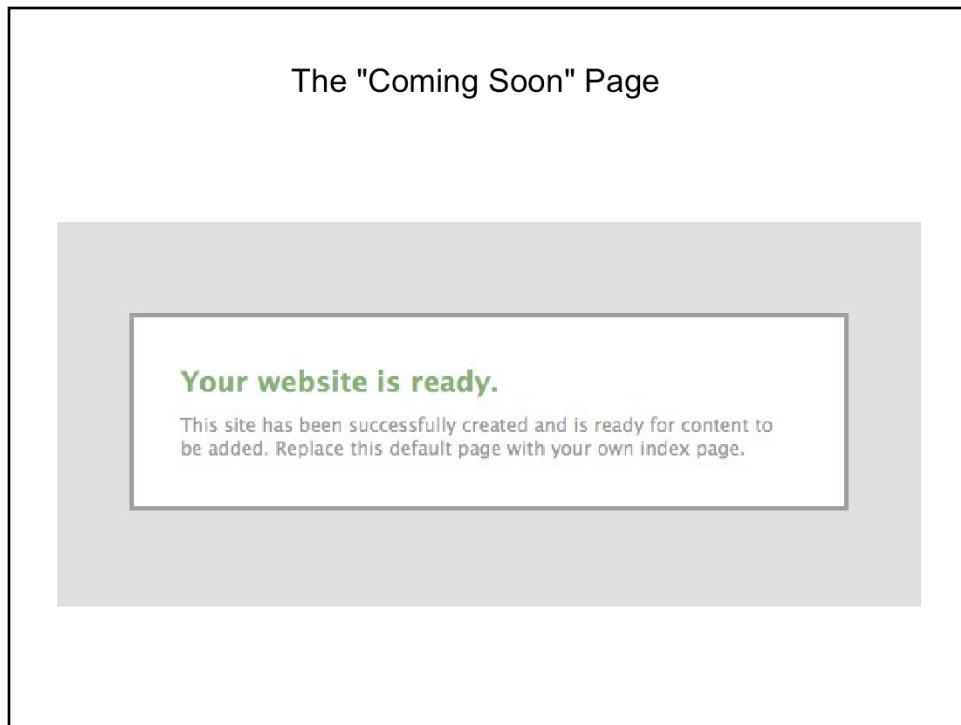
Audience Question:

(1) How do you make pages like this? Amanda asks creative design teams and /or agencies, people like Jason. Have a good relationship with your developer and your designer. www.WuFu.com has customer forms, opportunity lies in writing the content.

(2) Discussion:

(3) Funny, cool error pages need to fit your brand. Humor is extremely valuable, be cheeky, it's ok if your audience/customer base knows you and more importantly, you know them. Note that it is difficult to convey between cultures. Everyone wants to feel as if they are part of something. Inside jokes achieve that.

(4) Alex Jones, @baldman, recommends following Kathy Sierra on Twitter, as she wrote a number of the Head First book series, and studies how humans learn. She support and empowers the customer brilliantly, creatives and she incorporates non sequitur and humor well.
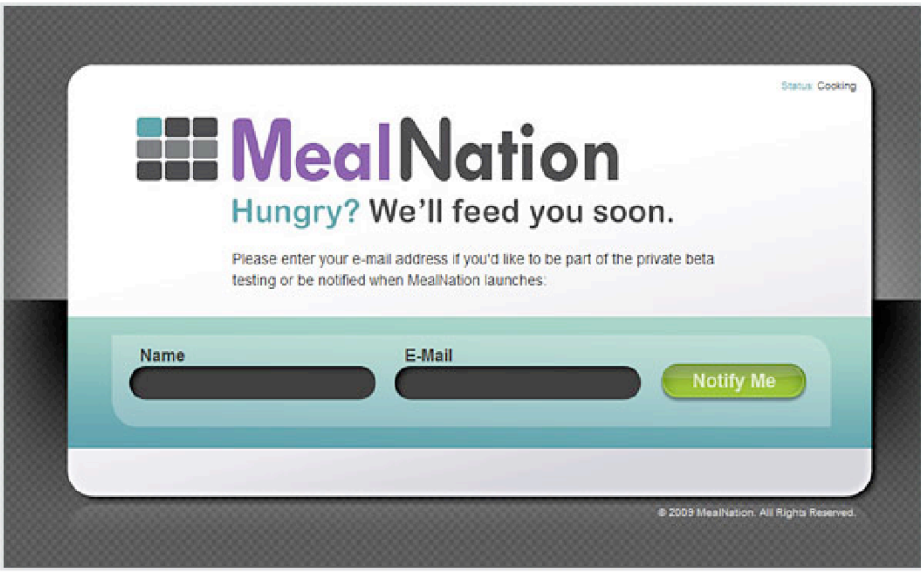
The "Coming Soon" Page

Your website is ready.

This site has been successfully created and is ready for content to be added. Replace this default page with your own index page.

Presented by Amanda, a.k.a. @Shoogie

Opportunity # 3 – The "Coming Soon" Page

Plain example. No offering.

The "Coming Soon" Page

Example # 1: MealNation:

Brand personality is introduced and customer is enticed. Not sure what they offer, but the page plays into the context and ties to the name, i.e. "Hungry? We'll feed you soon." (What are you hungry for? Foor of more info on the company?), also "Status: Cooking" (What's cooking - Food or the company?)

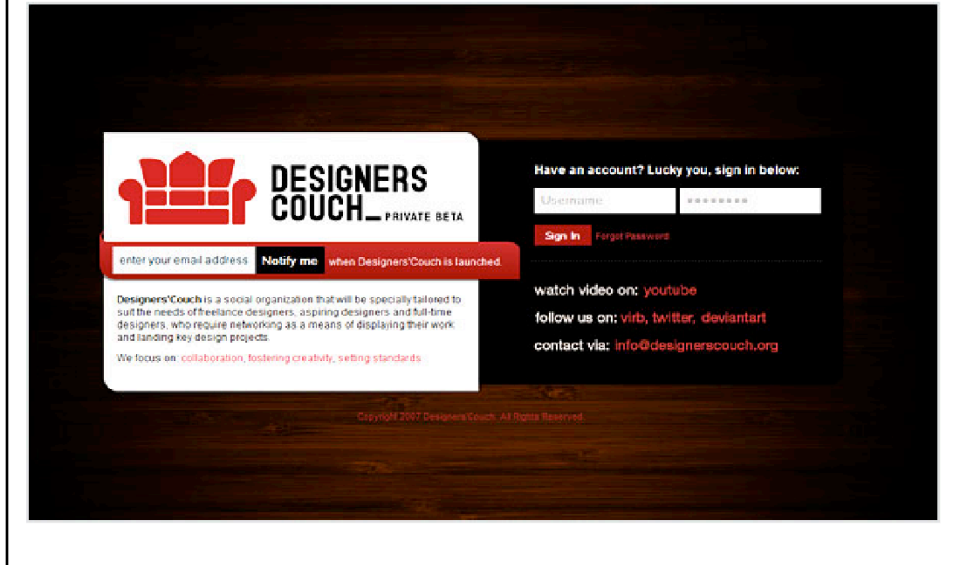Offers users a chance to sign up and get notified.

The "Coming Soon" Page

Presented by Amanda, a.k.a. @Shoogie

Example # 2 –

Brilliantly simple example. Simple, yet poignant, creative and copy that ties directly to brand.

No offering but email, but that's ok, considering this is a webpage representing a trades business.

The "Coming Soon" Page

Presented by Amanda, a.k.a. @Shoogie

Example #3:

Designer's Couch Private Beta. Offers all "best practices" in a clever way.

Ex:

1. Has a "sign up to be notified" space, inviting users to join the email list.

2. If you have a private beta login already "Lucky you" in sign up field

3. Offers customer 6 ways to find out more info (social media, you tube, email, etc.)

4. Gives users a sample of the brand, of the mission of the company.

Audience Discussion:

(1) What about doing a Google Ad Words campaign to these pages? Increasingly popular way to test customer interest, appropriate keywords, build lists.

(2) Other options to consider are Facebook ad campaigns and LinkedIn Groups, Polls, etc.

(3) Use error page opportunities to ask for feedback – How did you find this error? Tell us.

(4) Have you seen humor in error messages for paid software programs? Panel agrees this is an opportunity to improve software, to leverage product, but to also improve customer relationship. Clever romantic relationship analogy – at an impasse in a romantic relationship, you can either use the opportunity to create a stronger relationship or cut and run. If it's your company, do you want to use the opportunity to create a stronger relationship with your customer or do you want to cut and run (or have your customer cut and run?) Kevin Ertell wrote a great blog post on writing error messages in shopping carts to decrease

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The "In Progress..." Page

picnik [progress bar]

Carving pumpkins....

Presented by Jonathan, a.k.a. @j_gesinger

Opportunity #4: The "Please Wait. Loading" Page

Ex: PicNic – a photo site, uses clever copy during this time. Uses seasonal creative copy that people are probably loading pictures of, i.e. Halloween "carving pumpkins."

The "Invite" Page

Greetings, Dear Friend, and Welcome.

Sign up here to receive email from **John Cleese**, the British writer, actor and tall person.

Generally, emails from John will inform you about things he is doing, draw attention to stuff he is attempting to flog, and tell you about things he likes and wants to share with you, including special and exclusive offers, just because you bothered to sign up.

On such occasions that John is being paid by far-sighted companies to say nice things about their excellent products, such emails may be clearly flagged, **"John Cleese's Nigerian Lottery"**. Or, they may not. But either way, you will know.

We suggest you look out for these emails especially, make sure you read them all the way through at least twice, watch any video carefully, and forward to all your friends.

This will assist John morally with respect to your great kindness, and financially, enabling him to continue to be huge.

John says,

"I won't share my list with anyone - your privacy will be respected."

Read our privacy policy at http://headcast.co.uk/privacy.

So - first name, last name, email, then hit submit.

Easy as pie, so don't wait.

All clear then?

Presented by Jonathan, a.k.a. @j_gesinger

Opportunity #5: Email List Sign Up Page –

Opportunity to build the brand. John Cleese example uses John Cleese's humor to define the invite.

The "Staff" Page

Steve Turney
Steve helps lead our agency sales efforts, working closely with marketing and creative firms interested in using Emma on behalf of their clients through a program we've ingeniously dubbed Emma Agency. The last name *Turney*, you might be thinking, is not entirely dissimilar (or un-similar, if you like) to the word *turkey*. In fact, it is just one letter off. In another fact, Steve was born on Thanksgiving Day. Weird, no? Before joining Emma, Steve was an editor and account executive with Business Wire based out of Newport Beach, California. You could say we gobbled him up from Business Wire, or that we stuck our neck out for him, or perhaps even that we served a plate of him with a side of dressing and rice at a large holiday gathering. We went too literal with that last one, didn't we.

Anna Talley
Anna is part of Emma's community relations team and may just be the hardest-working person we've ever met. In the words of a fellow Emma staffer, "To say she's an overachiever is an understatement." In another Emma staffer's words, "I'm not sure she got up to use the bathroom yesterday." (Rest assured this is completely unrelated to Emma's rather strict bathroom usage policy.) Anna hails from North Carolina and is the cousin-in-law-twice-removed of Emma colleague Matt Thackston, a familial connection we're not sure is actually recognized in genealogical circles. Come to think of it, are there even genealogical circles? One wonders. Anna likes to sew and is currently into making aprons. Hopefully she's also into cooking, otherwise we could think of more appropriate things to sew. Our seamstress is also a talented musician who holds a music education degree from Belmont University, where she graduated *cum laude*. Take that, genealogists.

Presented by Jonathan, a.k.a. @j_gesinger

Opportunity # 6: The "Meet The Team" Page

Emma Staff Bio page: Emma uses it's brand to write clever, personable bios for all staff members, and they put every staff member on this page!

Audience Discussion:

(1) Are headhunters going to target your people? Panel responds: You are going to Google those you hire, right? It doesn't make a difference any more. If you are true to your employees, they will most likely be true with you.

(2) What about huge copmanies? The touchpoint is a warehouse worker – why not give profiles to these people? Ex. Southwest Airlines almost gets it in their "Bags Fly Free" tv commercials.

(3) This is a why to show company valuesand gives companies and employees an online image to be proud of, a mutual respect.

(4) What about Video Bios? Trademark Media, great company, does video staff intros. Also gives all staff equal billing, not just "we at Trademark believe…"

The "Special Offer" Page

CRAPPY WEATHER SPECIAL:

FREE 4 piece Sushi or Starter or Cup of Soup with $4.95 min. purchase.
FLASH YOUR FOB! or Say the PASSWORD "This weather sucks" when ordering.

Tonight only Thursday 4-close.

Enjoy !

Larry

7332 S. Alton Way, Suite K | Centennial, CO 80112

powered by emma

Presented by Jonathan, a.k.a. @j_gesinger

Opportunity #6: Email Blast Copy

Blast for sucky weather from japanese take out/walk up restaurant. It ended up being a banner day b/c the honesty in the email copy really translated.

Livestrong Wristband

Presented by Alex, a.k.a. @baldman
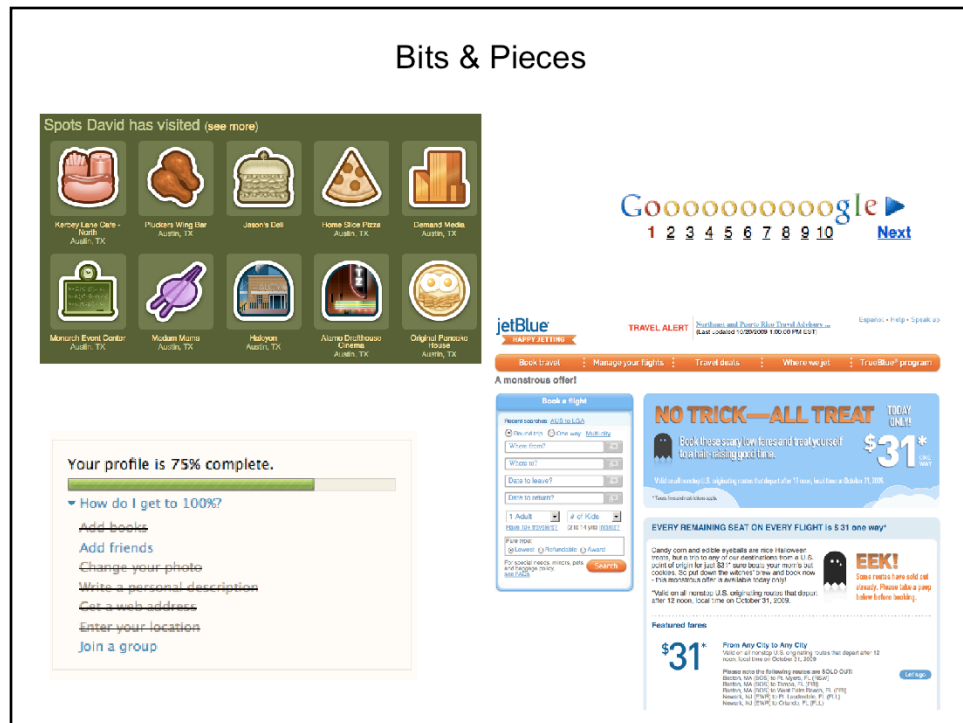
Opportunity #7: Avatars

Example #1: Livestrong

Leverages a tool that all online constiuents already possess – gives them tools to carry the brand and use the brand how they want. Livestrong owns a color, and does an amazing job of giving the community tools to carry the message for them.

Presented by Alex, a.k.a. @baldman

Example # 2: MadMen

Bits & Pieces

Presented by Alex, a.k.a. @baldman

Opportunity # 9: Bits & Pieces

Example: Google's pagination; Jet Blue's $31 Halloween Fare; Icons

Example: Profile Completeness – using copy in a standard online process, companies can leverage unexpected opportunities to promote the product, share the brand tenets or express a bit of personality.

Audience Discussion:

(1)Theme for today: Humanizing the web, moving to a 1:1 relationship online.

(2)Days of owning a user profile are gone. People are both more discerning and more willing to share than previously thought

(3)Ultimate example of viral marketing (livestrong), great book recommendation: "Brand Hijack" http://amzn.com/1591841402

(4)Facebook & Facebook Connect are one to watch how creative companies will get with this.

Extending out of home

Prius installs solar-powered wifi charging stations

Presented by Jason, a.k.a. @clutchcreative

Opportunity # 9: "Out of Home" or 3D Guerilla Marketing

Example #1: Prius Solar Powered Wifi Charging Stations – carries the brand
 tenets to the usable, practical piece of art
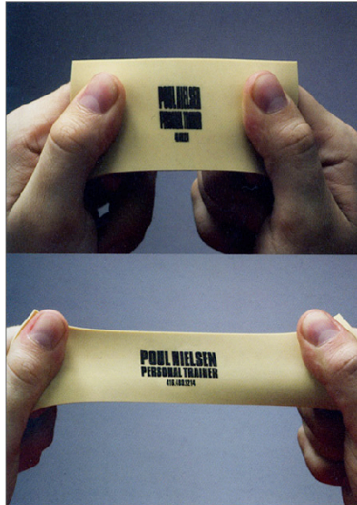
Extending out of home

McDonald's Breaks the Ice

Presented by Jason, a.k.a. @clutchcreative

Example #2: McDonalds marketing their ice coffee in cube. Ideas like this are perfect for tradeshows. Ice block with toys in it is the new ice sculture.

Non-Traditional Materials

You don't have to have the same card as everyone else

Presented by Jason, a.k.a. @clutchcreative

Opportunity # 10: Non Traditional Materials

Example #1: Business Cards – be creative. Shown is the business card for a personal trainer. Can't read it until it is stretched out. Big companies can't really do this much, but one clever soul inside a large corporation had his business card printed in English on one side and Braille on the other, staying within corporate guidelines.

Audience Discussion:

(1)Look for the opportunities. Amanda says, "It's like cleaning my house. I can look around and *always* find something to clean. The point is to keep looking at your business, your customer touch points, your website and web pages, your collateral, your social media profiles, your content, etc. . . "

Gatti's theme song contest

Presented by Jason, a.k.a. @clutchcreative

Opportunity # 11: Let Users Live with the Brand

Example: Mr. Gatti's Jingle Contest – let's users be a part of the company, furthers the brand experience while gaining user generated content.

Closing Comments:

(1)Paul Young: "Leverage" is a good word. Inside development framework, some rails products have these ideas baked in, i.e. error pages. For all the developers here, think creatively from the beginning.

(2)Alex Jones: "Do not underestimate the power of good copy." Yes, you can write. But spend time and money to get someone who specializes in it. You don't realize how much writing there is to be done – i.e. sending emails.

(3)Amanda McGuckin Hager: "Might Fine Burgers is an example of leveraging unexpected opportunities to convey the brand, i.e. the one-way bathroom mirror/glass, the pens "Stolen From Might Fine Burgers,"

(4)Lastly, Keep Looking for Opportunities. Make Your Brand Human.