

Strike Up the Brand!

How to Design for Branding on the Web

Jared M. Spool

Founding Principal of User Interface Engineering

What's the most effective way to strengthen a brand on the web? Recent research shows that it isn't using traditional branding techniques. In fact, those tried-and-true methods can actually hurt your brand, if implemented poorly.

In this presentation, Jared Spool will discuss how User Interface Engineering's recent usability research has uncovered some fascinating truths about how people perceive brands on the internet. He'll discuss:

- How "affinity branding" differs from "dispositional branding"
- How "message branding" doesn't work, but "experience branding" does
- How the user's experience dictates their perception of the site
- When to use "seducible moments" and how they can dramatically increase sales traffic

About the Speaker

A software developer and programmer, Jared Spool founded User Interface Engineering in 1988. He has over 15 years of experience conducting usability evaluations on a variety of products, and is an expert in low-fidelity prototyping techniques. Spool is on the faculty of the Tufts University Gordon Institute and teaches seminars on product usability. He is a member of SIGCHI, the Usability Professionals Association, the Association for Computing Machinery, and the IEEE. Spool is a recognized authority on user interface design and human factors in computing.

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Silicon Valley Chapter of the Association of Internet Professionals

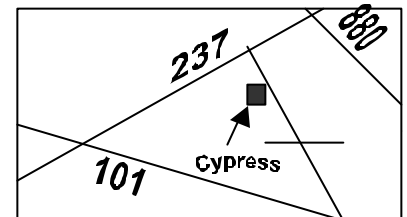
Location: Cypress Semiconductor
3939 N. First St. (north side of Building 3)
San Jose, CA 95134
Located between Hwy. 237 and Tasman Drive

Time:

6:00 pm	Registration, networking, table top vendors, and job announcements.
6:50 pm	General announcements (have jobs, want jobs, etc.)
7:00 pm	Main speaker
8:20 pm	Door prizes (must be present to win)
8:30 pm	Special interest groups

Price: FREE! All of the WebGuild's meetings are free and open to the public. We serve **free snacks**, and everyone is welcome to attend. RSVPs are not required. Invite your friends and colleagues!

Sign Up: For meeting updates and news of upcoming events, use the registration feature on our home page.



For a map and more details, visit us at:

<http://www.webguild.org/>