



Creating a persuasive service interface
in mobile P.Prakash | Head of Product

FLUTOMATIC

What is persuasion?



From: [redacted]
To: giva@privatescape.com
Cc:
Subject: Fax: How this happened

— On Tue, 11/4/08, Barack Obama <info@barackobama.com> wrote:

From: Barack Obama <info@barackobama.com>
Subject: How this happened
To: "Catherine Smith" <csmith@smith.com>
Date: Tuesday, November 4, 2008, 8:31 PM

Catherine --

I'm about to head to Grant Park to talk to everyone gathered there, but I wanted to write to you first.

We just made history.

And I don't want you to forget how we did it.

You made history every single day during this campaign -- every day you knocked on doors, made a donation, or talked to your family, friends, and neighbors about why you believe it's time for change.

I want to thank all of you who gave your time, talent, and passion to this campaign.

We have a lot of work to do to get our country back on track, and I'll be in touch soon about what comes next.

But I want to be very clear about one thing...

All of this happened because of you.

Thank you,

Barack



What is persuasion?



Image?



Value?

Armin Heinrich



I Am Rich
Category: Lifestyle
Released Aug 05, 2008
Seller: Armin Heinrich
© 2008 Armin Heinrich
Version: 1.0
0.1 MB

\$999.99 [BUY APP](#)



AT&T 11:11 PM

Search Info Tell a Friend



I Am Rich
Armin Heinrich
275 reviews **\$999.99**

Art & Lifestyle - Not for everyone

The red icon on your iPhone or iPod touch always reminds you (and others when you show it to them) that you were able to afford this.

It's a work of art with no hidden function at all.

After pressing the (i) on the main page, a secret mantra will be shown. This may help you to stay rich, healthy and successful.

If it's too expensive for you - check out my other apps - they are all much cheaper.

Screenshot:



Featured Categories Top 25 Search Updates

Satisfaction?



Image: <http://www.wiinjury.com/>



Contextual touch points?

New phones create
new behaviours



GO TO PANEL ONE, REPEAT.

BBC

Live profile Help

Search

Explore the BBC

NEWS

LIVE BBC NEWS CHANNEL



News Front Page

World

UK

England

Northern Ireland

Scotland

Wales

Business

Politics

Health

Education

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Page last updated at 00:00 GMT, Monday, 19 January 2009

E-mail this to a friend

Printable version

New phone features 'baffle users'

The complexity of modern mobile phones is leaving users frustrated and angry, research suggests.

Some 61% of those interviewed in the UK and US said setting up a new handset is as challenging as moving bank accounts.

Compiled by mobile firm Mformation, the survey found 85% of users reporting they were frustrated by the difficulty of getting a new phone up and working.

Of the 4,000 people questioned, 95% said they would try more new services if phones were easier to set up.

Web browsing

Mformation spokesman Matthew Bancroft said users were frustrated by having to call an operator or look online for help.

"There is an enormous range of things modern phones are capable of doing but the paradox is that many people are not using these



Setting up a new mobile phone is no longer child's play.

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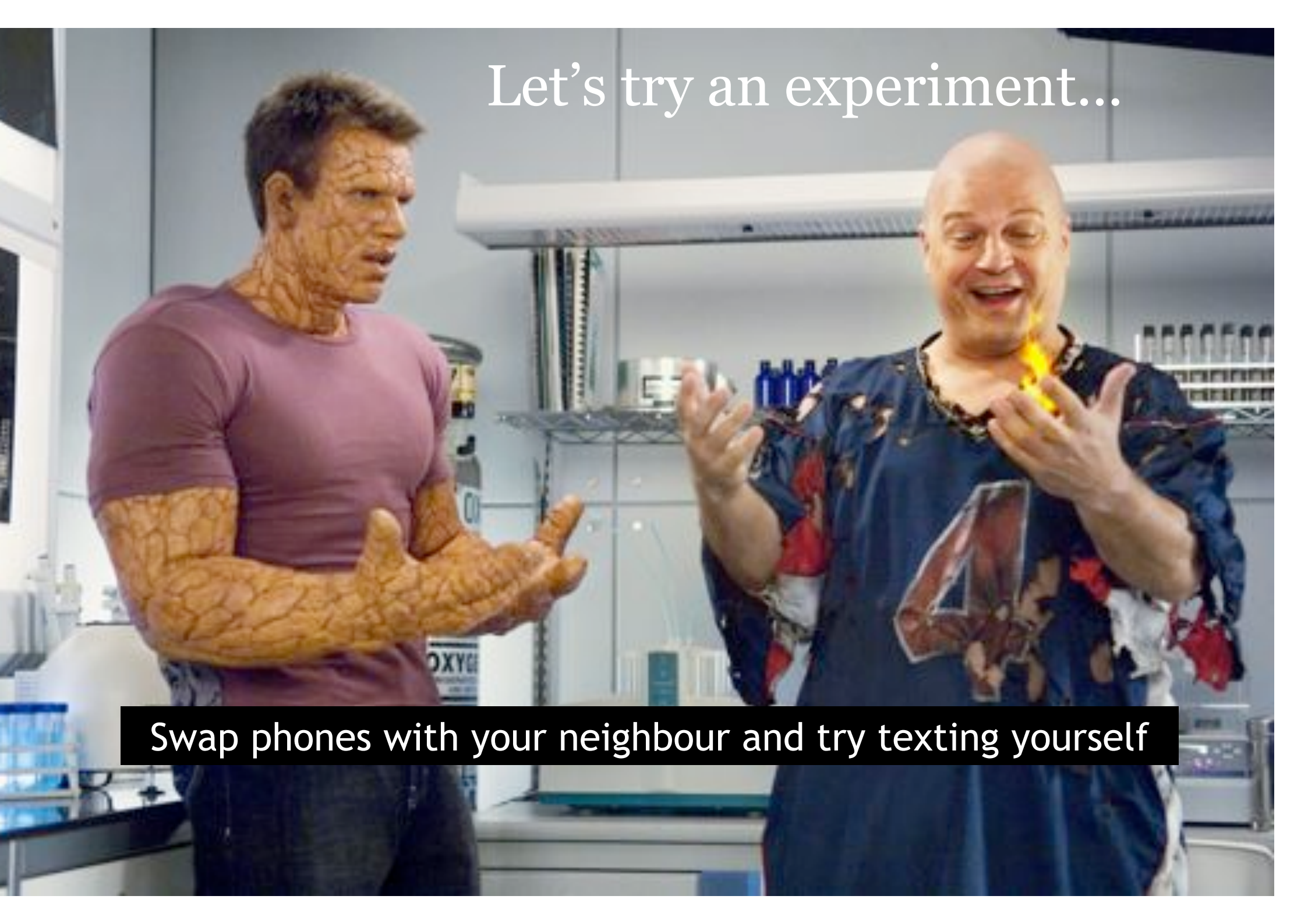
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TOP TECHNOLOGY STORES

- Windows worm numbers 'skyrocket'
- New phone features 'baffle users'
- Microsoft is accused by EU again

Let's try an experiment...

Swap phones with your neighbour and try texting yourself



The Funnel

Marketing

Registration

Active

Payment



sunshine n chocolate (F,20)
[Where am I?](#)

rated 8.3 by 384 people

how can i make you happy?
[see profile](#)
[more pics...](#)

- + Send a program
- + Send a gift
- + Favourite!
- + Backstage!
- + Alert Me!
- + BUZZ!

sunshine n chocolate (F,20)
[Where am I?](#)

BUZZ!
[Alert me when online](#)
[Rate her!](#)

[My Flirtbox \(5\)](#)
[Refresh conversation](#)

hello there...|

Send

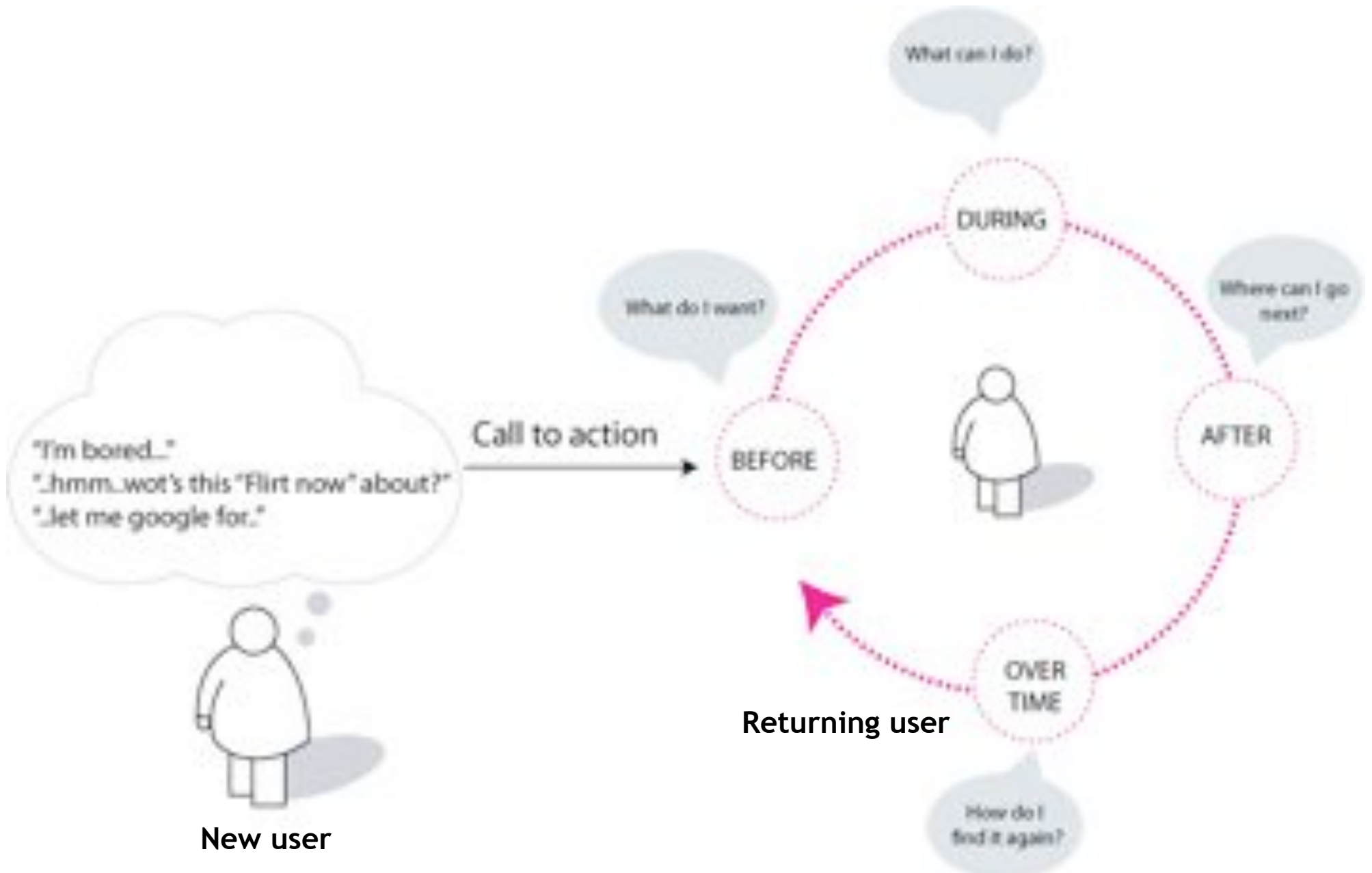
FLIRTMATIC

Look At Me!
Kelly c (F, 27)
Flirts with men

Someone checked you out!
You buy Flirt Points to be able to buy stuff for yourself or to send to others. Choose from the following bundles:

☉ 200 Flirt Points for £1.50 by Mobile bill (PayForIt)

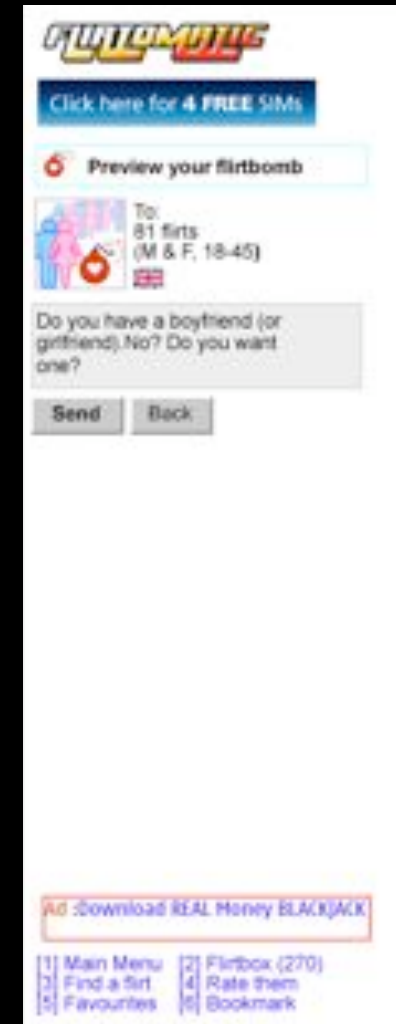
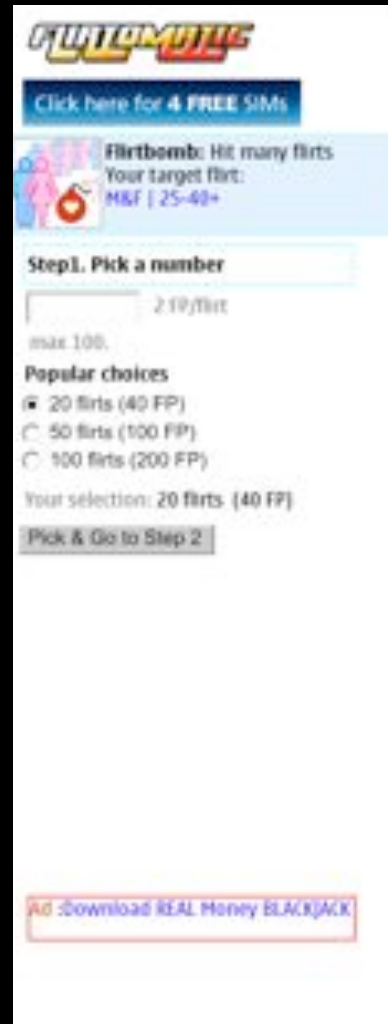




Time

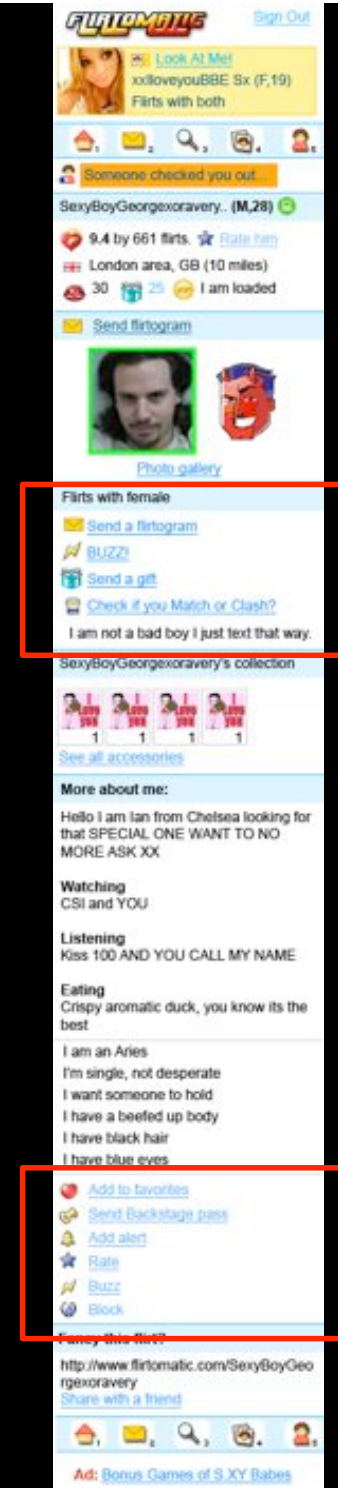
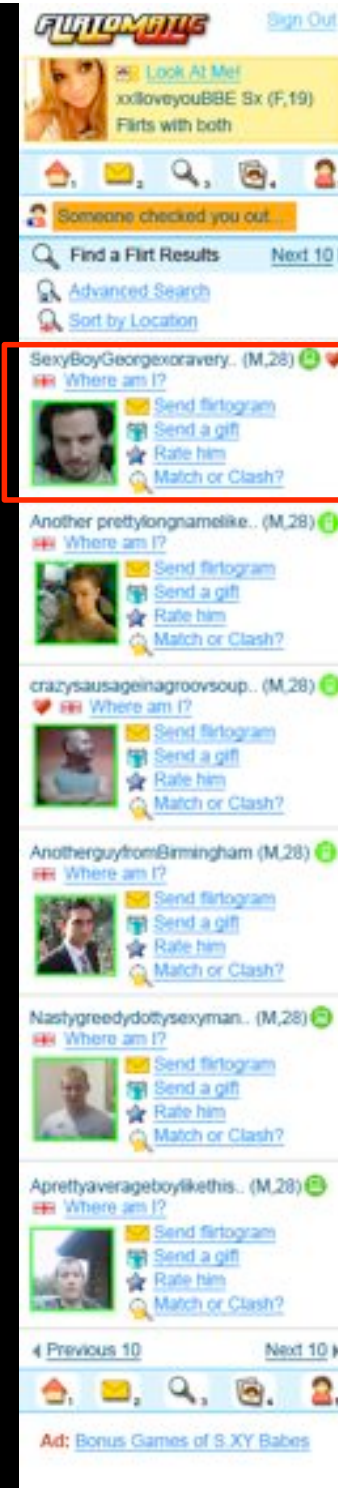
Principle 1: EG: Flirtbomb

Turn emotional goal into **actionable statements**



Principle 2: EG: Action palette

Keep **trigger-design** -
Minimal, consistent but
widely recognisable.



Principle 3: Easy sampling Design for easy trial/ sampling a service

FLIRTOMATIC [Join](#) | [Sign in](#)

Welcome aboard. 3232 online

New? Join Us! Its FREE

The FREE FUN FLIRTING service where you meet real people NOW

Chat for FREE. 3232 online

Find a flirt near you. Try it

Send them a gift/snog

Sign in: Your registered email/phone:

Password: [Forgot it?](#)

Remember me

Get flirting. Sign in

[Problems?](#)
Call 0845 270 6700
* Standard network rates apply

[Help](#) | [Bookmark](#) | [Promise](#)

FLIRTOMATIC Account setup

Before you can start to send message or rate people, you need to set up an account. Please answer the following basic questions to set up your profile.

Are you male or female?

Male

Female

Who do you flirt with?

Male

Female

Either

You need to be over 18 to flirt on Flirtomatic, please enter your date of birth:

Date (eg:27)

Month (eg:11)

Year (eg:1984)

I agree to receive occasional FREE messages from Flirtomatic (we promise not to spam or share with 3rd parties)

I have read and accept the [Flirtomatic Terms and Conditions](#)

When you click on CONTINUE, we will set up your account with your mobile number as your login name (it is never seen by others). Your network operator passes us this. It takes about 10 seconds.

Continue...

FLIRTOMATIC [Sign Out](#)

Nokia Music Store
Now open 24/7

Home 1, Mail 2, Search 3, Profile 4, User 5

Hello PowerfulAngel 42 (F,33)
Your profile is 60% complete

My Flirt Box (1)

Send a flirtbomb

Find a flirt (3309 online)

By Location

By Horoscope Match

Browse Flirts

Top Flirts

Look At Me!

Rate Them Live!

My Profile

Who Looked At Me?

Who's Rated Me?

My Shop (0 FP)

Fun Extras

NEW! Flirtbomb. Hit many

20 flirts (40 FP)

50 flirts (100 FP)

100 flirts (200 FP)

[My account](#)

[Help](#)

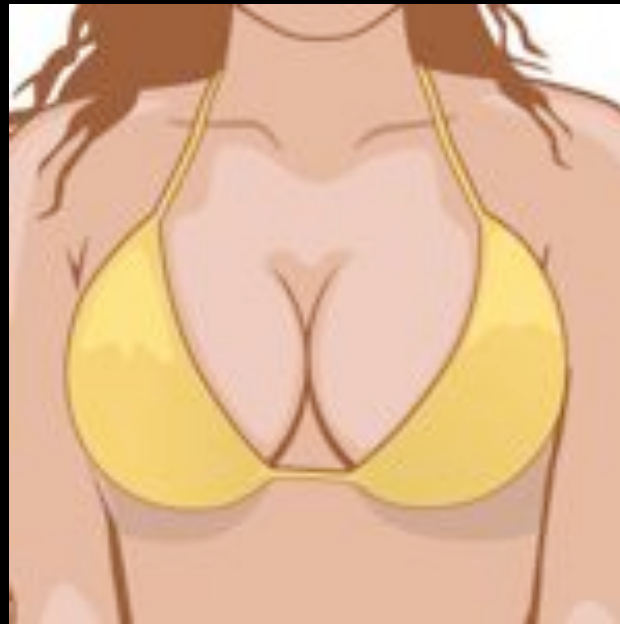
[Sign Out](#)

[Bookmark](#)
Low Graphics Version

Home 1, Mail 2, Search 3, Profile 4, User 5

Nokia Music Store
Now open 24/7

Principle 4:
Make benefits
socially meaningful
to user's context





S
C
R
A
B
B
L

S
C
R
A
B
B
L

Examples of what **works**...

Skype

NatWest Helpful Banking

Personal Banking Private Banking Business Banking Commercial Banking

Online banking Log in

About online banking

Accessibility | Contact us | Nearest branch | Search

Back to previous page

Contact us

If you are an existing customer and your enquiry is account specific, you will need to contact your [branch](#).

Branch Locator

Our [Branch Locator](#) will help you find address information for our branches, together with telephone numbers and local services.

Useful telephone numbers

Services	National Numbers	Overseas Numbers
General Product Information	+44 0800 200 400	+44 323 535 1552
Business Insurance Service	+44 0800 851 0362	+44 323 526 2366
Car Breakdown Insurance	+44 0800 88 81 11	+44 3274 636 024
Car Insurance	+44 0800 851 34 03	+44 323 526 3131
Card Loss Centre	+44 0870 6000429	+44 3423 700 345
Mortgages Direct	+44 0800 400 999	+44 323 535 1660

Contact us

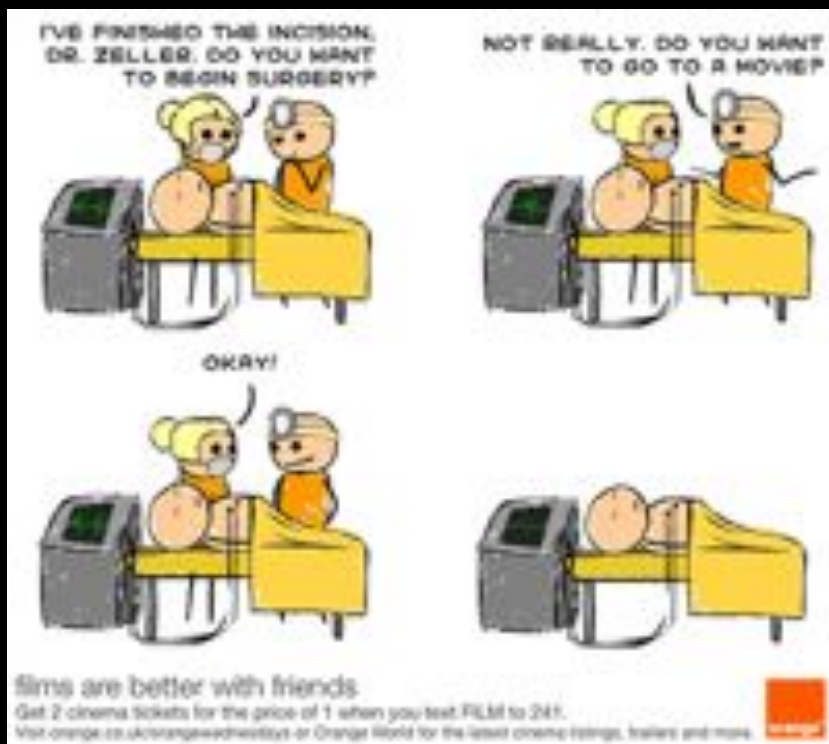
How to get in touch with the JCA.

Institute of Contemporary Arts
12 Carlton House Terrace
London
SW1Y 5AH

Text office: +44 (0)20 7930 3647

Telephone: +44 (0)20 7930 0493

Orange Wednesdays



The Facebook logo is displayed in white lowercase letters on a blue rectangular background.

Status updates

Ellen is in winter mood (32h ago)

Ellen is:

På vei hjem med bussen_

UPDATE

CLEAR

[Helen Keegan](#) is enjoying her organic veg. (27m ago)

[Mikael Dahl](#) is updating firmware on a Nokia device (17h ago)

[Geir Olsen](#) is on vacation (on sat)

[See All](#)

Howie's



Thank you 😊

priya@flirtomatic.com