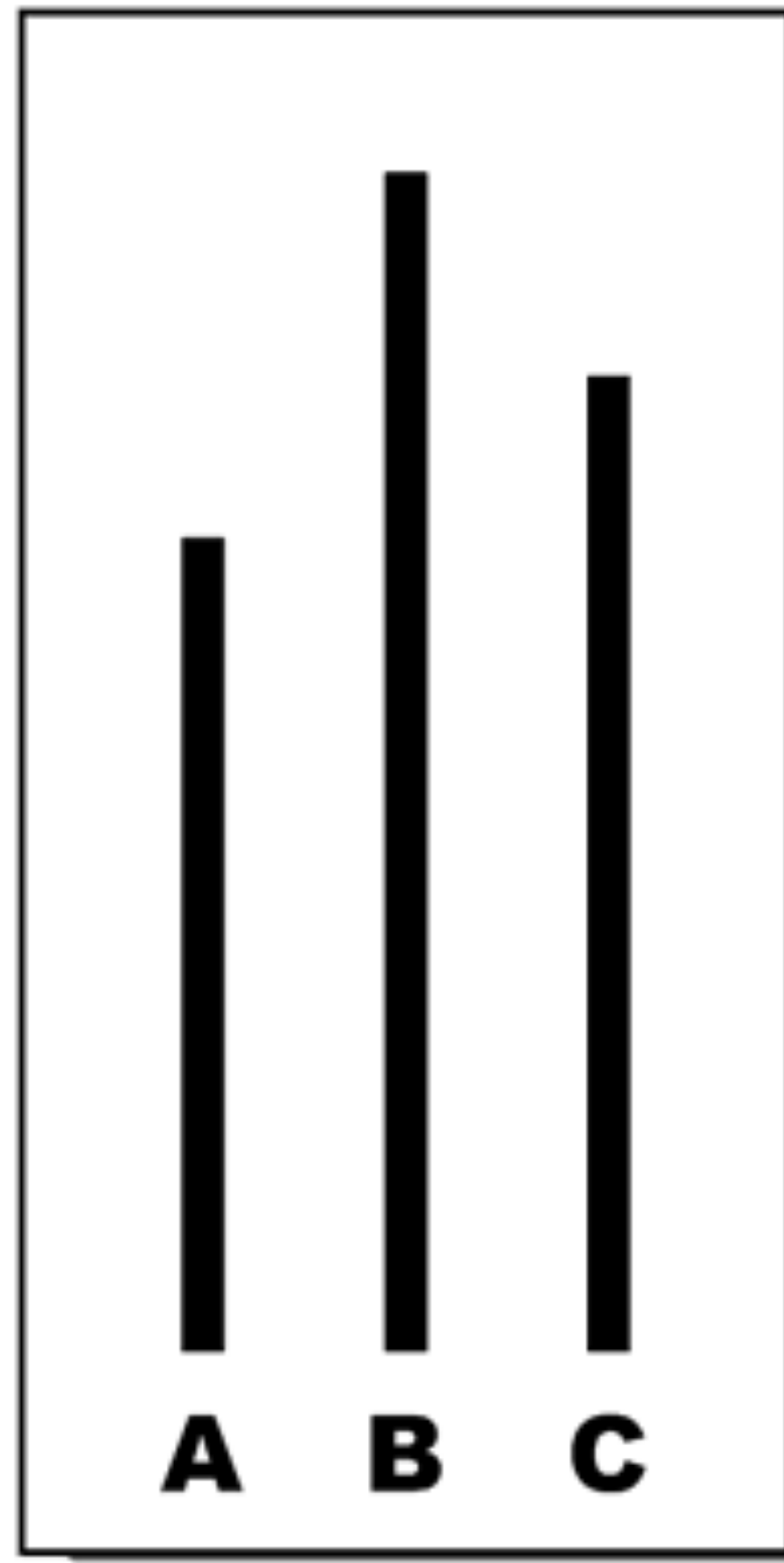
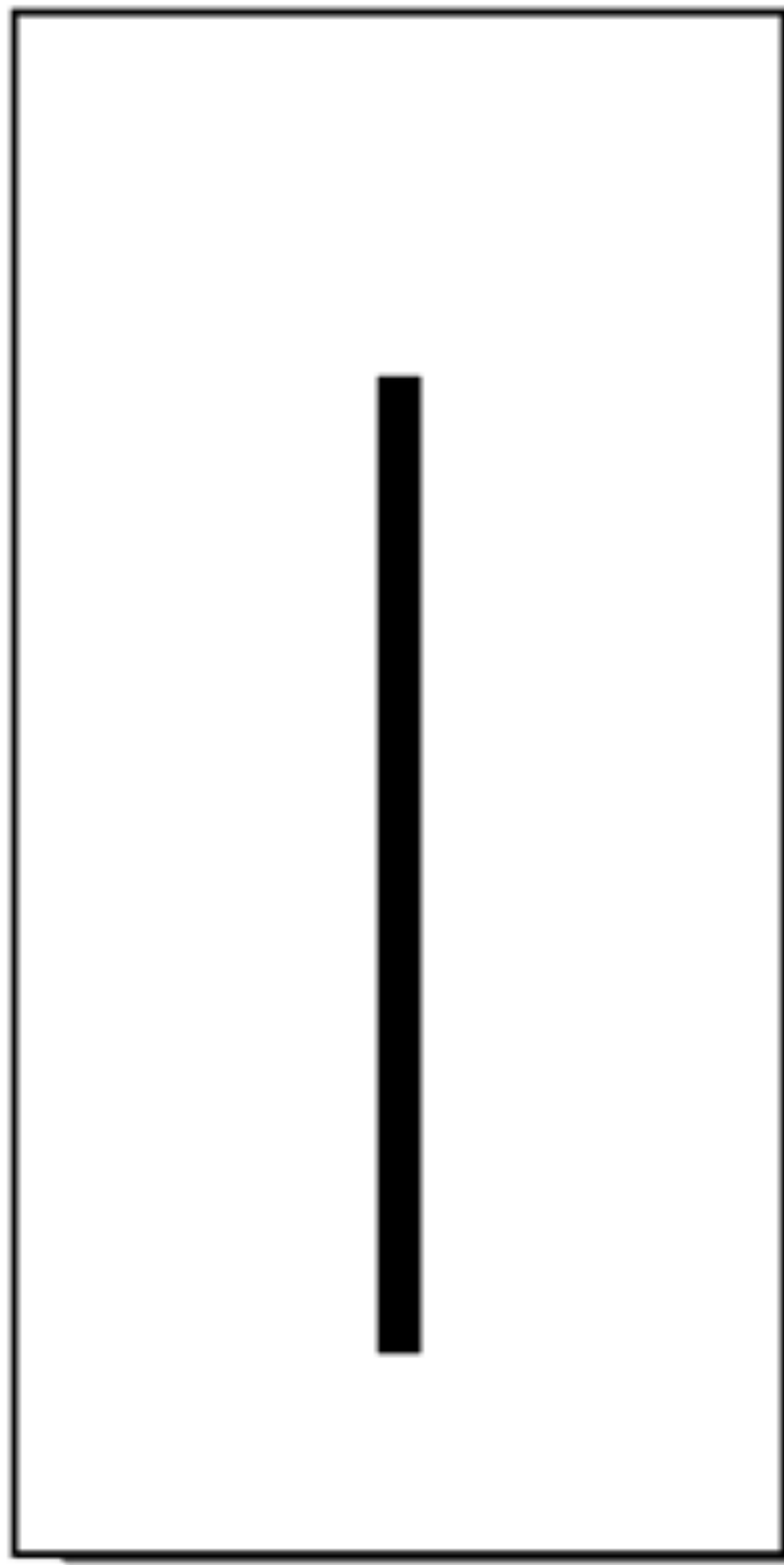


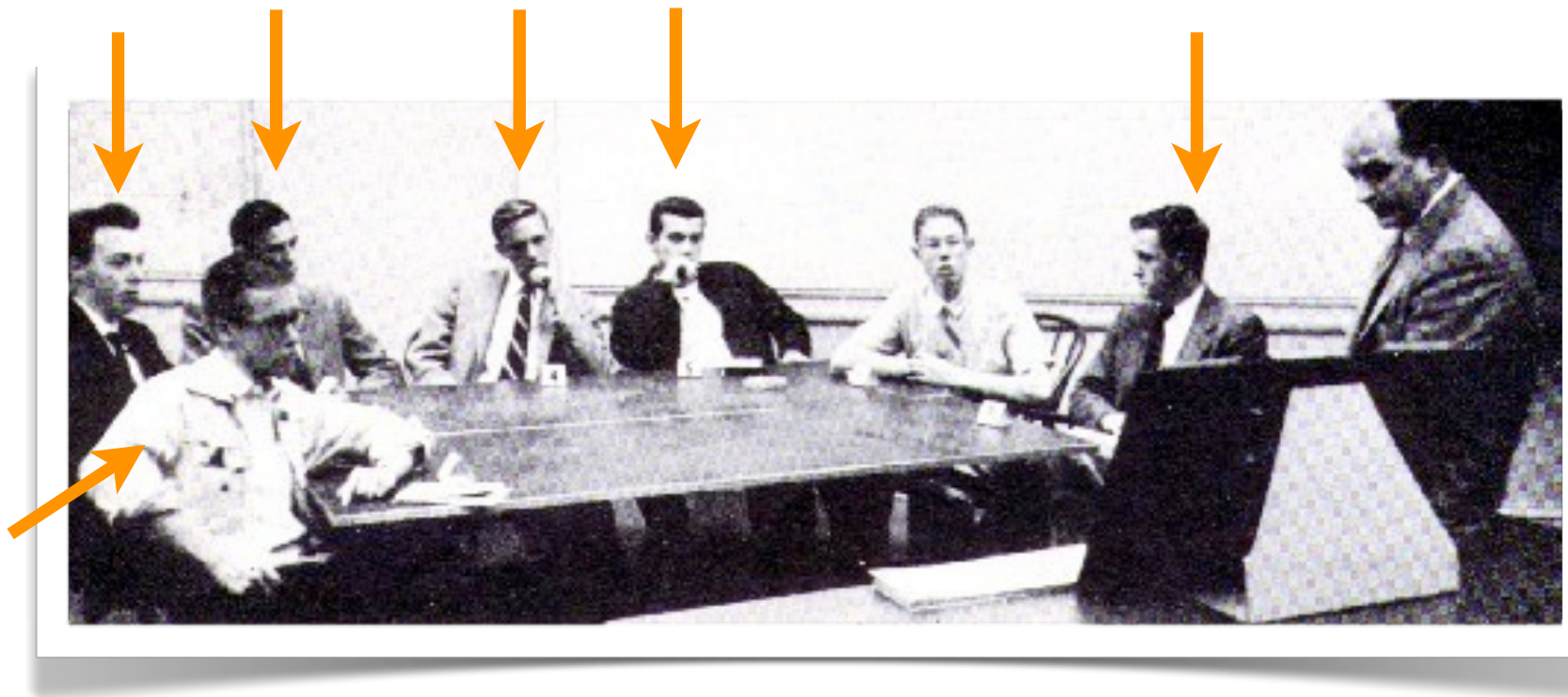
Usability,
Groupthink,
& Authority

@cliffseal



6

Co-conspirators





1

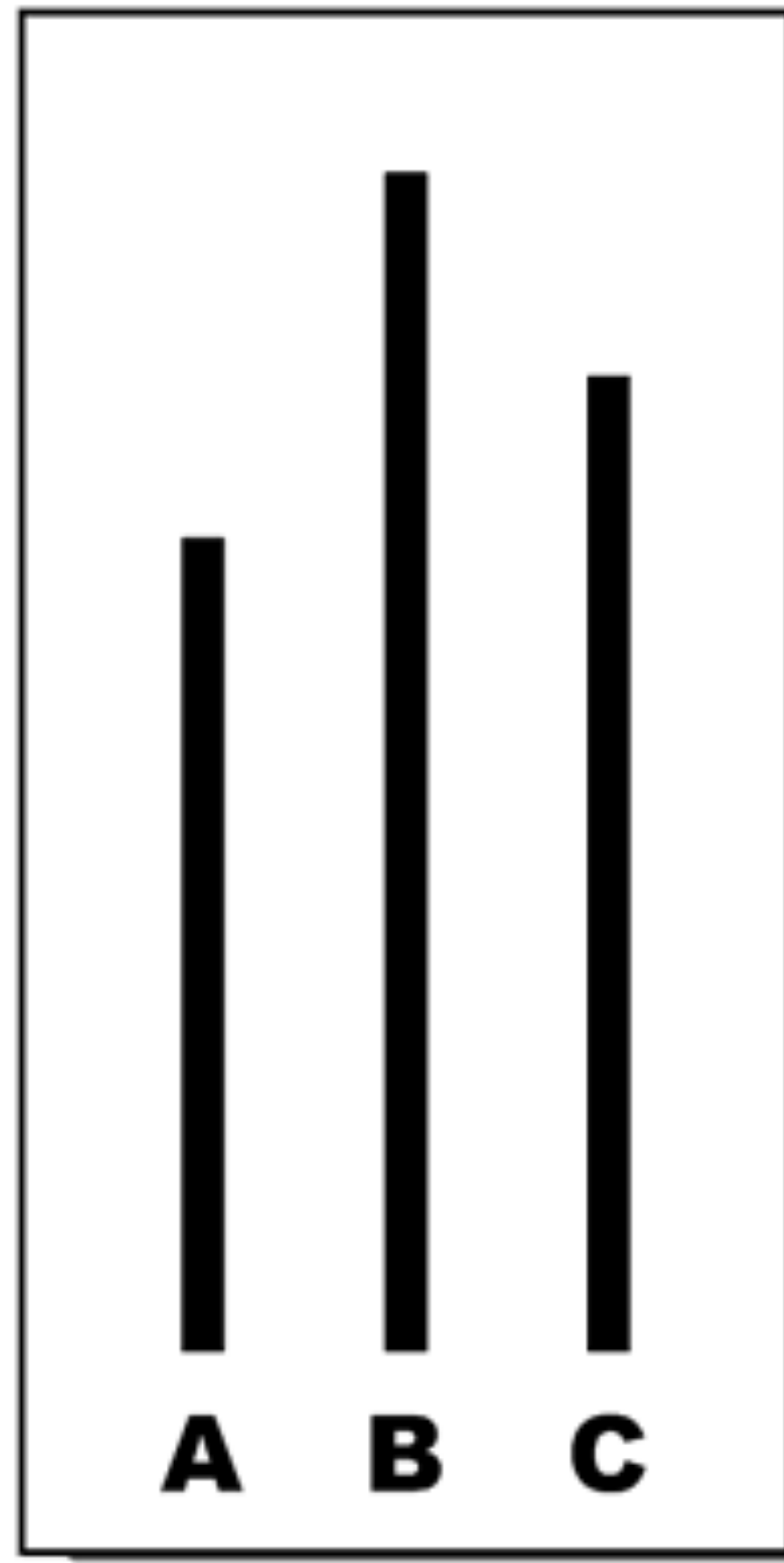
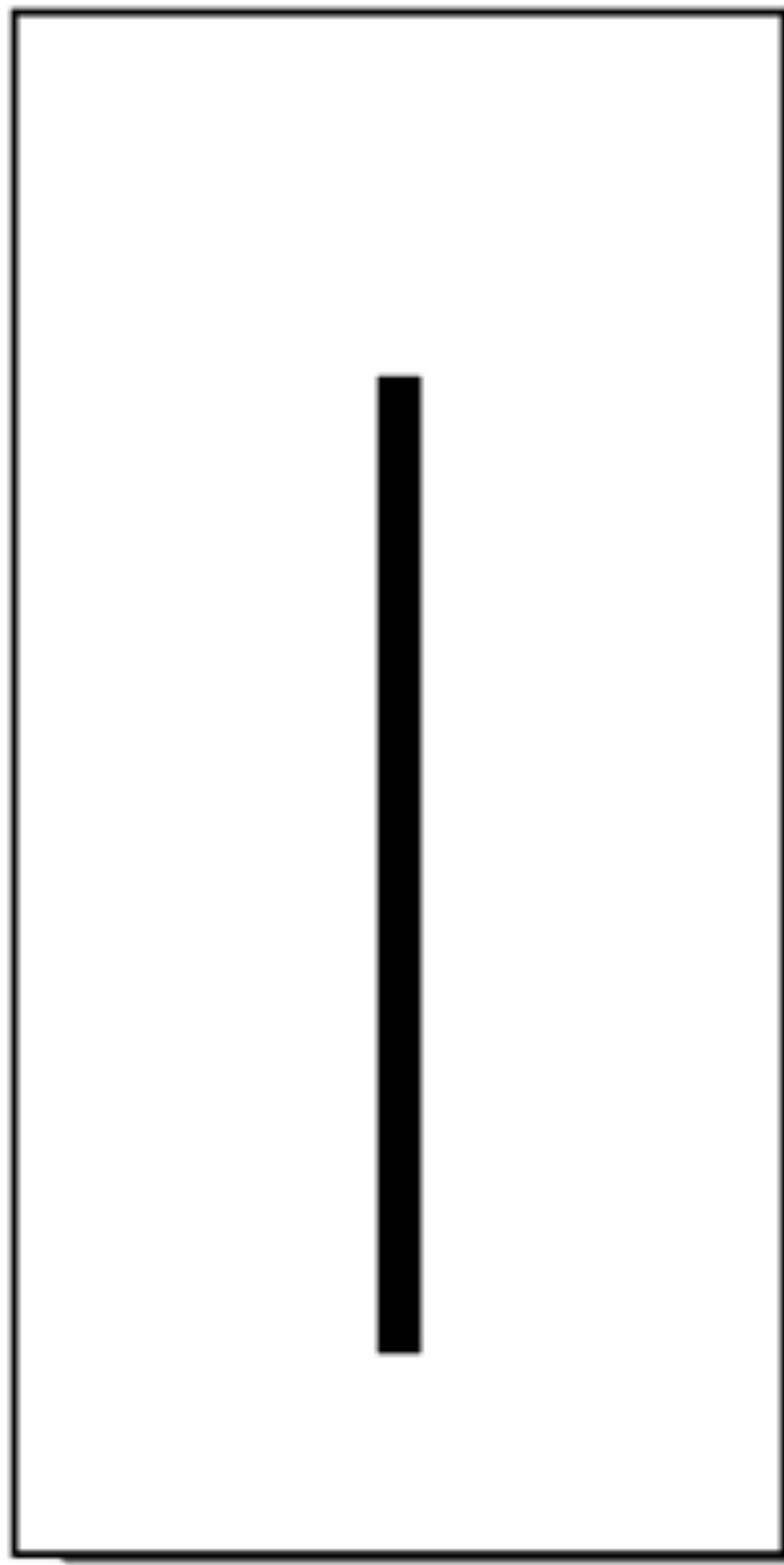
Poor Soul

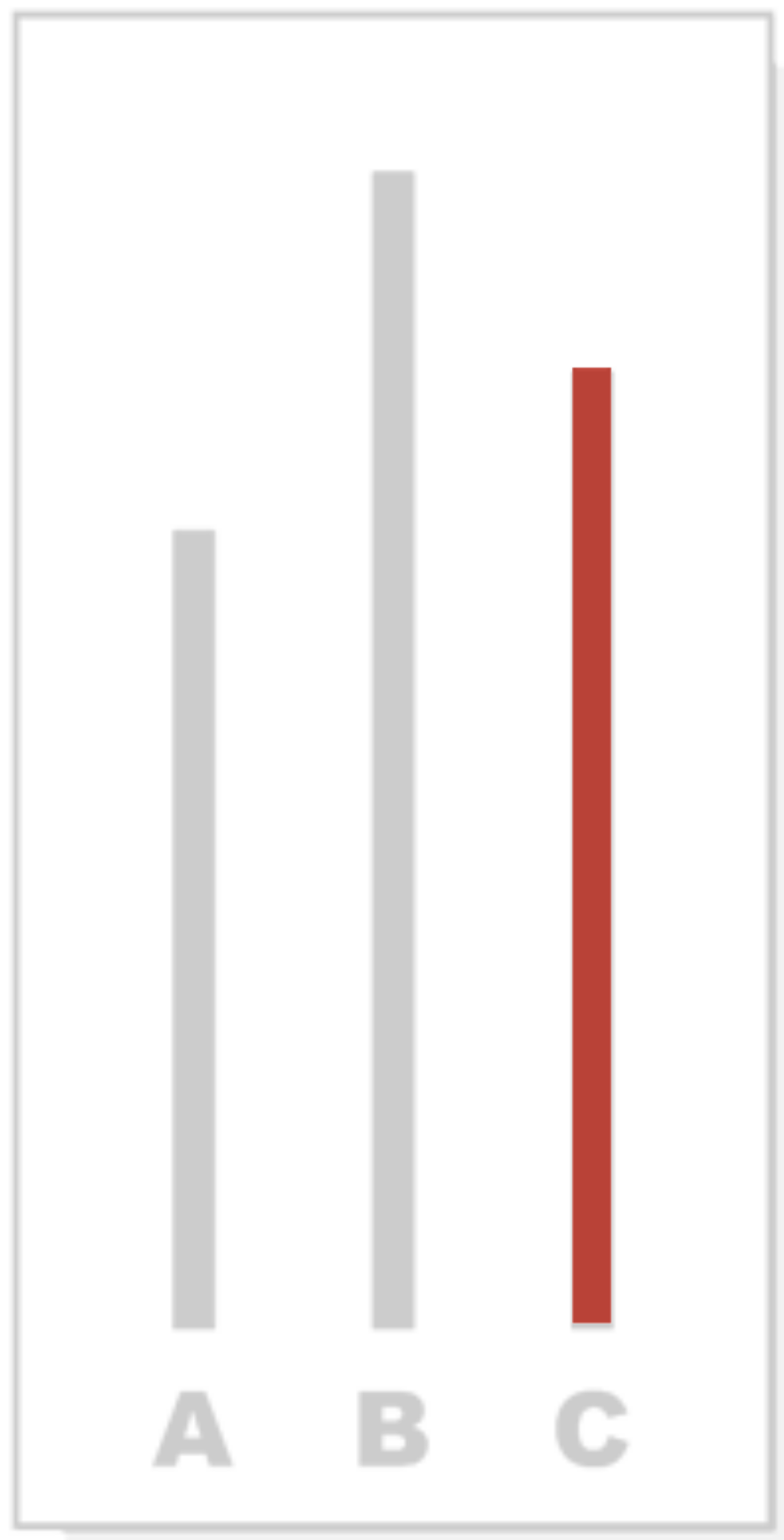
74%

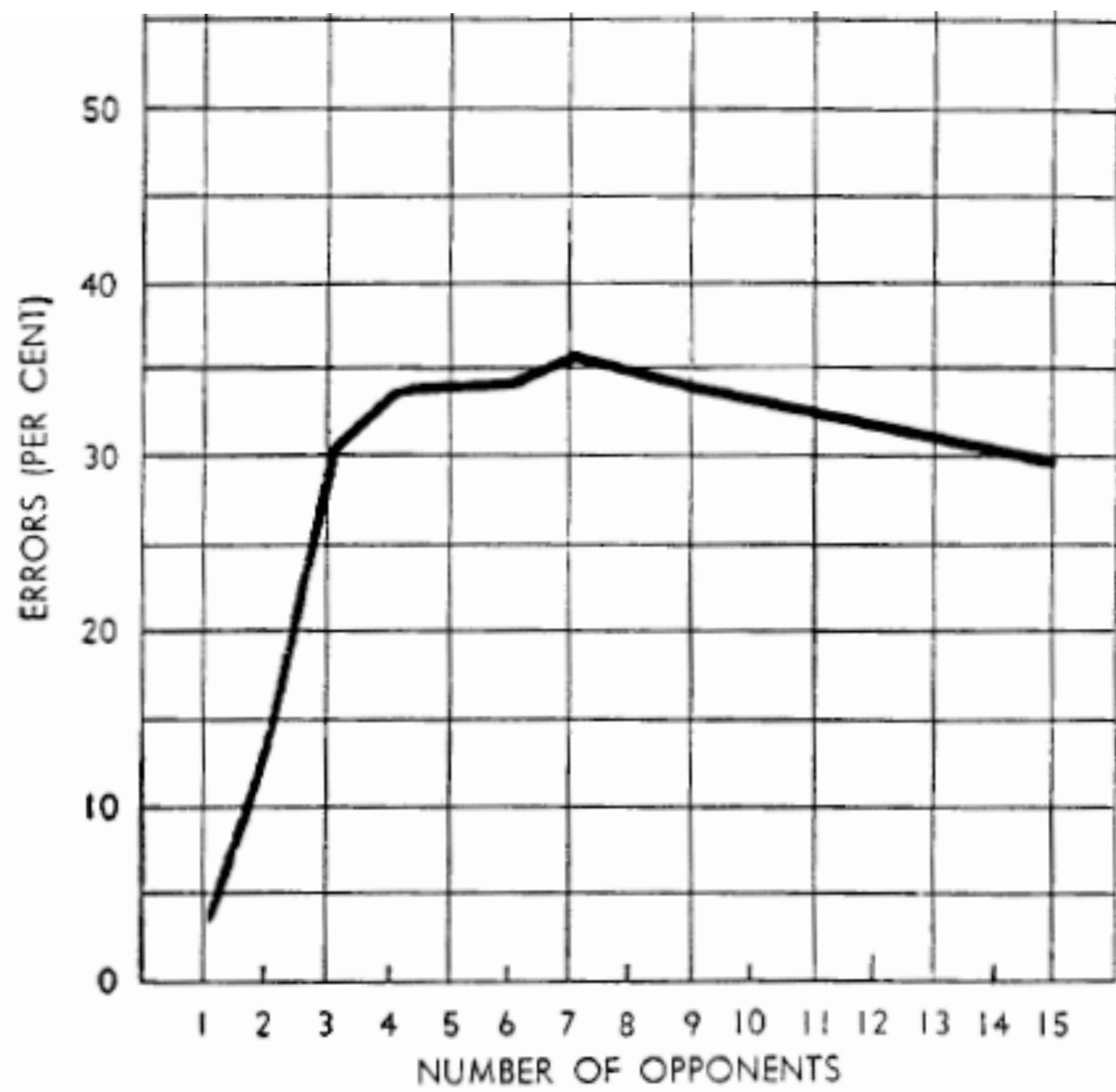
Answered Wrong
(at least once)

28%

Answered Wrong
(6+ times)

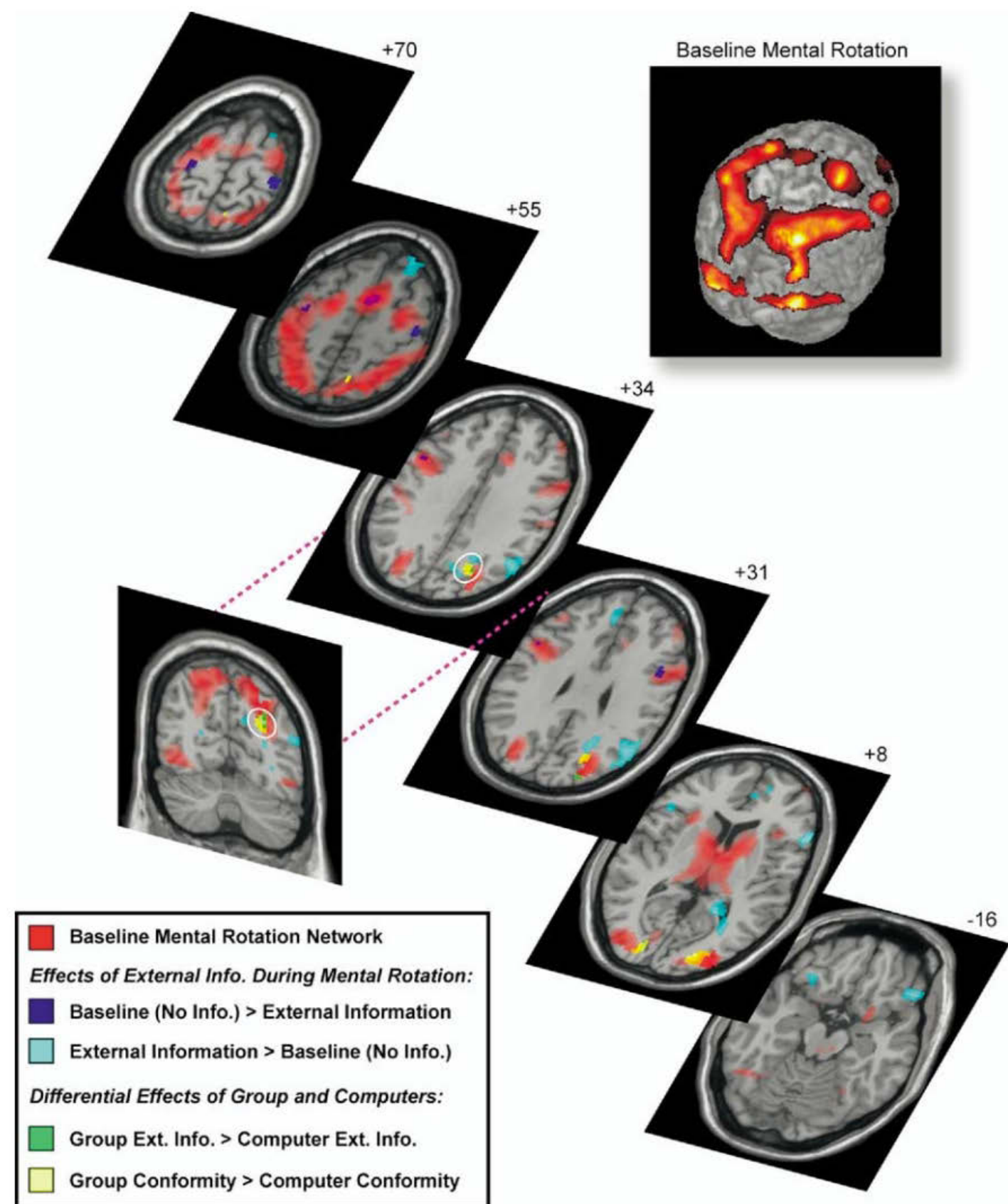






Does
social pressure
actually
alter perception?

Probably.





silvia @sephorahs

25 Sep

I'm mad **twitter** updated itself while I was sleeping now I have the ugly **blue line** ahh

Top Tweet

Expand



kathleen @Katieemilyx0

1h

This **blue line** that came with the **twitter** update needs to just not

Expand



Epicurean Dealmaker @EpicureanDeal

4h

I admit it: I like the **blue line** conversation thingies **Twitter** has introduced. Not all innovation is bad.

Followed by Jason Goldberg

Expand



Co @Giocondo_

5h

Finally updated my **twitter** and needless to say, the **blue line** feature is tiresome and totally unnecessary.

Expand



BOY™ @FarrenRuns

8h

Don't like how **twitter** does that **blue line** thing when people are having a convo,

Expand



Chica @MsWEIRDOO

13h

I still haven't updated my **twitter**, I don't wanna see a **blue line** period.

Expand

CONSUMERS ARE USUALLY

- > skeptical about a new product's performance,
- > unable to see the need for it,
- > satisfied with the existing product, and
- > quick to see what they already own as the status quo.

Consumers overweight the incumbent product's benefits by a factor of three.

3×3

Companies overweight the new product's benefits by a factor of three.

$9 \times$

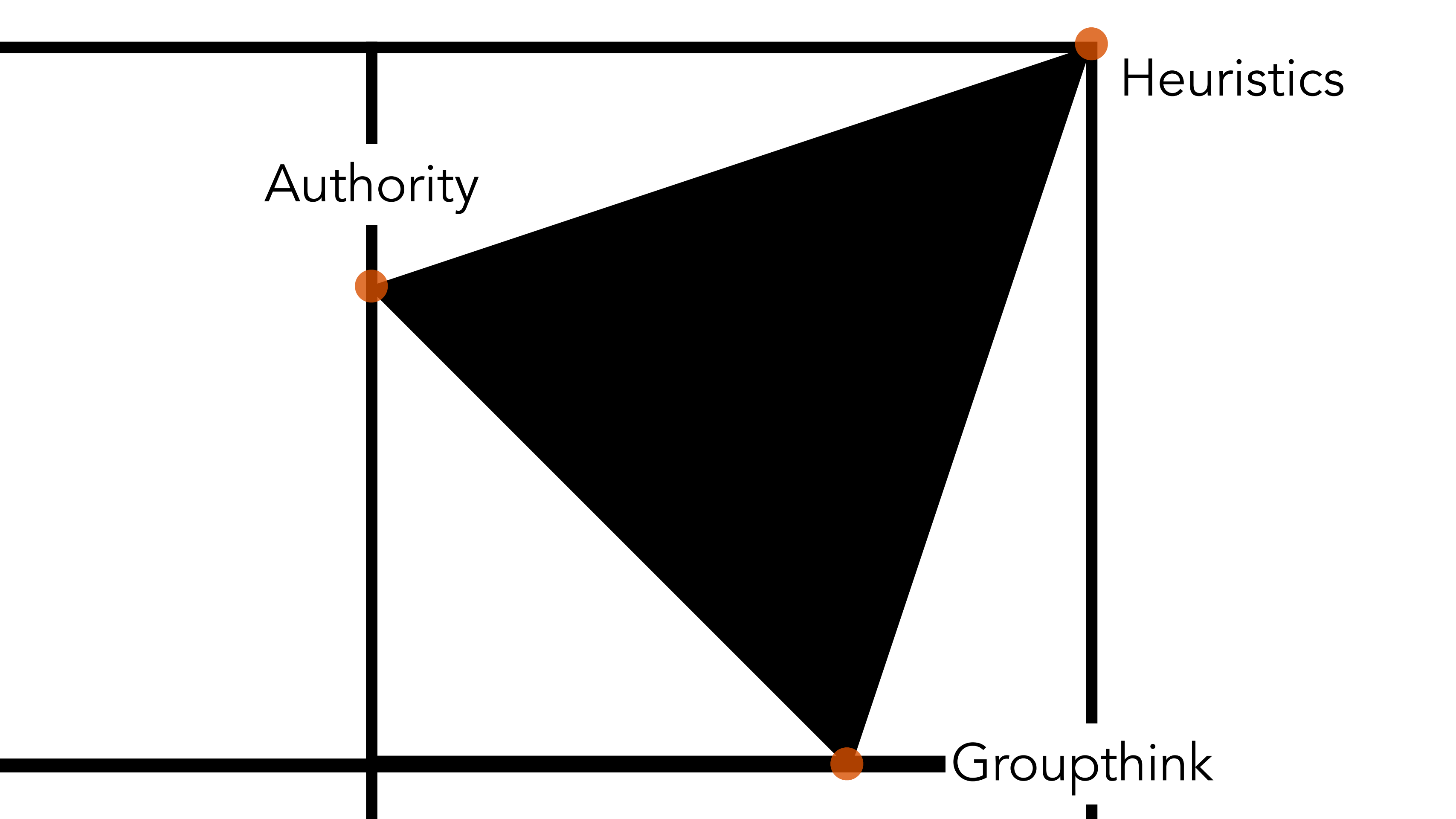
COMPANIES ARE OFTEN

- > convinced the innovation works,
- > likely to see a need for the product,
- > dissatisfied with the existing substitute, and
- > set on viewing the innovation as the benchmark.

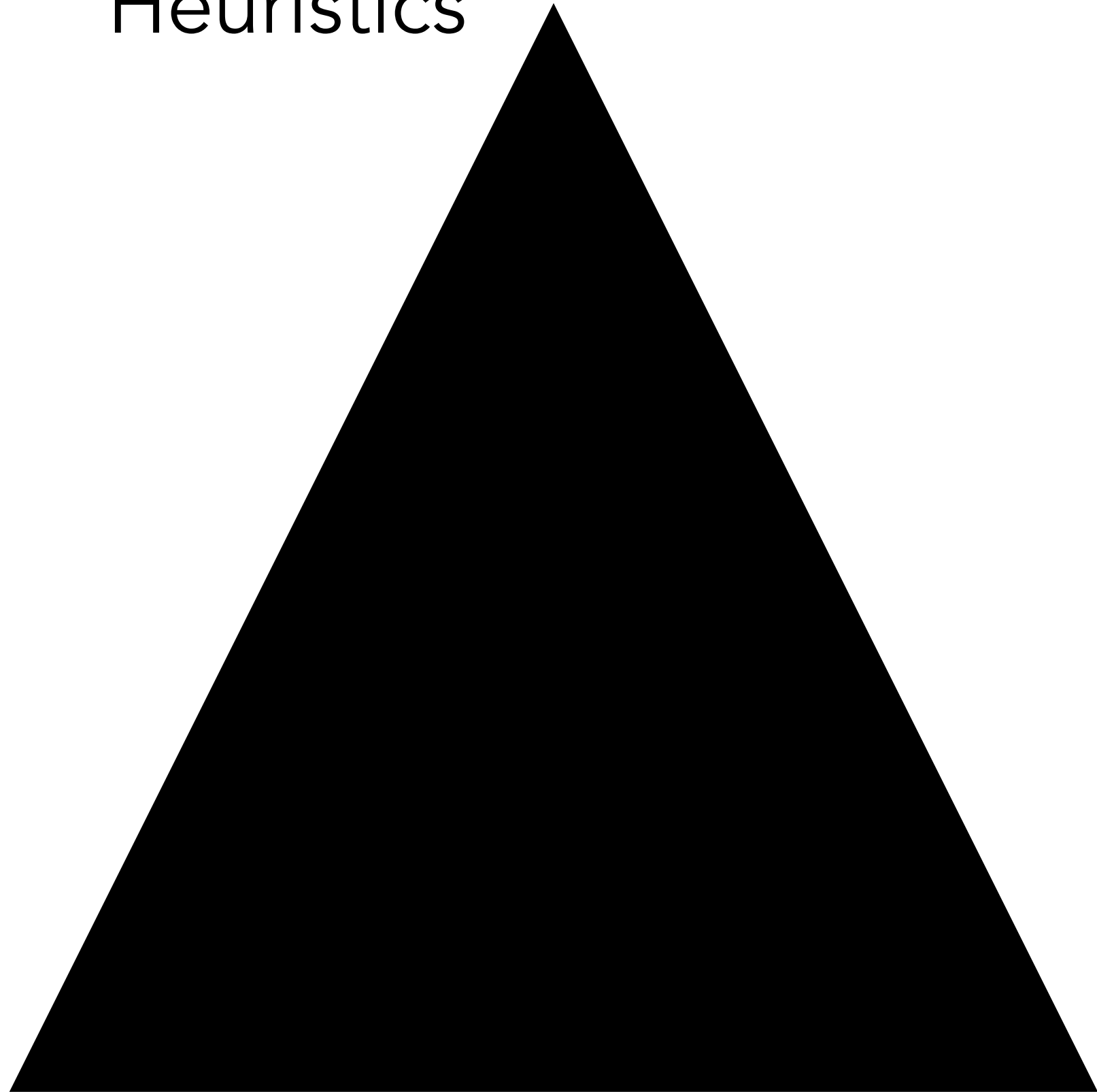
Value is
perceived.



Heuristics

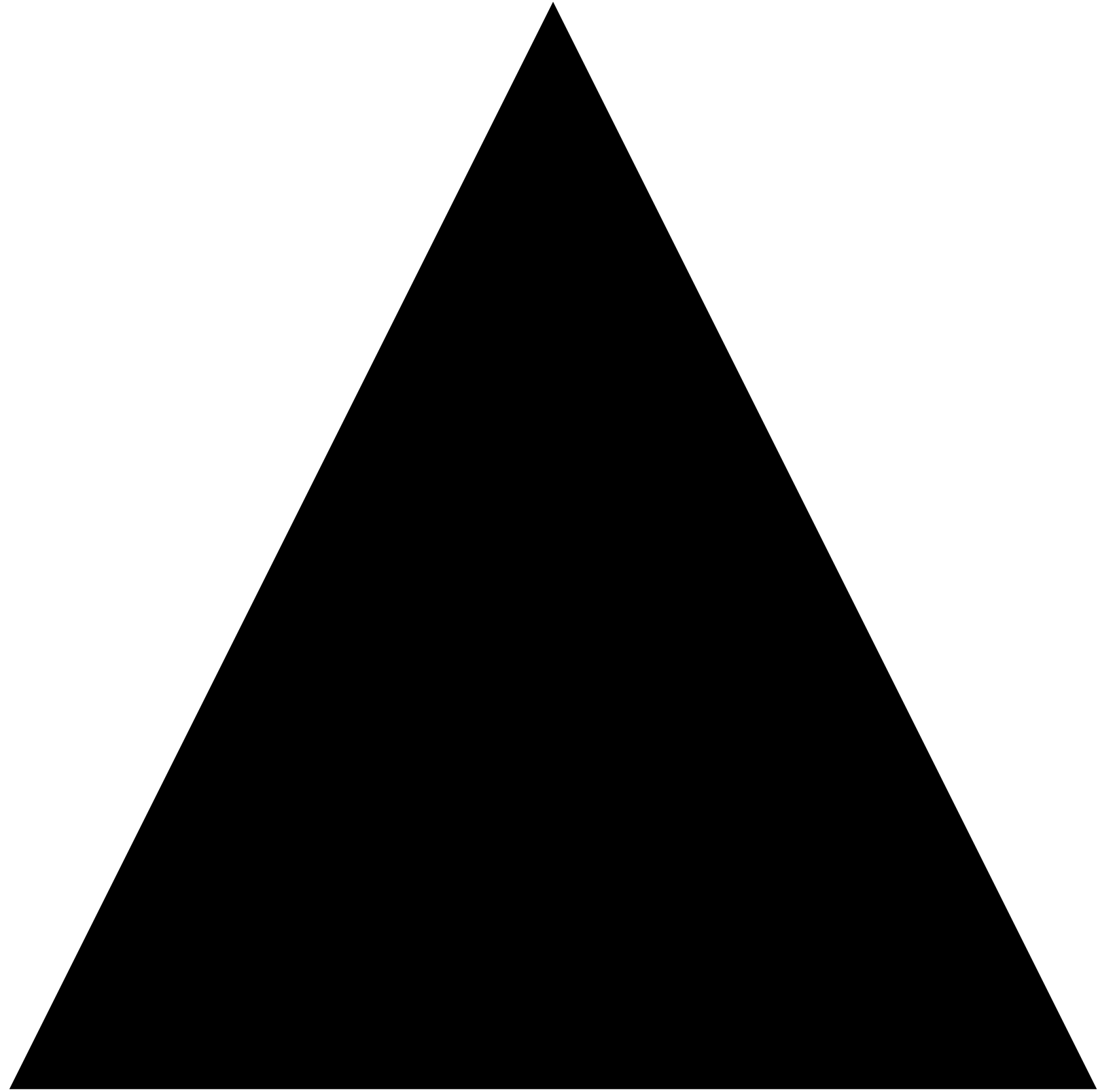


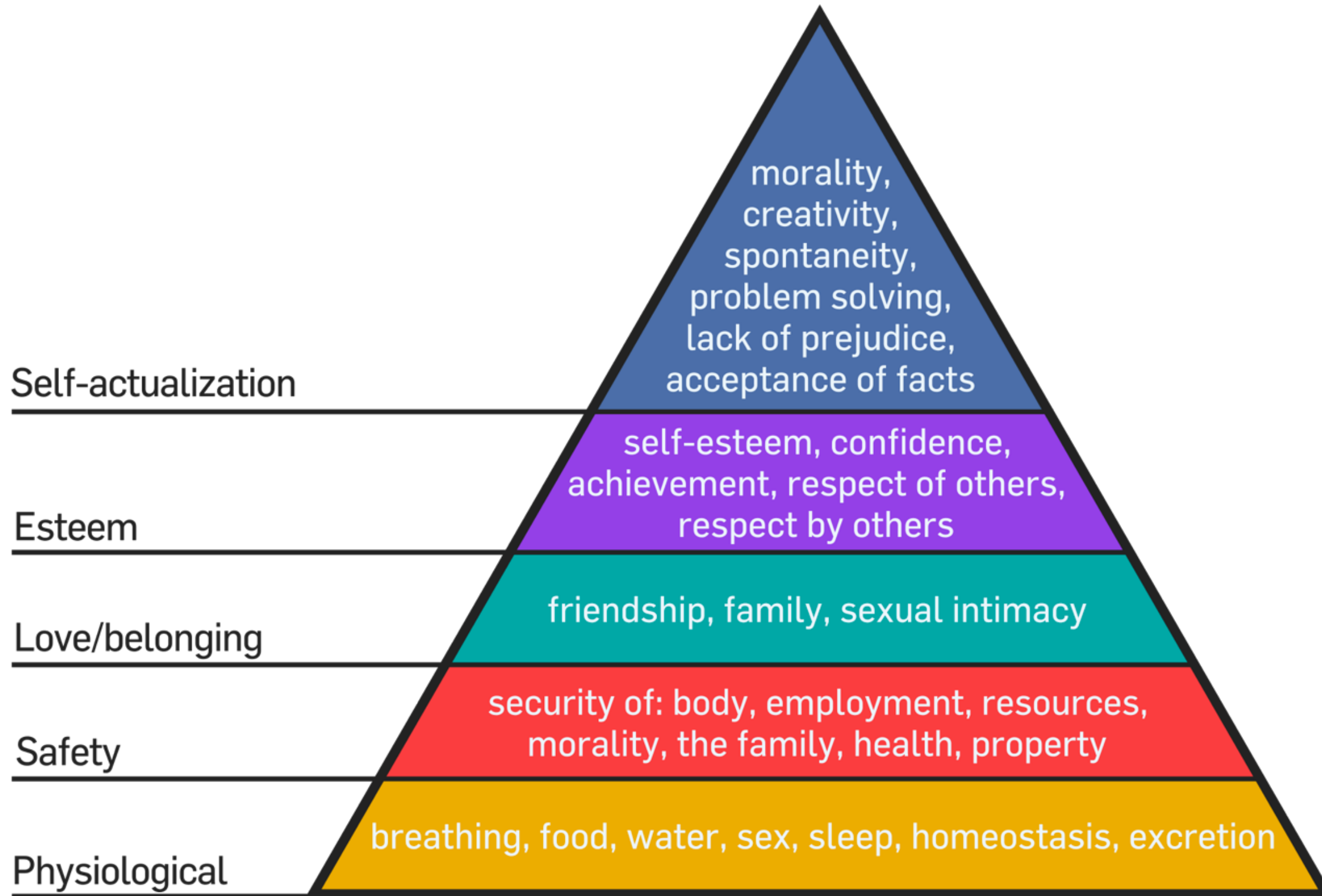
Heuristics



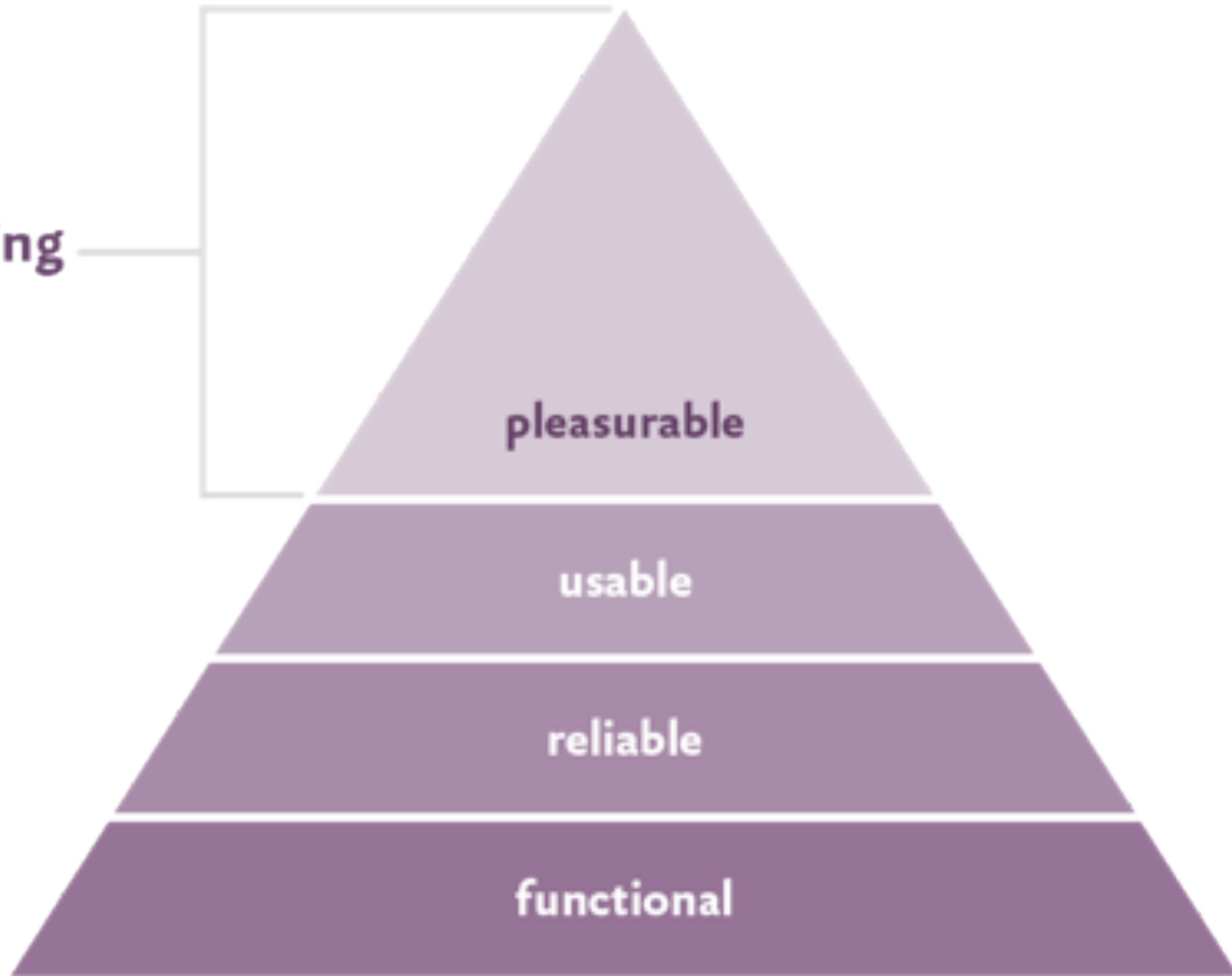
Authority

Groupthink





missing



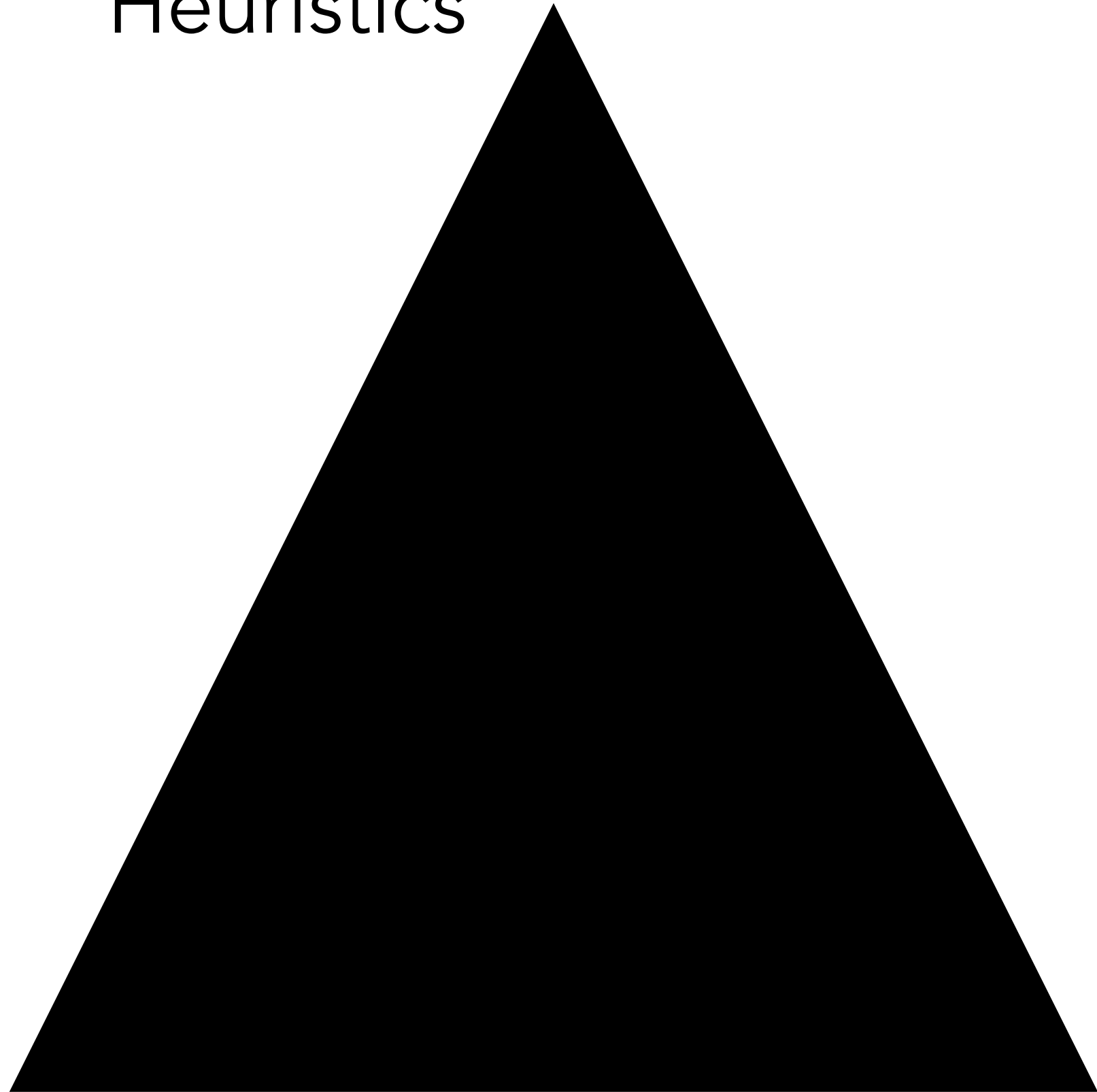
pleasurable

usable

reliable

functional

Heuristics




Authority


Groupthink

Start

Kev 



Store



Maps



Desktop



Weather




Music

Mozilla Firefox




Internet Explorer




Photos

03
Saturday


Calendar



SkyDrive




Remote Desktop



Camera



Xbox Companion



Messaging



People



Finance



Video




Mail

XBOX LIVE™



Pinball FX2

XBOX LIVE™




Solitaire



Reader

Windows Explorer



Understand & Help Users



Anonymity :: Nonconformity



When something is designed to work beautifully, it tends to look that way, too.

Nothing we've ever created has been designed just to look beautiful. That's approaching the opportunity from the wrong end. Instead, as we reconsidered iOS, our purpose was to create an experience that was simpler, more useful, and more enjoyable — while building on the things people love about iOS. Ultimately, redesigning the way it works led us to redesign the way it looks. Because good design is design that's in service of the experience.

[▶ Watch the iOS 7 video](#)





g⁺

Trust builds
authority.

Don't kill
groupthink.
Leverage it.