



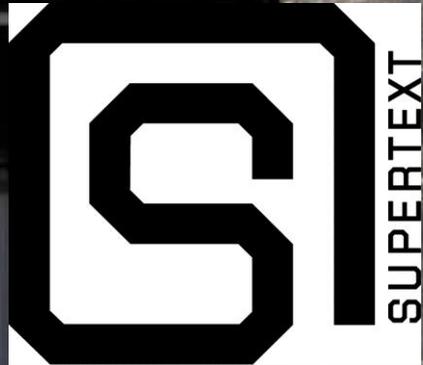
Emotional Webdesign

MAKE THE USER SMILE

ME – Remy Blättler



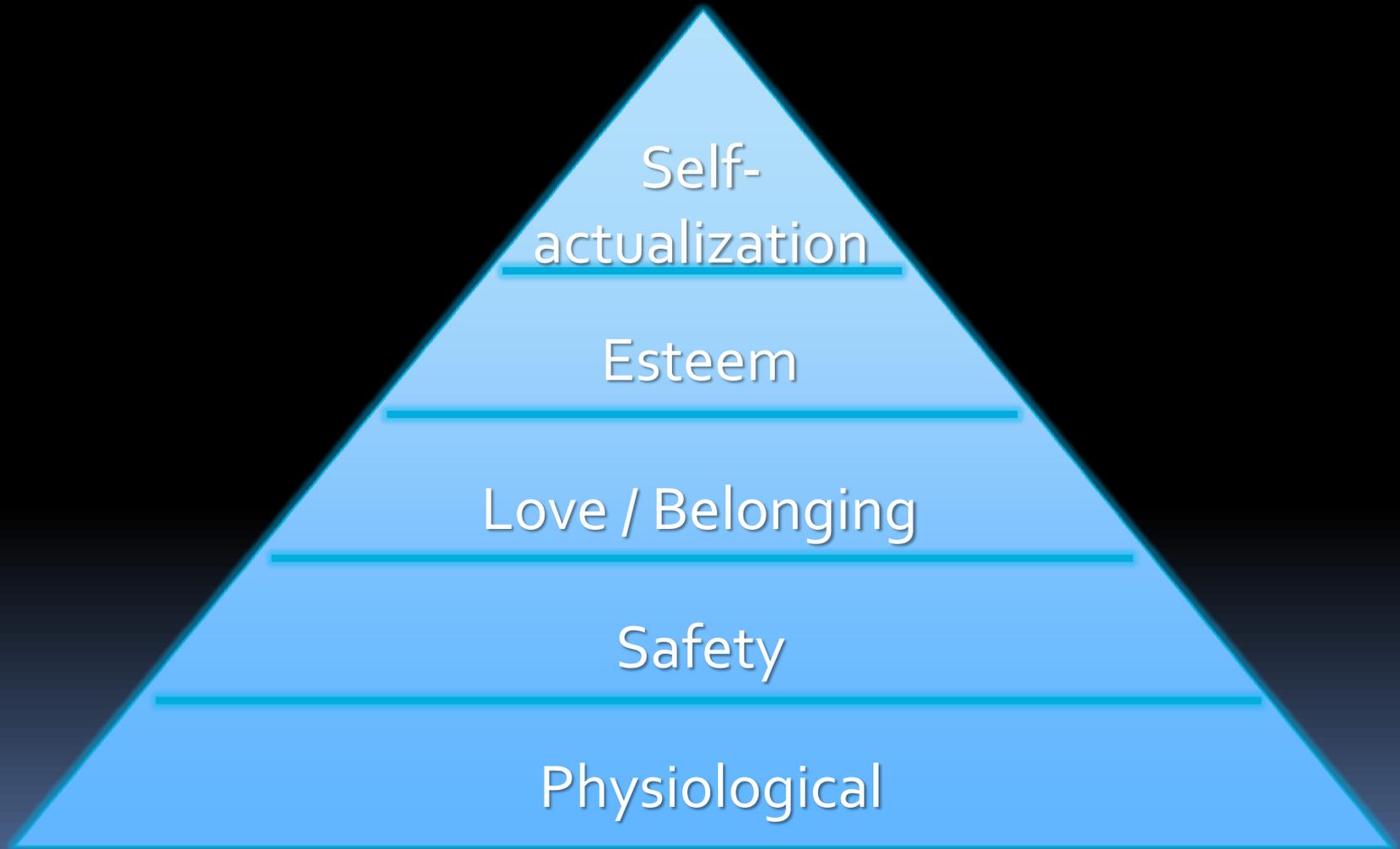
- Swiss
- Developer
- 8 Years of fun in the US
- Now back in Switzerland with my own company Supertext



Supertext

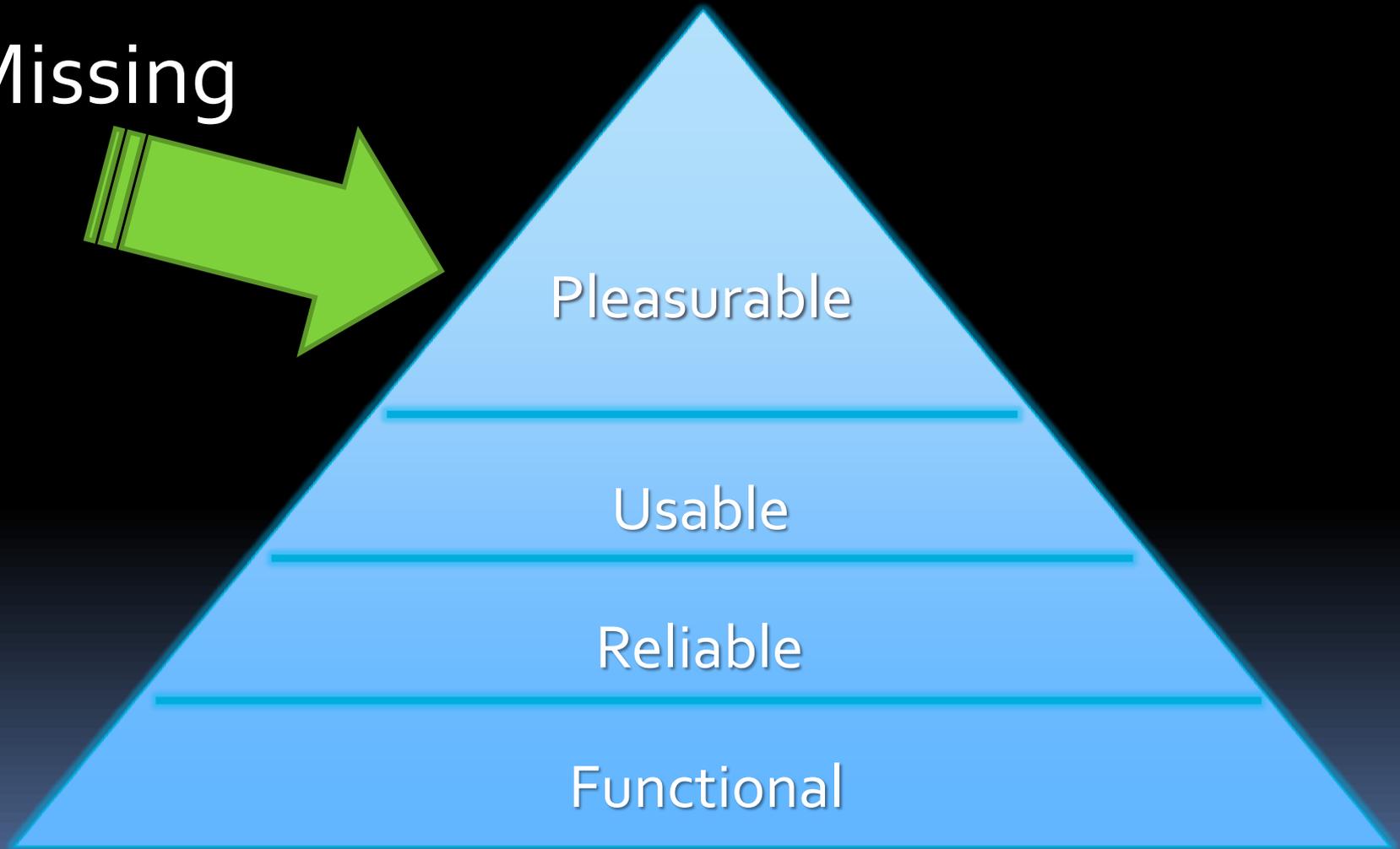
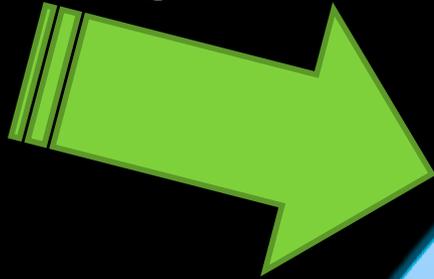
The first copywriting and translation agency on the Internet

Maslow's hierarchy of needs



User's hierarchy of needs

Missing



Pleasurable

Usable

Reliable

Functional



Emotions make the difference

Humans are not rational beings.

A human is a walking bag of squishy meat and liquids, awash in chemicals.



Avoid

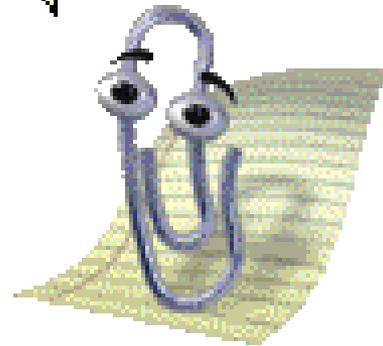
- Music
- Flash intro
- Full screen
- New windows
- Lost passwords during sign-up
- Errors 😊

The Featuritis Curve



It looks like you're trying to write my story. Would you like me to help you?

- Tell me your story
- Show me a video of your humble beginnings

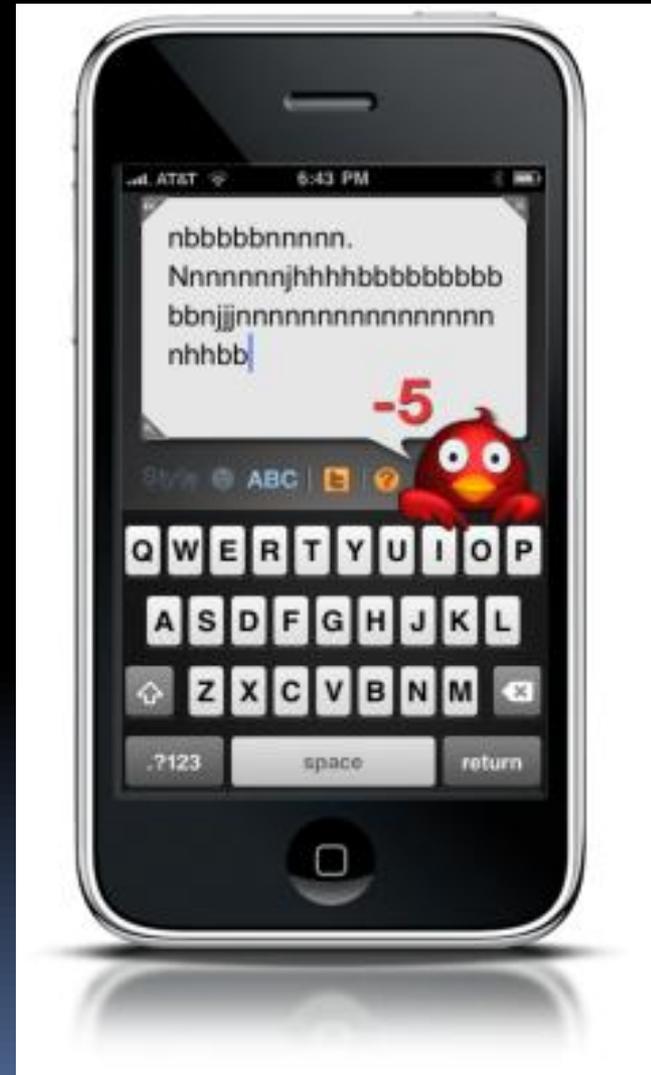


R.I.P. Clippy 1997 - 2007



Good examples

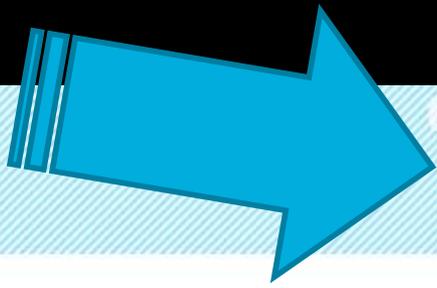
Feathers



All Products

International Shipping

Cart
0 items



The Dreamy Diana Lens

Adds a retro mode to your DSLR!



Learn more!

Nikon
Lens + Adapter
\$60.00

Canon
Lens + Adapter
\$60.00

All Products

International Shipping

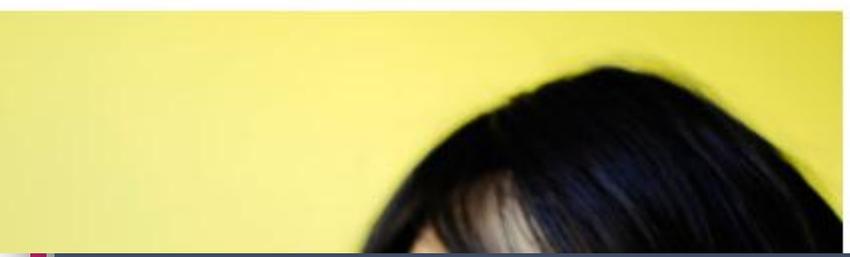
Cart
1 item

Add to Cart



The Dreamy Diana Lens

Adds a retro mode to your DSLR!



Learn more!

Nikon
Lens + Adapter
\$60.00

Canon
Lens + Adapter
\$60.00

Add to Cart

Add to Cart





"Listen to them. Emails of the night.
What music they make."



 **Secure Login**
or [Signup »](#)

Username [Forgot Username](#)

Password [Forgot Password](#)

 Show Password

Remember Me

Login



MailChimp®



Secure Login
or [Join MailChimp](#)

Username

[Forget username?](#)

Password

[Forget password?](#)

remember me

Login

IN LOVING MEMORY OF A. A. MILNE



CONVERTBOT

Convert your Units.

[OVERVIEW](#)

[GALLERY](#)

[UNITS](#)

[PRESS](#)



Items

ITEMS I'M CARRYING 9

MY COLLECTION 0

MISSING 129



Pint
#25,006



Longneck
#34,252



Gowalla Cling
#16,964



Dozen Roses
#10,009



Avocado
#30,358



Soundboard
#14,126



Electric Guitar
#32,065



Blended Drink
#39,967



Tabletop Arcade
#32,075



Remy Blaettler
Zürich

23 stamps

3 pins

0 photos

Add a short bio

Bookmarks

Created Spots

Facebook

Twitter

Website

9 friends

See all friends



Top spots

See all spots

- 1  **Aubrey**
2 checkins >
- 2  **Kantine Schauspielhaus**
2 checkins >
- 3  **Supertext Headquarter**
2 checkins >
- 4  **Lauschuli**
1 checkin >



Home

Services

Unternehmung

Konto

Job erledigt

Herzlichen Dank für Ihren Einsatz, Herr Blaettler!



Wir freuen uns, dass Sie den Job pünktlich erledigt haben. Und zwar ganz genau 18 Minuten vor der Deadline.

Der nächste Schritt

Wir werden Ihre Arbeit nun prüfen und kontaktieren Sie zurück auf Sie zu. Falls Sie nichts von uns hören, ist alles bestens. Nach dem Abschluss des Jobs. Falls der Kunde noch Anpassungen wünscht, denken Sie daran, dass diese Anpassungen in Ihrem Honorar inklusive ist.



[Zurück zum Job](#)

Konto

Remy Blaettler

Supertext

[Jobs \(1\)](#)

[Meine Aufträge \(156\)](#)

[Alle Aufträge \(159\)](#)

[Rechnungen](#)

[Abrechnen](#)

[Einstellungen](#)

[FAQ](#)

[Logout](#)

Support

Haben Sie Fragen?

Wir freuen uns auf Ihren Anruf von Montag bis Freitag, 9 bis 18 Uhr.



0840 40 80 40

(Lokaltarif)



support@supertext.ch

Job erledigt

Herzlichen Dank für Ihren Einsatz, Herr Blaettler!



Sie haben den Job 40 Minuten zu spät abgeliefert. Bestimmt hatten Sie gute Gründe dafür. Lassen Sie uns bitte so rasch wie möglich wissen, wenn es knapp wird, damit wir planen können.

Der nächste Schritt

Wir werden Ihre Arbeit nun prüfen und kommen mit Feedback auf Sie zu. Falls Sie nichts von uns hören, ist alles bestens. No news is good news. Falls der Kunde noch Anpassungen wünscht, denken Sie daran, dass eine Überarbeitung in Ihrem Honorar inklusive ist.



[Zurück zum Job](#)

Konto

Remy Blaettler
Supertext

[Jobs \(1\)](#)

[Meine Aufträge \(156\)](#)

[Alle Aufträge \(159\)](#)

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(Lokaltarif)



support@supertext.ch



Team Pages

Good place to play around a little

Ideas

- Handwritten signature
- Automatic daily horoscope
- Mouse-over pic with something funny behind it

Avoid:

- Information that is too personal



First a boring one

Credo

Ohne zentrale Idee, die auf einem fundierten Verständnis der Beziehung zwischen Marke und Konsument basiert, lässt sich eine Marke langfristig nicht erfolgreich führen.

Wir wollen die in einer Grossagentur gemachten Erfahrungen mit den Vorteilen einer flexiblen Agentur mit schlanken Strukturen verbinden und nutzen.

Unsere Motivation

Herausragende kreative Werbung machen für Kunden, die das wirklich wollen, und dabei gemeinsam Spass haben.

Facts

Agenturgründung: 1. Juli 2002

Bruttobetriebsertrag 2008: 15.6 Mio.

Anzahl Mitarbeiter: 65

Internationaler Partner

Leo Burnett Gruppe mit 96 Agenturen in 84 Ländern.

www.leoburnett.com

Partner



Martin Spillmann
CD



Peter Felser
CEO



Rolf Zimmermann
MD



Peter Brönnimann
CD



Michael Waeber
CFO



And some fun ones

NEUIGKEITEN

ARBEITEN

AGENTUR

KARRIERE

KONTAKT

kempertrautmann

kempertrautmannschaft / Fakten / kt-Hamburg / kt-Berlin / loved / Kunden



Anke Peters

Service

ap@kempertrautmann.com



Alexa



Alexander



Alexander



Anabel



André



Andrea



Anke



Ann-Kathrin



Bastian



Biljana



Boris



Christine



Christoph



Christoph



Collin



Constanze



Cornelia



Dominik



Ellen



Enrico



AKTUELL

INFO

REFERENZEN

CREW

AWARDS & PRESSE

KONTAKT

Dewi Sudibyo
Azubi Mediengestalter
Digital & Print

Timebandits
Berlin!, Musik, Konzerte,
Design, Mädchenkram

Lieblinks

MAC Cosmetics
Amelia Arsenic
Nubby Twiglet

Lieblingsmusiker

Comeback Kid, Jimmy
Eat World, Tiger Army,
City & Colour, Röyksopp...



WMTEAM

Showtime
FOR YOUR BRAND



SOUND OFF

The Team

[Give us a Ring ▶](#)

We're a tight-knit bunch of seriously talented individuals who are passionate about stunning design, graceful code, and making our clients' lives easier. We work hard and play hard as a team. Weighing in at 2,092 pounds of raw creative power, the Riser Media team is the biggest thing since King Kong.



Michael Janda

Master & Commander

Take a little ambition, a ridiculously tuned sense of detail, a friendly personality and a cue ball-pack them all together, put them in a blender and out comes a yummy Michael Janda shake. As founder and CEO, Michael is the original driving force behind the creative goodness at Riser Media. Michael brings over a dozen years of design world experience to the table (including a few years as Senior Creative Director of Fox Kids' and Fox Family's internet groups). With a Midwest work ethic and a motto that "OCD is an attribute" his direction always ensures that our results are filled with effective tastiness.

Theme Song	Gonna Fly Now (from Rocky)
Favorite Restaurant	In-N-Out Burger
Interesting Fact	Holds Black Belt in Karate
Best Snack	Cold Cereal
Worst Word	Quit

[In a Nutshell](#)[Testimonials](#)[Client List](#)[Accolades](#)[Speaking Engagements](#)[The Team](#)[Careers](#)



dominic meister

art director

entwurf

konzept

projektentwicklung

suche: herausforderende aufgaben

biere: ... die dazu passenden ideen

finde: ... porsche 356, die zeitlose designikone



AVOIDING CULTURE BURN

Download our guide to adapting advertising copy for foreign markets.



ENGLISH COPYWRITING

We are known for the quality of our foreign copy adaptations. But did you know we can also write your English copy from brief?



TYPESETTING

To complement our copywriting services we offer a complete pre-press production typesetting and DTP service.

Meet the team

[← BACK](#)



Nadine Hagenow

Nadine spent a carefree and somewhat sheltered childhood on a farm in a tiny village (just 400 inhabitants!) near Leipzig in former East Germany. However, it wasn't long before she discovered that the world was a lot bigger than she had first been led to believe – her grandfather who lived in West Germany would come to visit, regaling her with stories of fully stocked supermarkets and radio-cassette players, and bringing her presents of bananas and Barbies.

She had always loved languages and, as soon as the wall fell, she occupied herself learning English, French and Russian at secondary school. She knew she wanted to study languages at university, so she first tried her hand at teacher training (yawn) but quickly discovered that (apart from the English and Latin lessons), she didn't actually find it much fun! So she switched to a translation course with English and Spanish. After spending a year in Barcelona and many more in Leipzig, Nadine graduated and moved to London to work in a small translation and software company as a project manager in June 2007. A few years and two more jobs later (very unusual for a German, we know), Nadine finally found herself at Mother Tongue Writers – where she and her colleague Christian represent "Team Deutschland".

Have ad.

Personal not personalized

- Be personal in e-mails, newsletters and on your webpage.
- Personalization is often just another feature that clutters the interface
- Du / Sie in German. Track it in your CRM
- «Hi Remy» sounds so much better than «Dear Mister Blättler»



Greetings and goodbye

Boring

- Hello Remy

In the morning

- Good Morning Remy
- Almost time for lunch?

Afternoon

- We hope you're on the way home soon?



Greetings and goodbye

Evening

- Wow, still at work, Remy?

Before a holiday

- Instead of always «Kind regards»
 - Happy Easter!
 - Enjoy your long weekend!
- 



Numbers and Dates

Bad:

1 Comments, 2 Comments, 45 Comments

Better

One Comment, Two Comments, 45 Comments



You have no new messages.

You have one new message.

You have five new messages.



Numbers and Dates

Bad:

17.05.10

Better:

Monday, 17 May 2010

Best:

Last Week, Yesterday, 2 Min ago

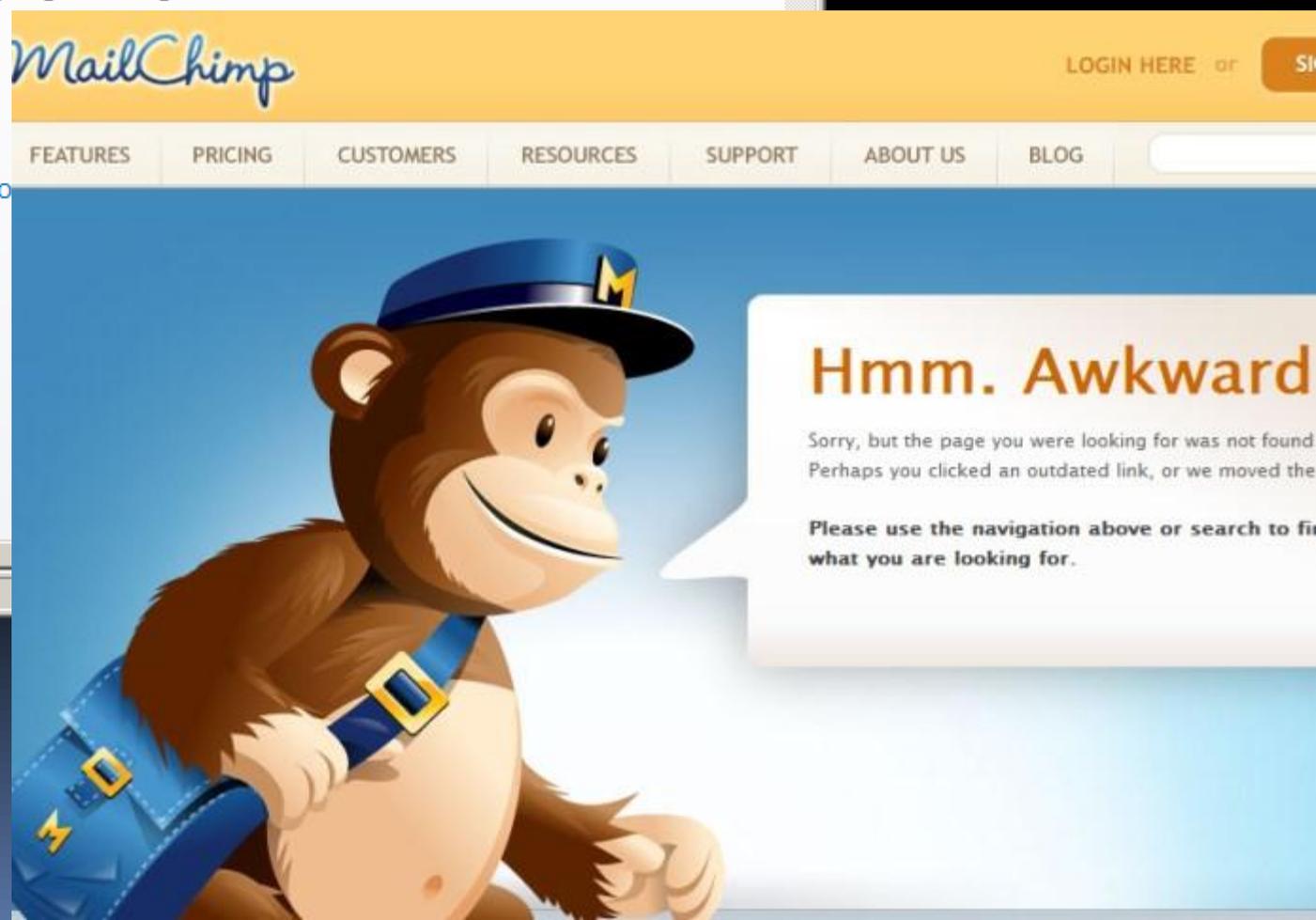
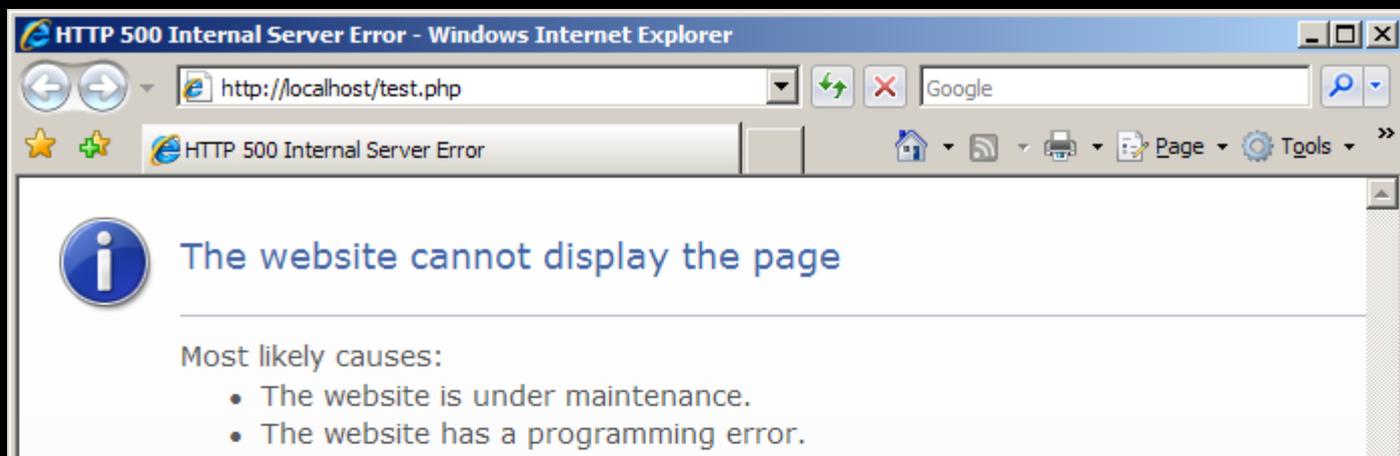




Error Pages

- Avoid them 😊
 - Plan for all cases, check logs, analytics
- Use the same design







Error Pages

- Avoid them 😊
 - Plan for all cases, check logs, analytics
- Use the same design
- Apologize and calm the user down



Sorry.
(for giving you a site error)

I may have shredded the power cord.
Oh, and your favorite shoes.
Can you please try again?

Or check out our new city guides: [Things to do in Atlanta](#) | [Things to do in Boston](#) | [Things to do in Chicago](#) | [Things to do in Houston](#) | [Things to do in Las Vegas](#) | [Things to do in Los Angeles](#) | [Things to do in New York](#) | [Things to do in Palo Alto](#) | [Things to do in San Diego](#) | [Things to do in San Francisco](#) | [Things to do in Seattle](#) | [Things to do in Washington, DC](#)



Error Pages

- Avoid them 😊
 - Plan for all cases, check logs, analytics
- Use the same design
- Apologize and calm the user down
- Help with the next step / recovery
- Allow for feedback

Page not found

Sorry, but the page you were looking for can't be found. See below for what you can do about that – Dunstan.

Your options

1. Submit an [error report form](#) ↓
2. Go to the [blog homepage](#)
3. Go to the [blog archive](#)
4. Read the last five posts
5. Search the blog archives ↓

Search the blog archives

Quick error report

You can quickly report this missing page by clicking the button below (it will reload this page and send Dunstan an email with the relevant details attached).

submit quick error report

Last 5 blog posts

1. [A hello-and-goodbye kind of post \(101\)](#)
2. [Another short film of the puppies in the garden \(70\)](#)
3. [A short film of the puppies in the garden \(28\)](#)
4. [World's first? Wimax for train commuters \(31\)](#)
5. [I am a kitten \(38\)](#)

Feedback request

If you'd like some feedback about the content you are looking for, please fill in the form below and I'll get back to you. (The page you were after, and the referring page, will be sent automatically.)

Name:

Email:

Comment:

submit feedback request

Bills (Supertext Reminder)

Hi.

I'm the computer at Supertext. During the cleanup of my hard drive, I found the following open payment:

{ Payment Information }

Nobody knows about this here yet, please pay quickly so it stays that way.



Risks

- Emotions are emotions!
 - Some will hate them. Some will love them.
 - Be careful where you use them. If used properly, they can be a very powerful way to create an identity and a connection to your brand.
- 



Links

- [Cool 404 Error Pages](#)
 - [404 Best Practices](#)
 - [Fab404](#)

 - [Emotional Interface Design](#)
 - [Don't listen to Le Corbusier](#)
- 



You can download this
presentation from
blog.supertext.ch



The end.

THANK YOU, THANK YOU!

BLACKSOCKS

Shop

Socken

Abo

Weitere Produkte

Über uns

Shop | Warenkorb |

1. Warenkorb | 2. Adresse | 3. Bezahlung | 4. Bestätigung

Vielen Dank für Ihre Bestellung.

Kundennummer: 128958

Wir werden Ihnen die Produkte wunschgemäß zustellen. Sie können Ihre Bestellungen [hier verfolgen](#).

Sie haben sich entschlossen, die Qualität unserer Produkte zu genießen. Gratulation!

Sollen auch ihre Freunde und Bekannten, ihre Gegner und Feinde, ihre Kollegen und Sportfreunde, ihre Familie und Nichtfamilie in den Genuss abonniertes Produkte kommen, so empfehlen Sie uns ruhig weiter.

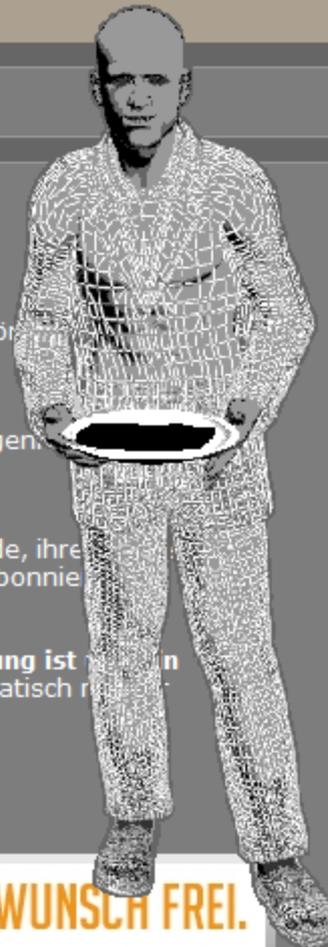
Wir profitieren - aber **auch Sie profitieren, denn jede Vermittlung ist für ein Paar Gratissocken wert**. Die Bonus-Socken erhalten Sie automatisch bei der nächsten Lieferung zugestellt.

Zum Shop

SHOP-GATE



SIE HABEN NOCH EINEN WUNSCH FREI.



Ihre Be

In CHF
Total

Sehr beliebt



SULZER, SUTTER
WERBEAGENTUR BSW

Kunden

Kampagnen

Köpfe

Kontakt

News



Roland Sutter, Managing Director,
rsutter@sulzersutter.ch
1 von 10

schliessen

ON/OFF

HOME

TEST

kult.ch ist das erste interaktive, gesellschafts-satirische blogmagazin der schweiz: links und kommentare zum taglichen leben und dem, was sich in den m

kultpartys:



29. MAI ***KULT meets BOYANKASHA!***

Am 29. Mai helfen wir mit, dass der Sommer warm wird. Wir feiern unsere monatliche KULTPARTY zusammen mit unseren Freunden von BOYANKASHA, harmonisieren und tanken den Ausklang des Concours d'Eurovision und setzen zusammen den Startschuss zum Zurich Pride Festival.

Samstag, 29. Mai 2010
BLINK, Neutronenbombe 22, 8004 Zurich
20.00 bis 23.00 Concours d'Eurovision-Lounge
23.00 bis 04.00 Uhr Party mit
Kult Artists, DJ Kattweiss, DJ Dirk Galini, DJ Otto von Tessa
Eintritt bis 23.00: gratis, ab 23.00: Fr. 7.-



10. JUNI ***MIXTAPE***

Wir feiern 1 JAHR KULT.CH mit dem Soundtrack unserer Jugend, aufgetragen von DJ MURK, betreiben uns mit STELSCHMANN VOINA und dem erstmalig angesprochenen KULTUR und beschreiben die ersten Tagliche Satire mit einem selbstgebastelten KULTMIXTAPE.

Donnerstag, 10. Juni 2010, 21.00 bis 02.00 Uhr
WILZER, Kreuzstrasse 24, 8000 Zurich
Eintritt: Fr. 15.-, Strichly me Gustet list.

kultevents:



 [kult auf twitter](#)

 [kult auf facebook](#)

 [kult als rss-feed](#)

impresum



rainer.kuhn@kult.ch (gesamtverantwortung)

[<click here for high-res download>](#)



midi.gottet@kult.ch

[<click here for high-res download>](#)



alex.flach@kult.ch

[<click here for high-res download>](#)



david.hugentobler@kult.ch

[<click here for high-res download>](#)

kultblogger:



rainer kuhn

 [auf facebook](#)
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[alle artikel](#)



henrik petro

 [auf facebook](#)
[alle artikel](#)



marianne weissberg

 [auf facebook](#)
[alle artikel](#)



ralph hennecke

 [auf facebook](#)
[alle artikel](#)



c. maria liessmann

 [auf facebook](#)
[alle artikel](#)



david cappellini

 [auf facebook](#)
[alle artikel](#)

suchen:

Errors

* Photojojo! *
STORE

Checkout

I'm new here!

What's your name?

Don't forget your name. → First Last ← Don't forget this guy.

Something's funny here. (Not funny ha ha) → Email

The image shows a checkout form for 'Photojojo! STORE'. The form is titled 'Checkout' and includes a sub-section 'I'm new here!'. The main question is 'What's your name?'. There are three input fields: 'First', 'Last', and 'Email'. The 'First' and 'Last' fields are grouped together. There are three error messages in pink boxes with arrows pointing to the fields: 'Don't forget your name.' points to the 'First' field, 'Don't forget this guy.' points to the 'Last' field, and 'Something's funny here. (Not funny ha ha)' points to the 'Email' field. The form is set against a light blue background with a diagonal line pattern at the top.