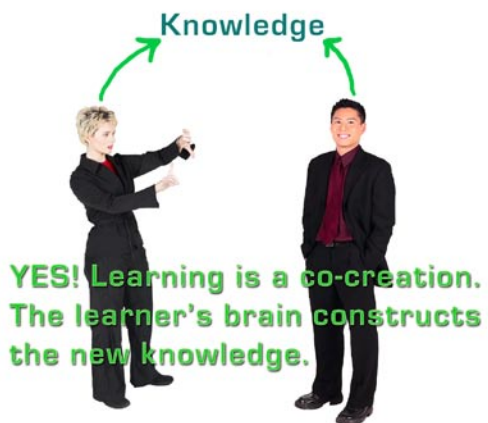
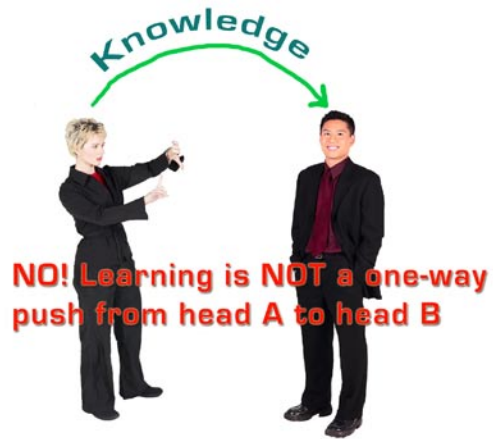


Creating Passionate Users

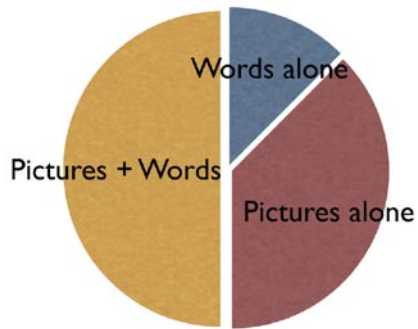
Crash Course in Learning *Exercise*
(Your notes go here)




Get past the brain's crap filter



Why? Who cares? So what?



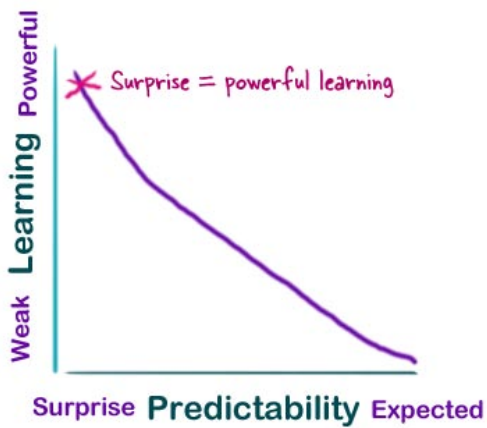


Foo

- bullet one
- bullet two
- bullet three

Foo Case Study:

The ABC company had a severe problem with inventory using Bar. The CIO knew the switch to Foo would be especially hard for the developers of the XYZ...





Conversational writing kicks
FORMAL WRITING'S **ass.**

WTF?

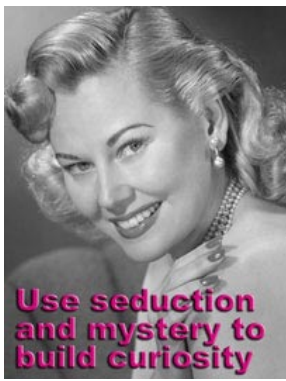


What do good filmmakers and novelist do?

- 2
- 5
- 6
- 3
- 9
- 8
- 7
- 4
- 1

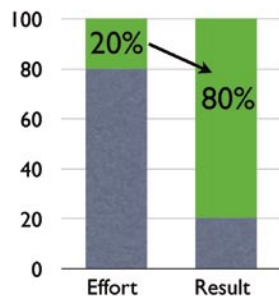
or

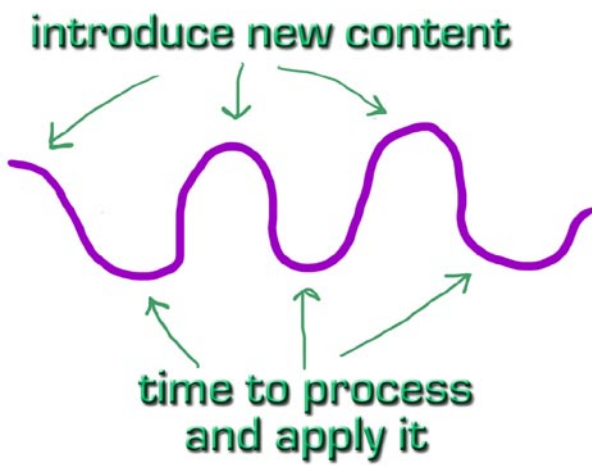
1	2	3
4	5	6
7	8	9





Which would you choose?







Your
Users

What it's *really* all about




Get past the brain's crap filter.



Learning is not a one-way "push" model.



Use visuals to improve (and speed up) understanding, retention, and recall.



Foo

- bullet one
- bullet two
- bullet three

Foo Case Study:
The ABC company had a severe problem with inventory using Bar. The CIO knew the switch to Foo would be especially hard for the developers of the XYZ...

Use redundancy to improve (and speed up) understanding, retention, and recall. Say the same thing, only "different".

Conversational writing kicks FORMAL WRITING'S ass.

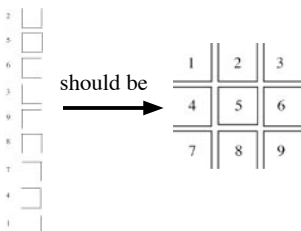
Use conversational language.



Maintain interest with variety and surprise



Use mistakes, failures, and counter-intuitive WTF?



Use the filmmaker/novelist principle of show-don't-tell.

Use "chunking" to reduce cognitive overload.



Since stress/anxiety can reduce focus and memory, do everything possible to make the learner feel relaxed and confident.



Use seduction, charm, mystery to build curiosity.

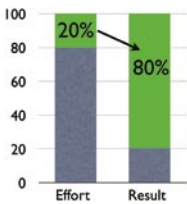


Use a spiral experience model to keep users engaged. Use the game design concept of “next level”.

Which would you choose?



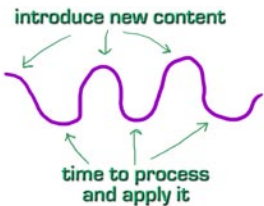
Don't rob the learner of the opportunity to think.



Use the 80/20 principle to reduce cognitive overload. Knowing what to leave OUT is more important than knowing what to include.



Use emotions to increase attention and memory.



Use timing and pacing.



Never underestimate the power of fun.

