



Effective Communications

Frictionless Designs

By nika@clinkitsolutions.com

WHY AM I HERE?

How to design collaterals for the website and social media such web banners, headers, infographics, among others.

WHO AM I?

MONIKA ORTEGA

Instructor (Inventive Media)

UX Designer / Marketing Strategist
(clinkitsolutions.com)

MICROSOFT Gold Partner | OutSystems Partner | Kentico Partner

Web Developer 2000 – PRESENT (17 Years)

Digital Marketing – Solar/Hydro Power (lodestar.ph)

#1 Webdesigner (DotPH, April 2013)

Top Webdesigner (DotPH, 2012 - 2013)

3rd Place Globe Technobiz Idea Challenge

Past: freelance webdevelopment, game development



WHAT CAUSES INEFFECTIVE DESIGN?

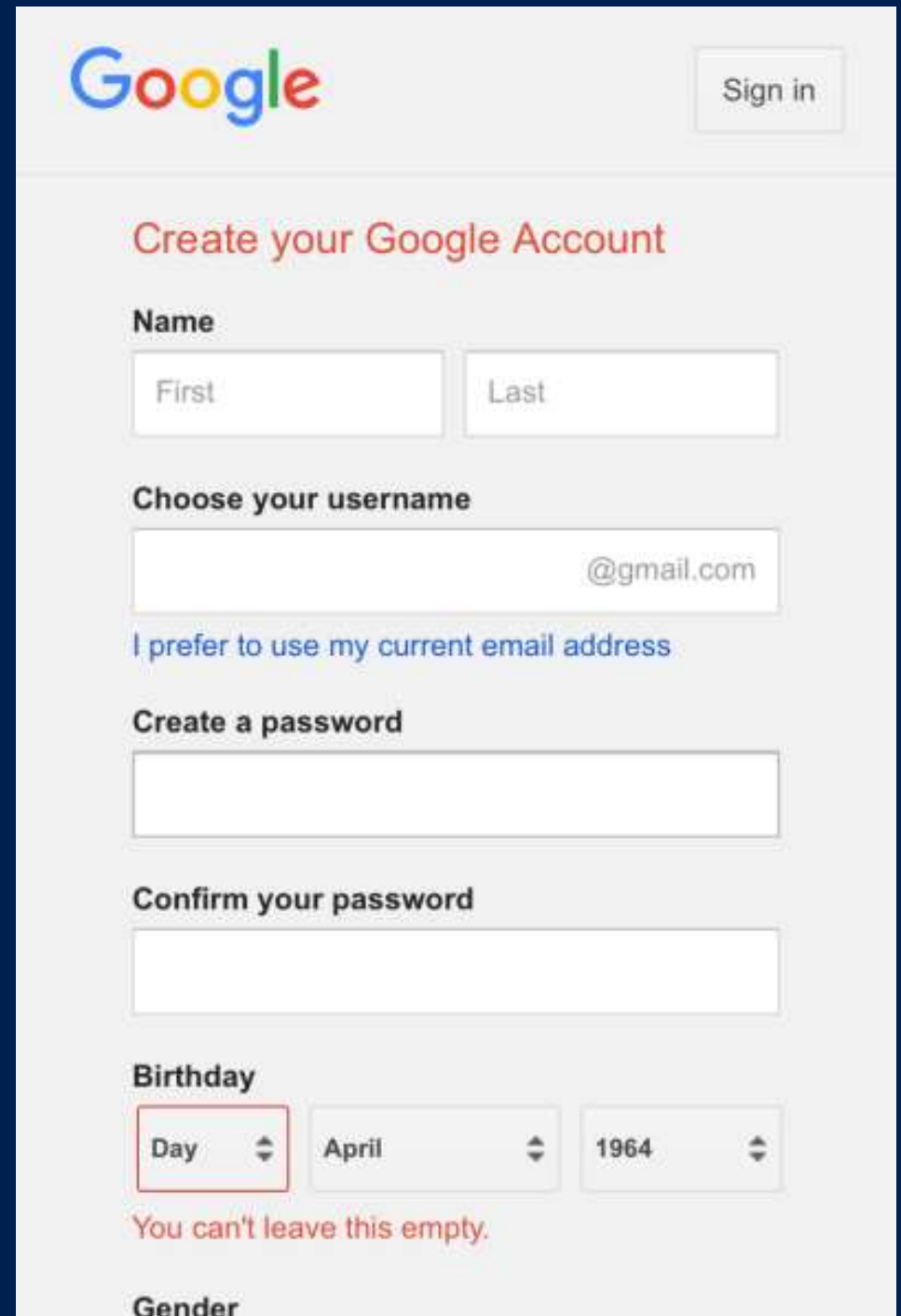
Different goals
Different backgrounds
Lack of information
Too much information
Complex
Too many errors
Etc.



FRICTION

TRY THIS EXERCISE

What are improvements you can do to this form?



The image shows a screenshot of the Google Account creation page. At the top left is the Google logo, and at the top right is a 'Sign in' button. The main heading is 'Create your Google Account'. Below this, there are several form sections: 'Name' with 'First' and 'Last' input fields; 'Choose your username' with a text input field and a '@gmail.com' suffix; a link 'I prefer to use my current email address'; 'Create a password' with a text input field; 'Confirm your password' with a text input field; 'Birthday' with three dropdown menus for 'Day', 'Month', and 'Year' (currently showing 'April' and '1964'); and 'Gender' at the bottom. A red error message 'You can't leave this empty.' is visible below the birthday section, pointing to the 'Day' dropdown menu.

Google Sign in

Create your Google Account

Name

First Last

Choose your username

@gmail.com

[I prefer to use my current email address](#)

Create a password

Confirm your password

Birthday

Day April 1964

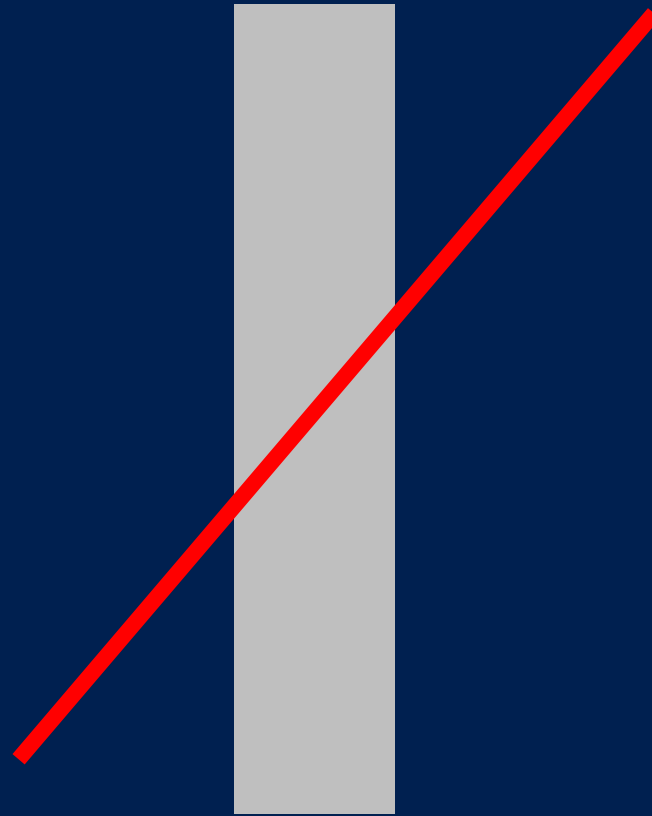
You can't leave this empty.

Gender

THAT'S HOW YOU REMOVE FRICTION

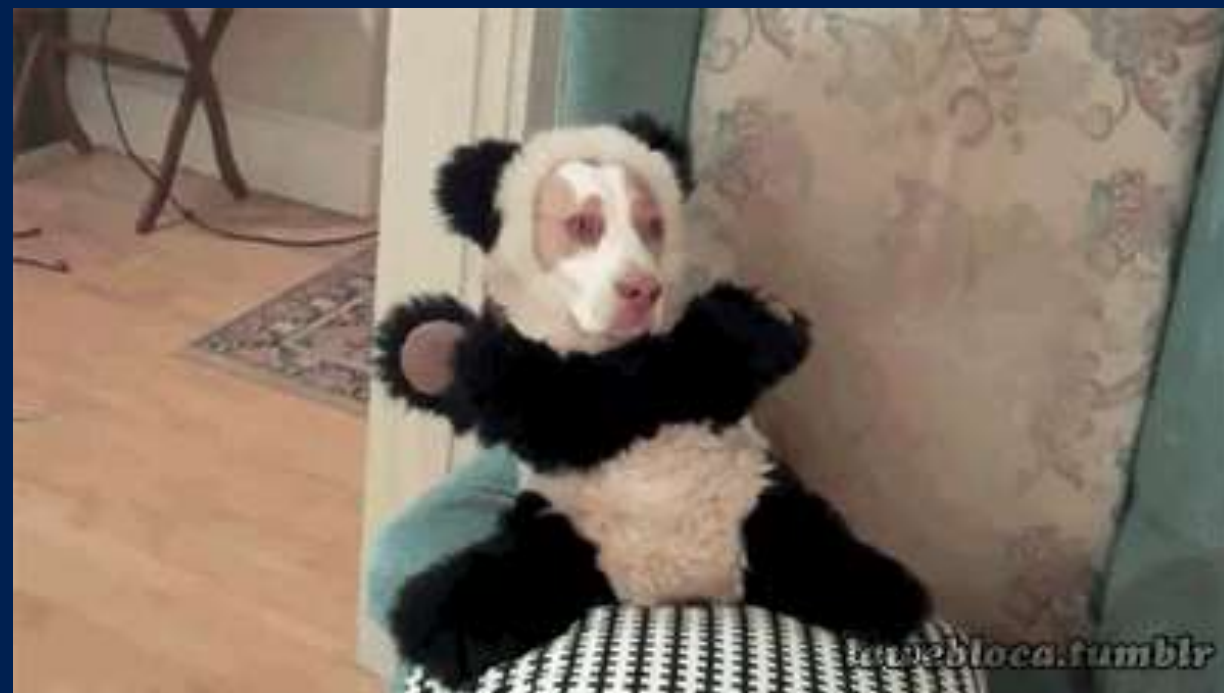


USER/READER

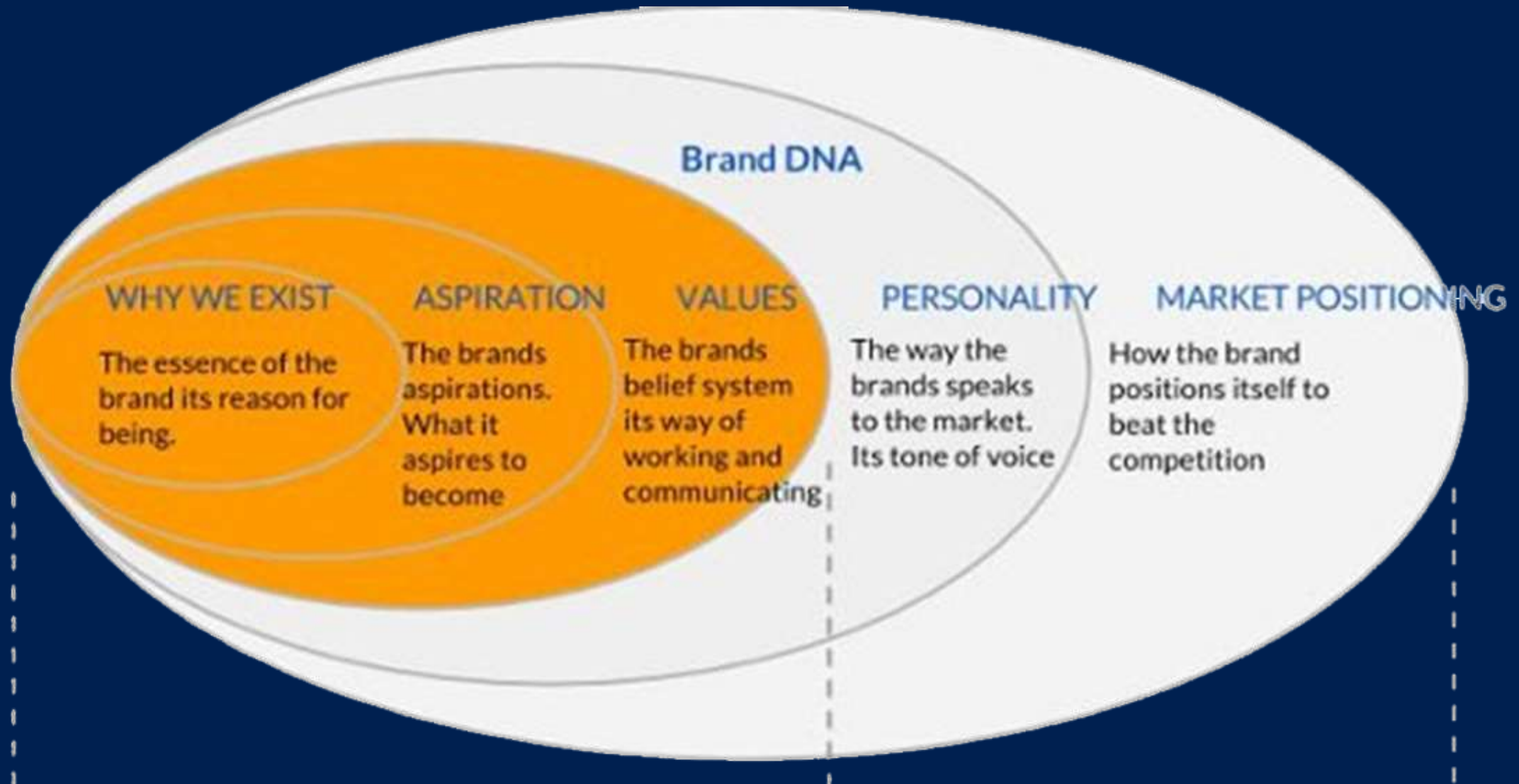


Lesson 1:

KNOW
WHO YOU
ARE



WHAT IS YOUR BRAND DNA?



Character/Persona

Friendly Playful
Warm Authoritative
Inspiring Professorial

Tone

Personal Honest
Humble Direct
Clinical Scientific

Social Media Brand Voice

Language

Complex Simple
Savvy Jargon-filled
Insider Fun
Serious Whimsical

Purpose

Engage Entertain
Educate Delight
Inform Sell
Enable Amplify

Put yourself in the shoes of your audience

Your voice is...	Community-driven
<p data-bbox="484 511 1247 663">Write like this...</p> <p data-bbox="484 663 1247 1158">“This is great, Monika! Really practical suggestions for approaching a complex issues with kids. We’ll be sure to pass this along to Krista.”</p> <p data-bbox="484 1158 1247 1348">- Excerpt from Facebook conversation</p>	<p data-bbox="1247 511 2119 663">Not like this...</p> <p data-bbox="1247 663 2119 1013">“Your response has been noted and will be responded to by one of our team within 2-3 business days.”</p> <p data-bbox="1247 1013 2119 1348">- Sample text</p>

EXERCISE

What are improvements you can do to this poster?

CHECK OUT www.w4kbl.org CONTACT n4mht@mchsi.com

CQ CQ
CALLING ALL STATIONS

145.230
179.9 PL

VE TESTING AT 9:00
WALK-INS WELCOME

WELCOME TO THE

HAM RADIO SWAPMEET

PENNINGTON FOLK MUSIC FESTIVAL

FIRST ANNUAL

"PENNINGTON"

HAMFEST

INDOOR TABLES ARE AVAILABLE - FCFS
NO FEES TO ENTER OR SETUP

DOOR PRIZES **FOOD AND DRINKS WILL BE AVAILABLE** **DOOR PRIZES**

PRINCETON, KY
FIRE TRAINING CENTER
EXIT 12 OFF WK PKWY
2001 HWY 62 WEST

JUNE 2nd, '12 7:00 AM till NOON

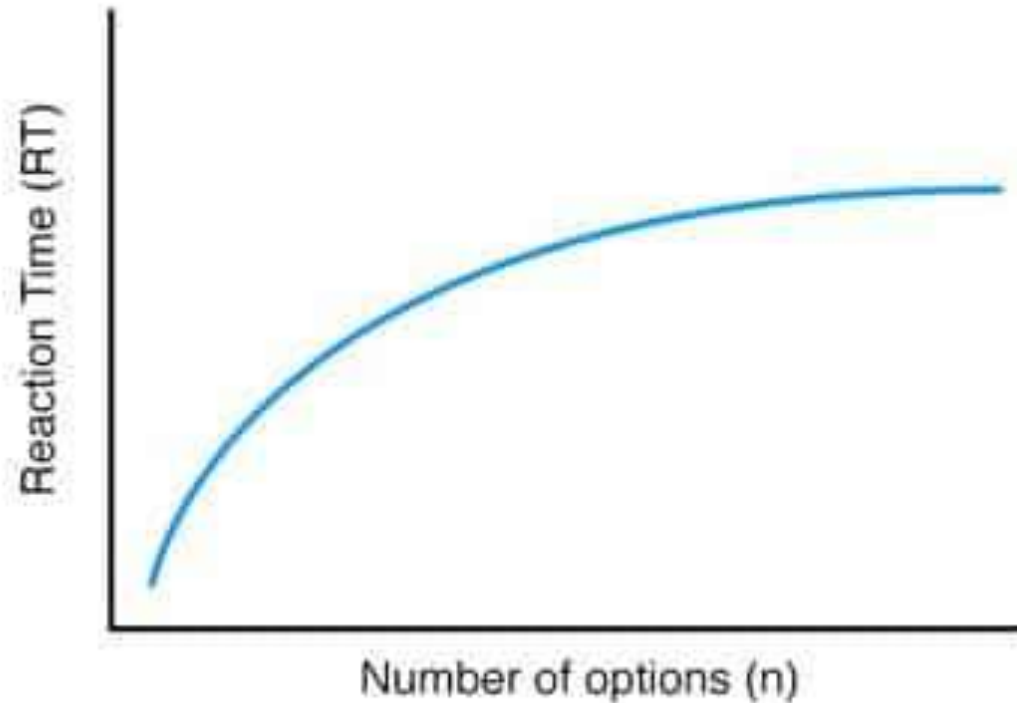
PRINCETON HAM RADIO CLUB AND CALDWELL CO ARES

Lesson 2:

KNOW
WHAT YOU
WANT



HICK'S LAW



Hick's Law

$$RT = a + b \log_2 (n)$$

RT is the Reaction Time
(n) is the number of stimuli
"a" and "b" are constants

HICKS LAW V2



VISUAL
STIMULI



REACTION
TIME



2019 Job Fair

**WE
BUILD
YOUR PERFECT
CAREER**

**WEDNESDAY 15TH 2019
STARTS AT 9:00AM
AT COMMUNITY CENTER**

180 WASH STREET SUITE 1018 38104

**FREE
ENTRY**

MEMPHIS PUBLIC LIBRARIES
in collaboration with SHRM-Memphis and
Workforce Investment Network present

THE 2017 JobLINC CAREER FAIR

Meet with hiring representatives.
Bring plenty of résumés.
Dress for success.

#JobLINC

Presented by:

JOB!
CAREER CENTER

SHRM-MEMPHIS

A proud partner of the **American Career Center** network

MEMPHIS PUBLIC LIBRARIES

City of Memphis

**THURSDAY,
JULY 27, 2017**

9:30 AM - 2:30 PM

Pipkin Building
940 Early Maxwell Blvd
Memphis, TN 38104
www.memphislibrary.org
(901) 415-2700

This event may be recorded or photographed for use by the Memphis Public Libraries or the City of Memphis for media, social media, broadcast, and/or print purposes.

f t i
Love your Library

Focus

JOB FAIR

9 - 12 OCTOBER 2017

NATIONAL JOB FAIR EXPO

Over 100 companies represented.

On spot interviews.

Career counsellors on-site.

Dress smartly and bring your resume!

www.nationaljobfairexpo.com



Clear Message

YOUR COMPANY

JOB FAIR


06-10 AUGUST

• FROM 11 -4 PM •

AT MAIN BUILDING LOBBY

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean fermentum nunc et justo semper vehicula. Ut leo eget est accumsan, eu fringilla mi malesuada. In hac habitasse platea dictumst.

WWW.YOURCOMPANY.COM



FOR MORE
INFORMATION
0226204545

TO ALL ~~GU~~ RESIDENTS

PLEASE

IT CAN DAMAGE THE LOCK RESULTING IN A FINE FOR THE ENTIRE FLOOR

BATHROOM

REMEMBER TO

CLOSE THE DOOR

THANK YOU

If everything
stands out,
nothing
stands out.

Visual Hierarchy



colibrigroup.com

START GROWING **YOUR BUSINESS NOW**

Header font

We are here to help you

Subheader font

One of the major challenges small businesses face is finding time to deal with running their business while also bringing in new customers. Many small businesses spend a lot of money on advertisements, but they don't have the time to follow up with the results.

Body font

Especially today, in the digital era, being a small business can be a huge advantage. You just need to know how to do it!

Our Services



Social Media Marketing



Search Engine Marketing (SEM)



SEO Services



Marketing Strategy

YOUR AUDIENCE'S JOURNEY



AIDA IN ACTION

Moz Pro

Attention **Drive more traffic to your site.**

Interest The Moz Pro subscription saves you time by giving you an all-in-one set of SEO research and analytics tools that help increase your search engine visibility and keep you ahead of

Desire your competitors. Moz Pro is backed by industry-leading data and the largest community of SEOs on the planet.

Action

[Start my Free 30-Day Trial](#)

[See Plans and Pricing](#)

MOZ

WHY IS THIS IMPORTANT?

Human attention span is shorter than a goldfish's?

(Microsoft Canada, 2014)

Lesson 3:

Understand your users



Users = PEOPLE

Memory

Purpose

Subconscious

Senses

Wants

Beliefs

FEELINGS



COLORS MAKE PEOPLE FEEL



CHANNEL YOUR INNER POET

- **Numbers + Adjective + Target Keyword + Rationale + Promise**
"The 6-Part Process to Getting Twice the Traffic to Your Website"
- **[Do something] like [world-class example]**
"Write Like Shakespeare Without Boring Your Reader."
- **[Do something] like [world-class example]**
"Here's a Quick Way to Make Your Dinners Your Healthier"

IT'S NOT CHEATING... maybe just a little.



The screenshot shows a web browser window with the title "Stansberry & Associates" and a "Close" button. The main content is a dark banner with a woman in a blue top looking at a laptop. The text on the banner reads: "THE MOST DANGEROUS 'EVERYDAY' THREAT TO YOUR PRIVACY" in large, bold, orange and red letters. Below this, it says "Three powerful forces have come together to dismantle our privacy... Critical free report shows you how to protect yourself." At the bottom of the banner, there is a white input field labeled "Enter E-Mail Address" and a button labeled "Send Me My Free Report". At the very bottom of the banner, there are links for "Privacy Policy" and "Newsletter FAQ".

PROBLEM
AGITATE
SOLVE

HOW TO USE PAS IN SOCIAL MEDIA



The image shows a screenshot of a tweet from the account 'Simply Measured' (@SimplyMeasured). The tweet text is: 'Creating compelling Copy is tough to do. You could keep struggling to break even, or change your strategy. bit.ly/1Dl1lVm'. To the left of the tweet, there are three numbered annotations: '1. Problem' with a red line pointing to the first sentence, '2. Agitate' with a green line pointing to the second sentence, and '3. Solution' with a grey line pointing to the third sentence. The tweet interface includes a profile picture, the name 'Simply Measured', the handle '@SimplyMeasured', a 'Following' button, and interaction icons for Reply, Retweet, Favorite, and More. The timestamp '3:41 PM - 27 Oct 14' and 'Embed this Tweet' are visible at the bottom.

1. Problem

2. Agitate

3. Solution

Simply Measured
@SimplyMeasured

Following

Creating compelling Copy is tough to do.
You could keep struggling to break even, or
change your strategy. bit.ly/1Dl1lVm

Reply Retweet Favorite More

3:41 PM - 27 Oct 14 · Embed this Tweet

PROBLEM
AGITATE
SOLVE



Lots Of Canes
Help You

GET
AROUND

GO WITH THE FLOW



MISS UNIVERSE 2015 ELMININATION CARD - SHOW FINALS 3 TO 1

2nd Runner Up USA

1st Runner Up COLOMBIA

MISS UNIVERSE 2015

PHILIPPINES

the **HUSTLE**

DON'T SPEAK ALIEN

- FLESCH

Raw score	Difficulty level	Representative reading
<30	Very difficult	Scientific Journal
30-50	Difficult	General academically oriented magazine
50-60	Fairly difficult	Quality magazine
60-70	Standard	Digests
70-80	Fairly easy	Science fiction
80-90	Easy	Pop fiction
90-100	Very easy	Comic books

ONLY SAY WHAT'S NECESSARY

- **ORGANIC POSTS:**
1 to 80 characters
- **Paid posts:**
5 to 18 words
- **Videos:**
30 to 60 seconds



NUMBERS ARE YOUR FRIENDS

Analytics show...
People engage more when they relate to you.



Lesson 4:

Understand
your
platform



UNDERSTAND YOUR MEDIUM & PLATFORM

Real estate vs file size

CMYK vs RGB

Convenience / Availability

Reach

Analytics

Device

ONE SIZE DOESN'T FIT ALL

FACEBOOK:

- Shared Image: 1,200 px x 630px
- Shared Link: 1,200 px x 628 px
- 20% Text to image for advertisements

TWITTER:

- In-Stream Photo: Minimum 440 x 220

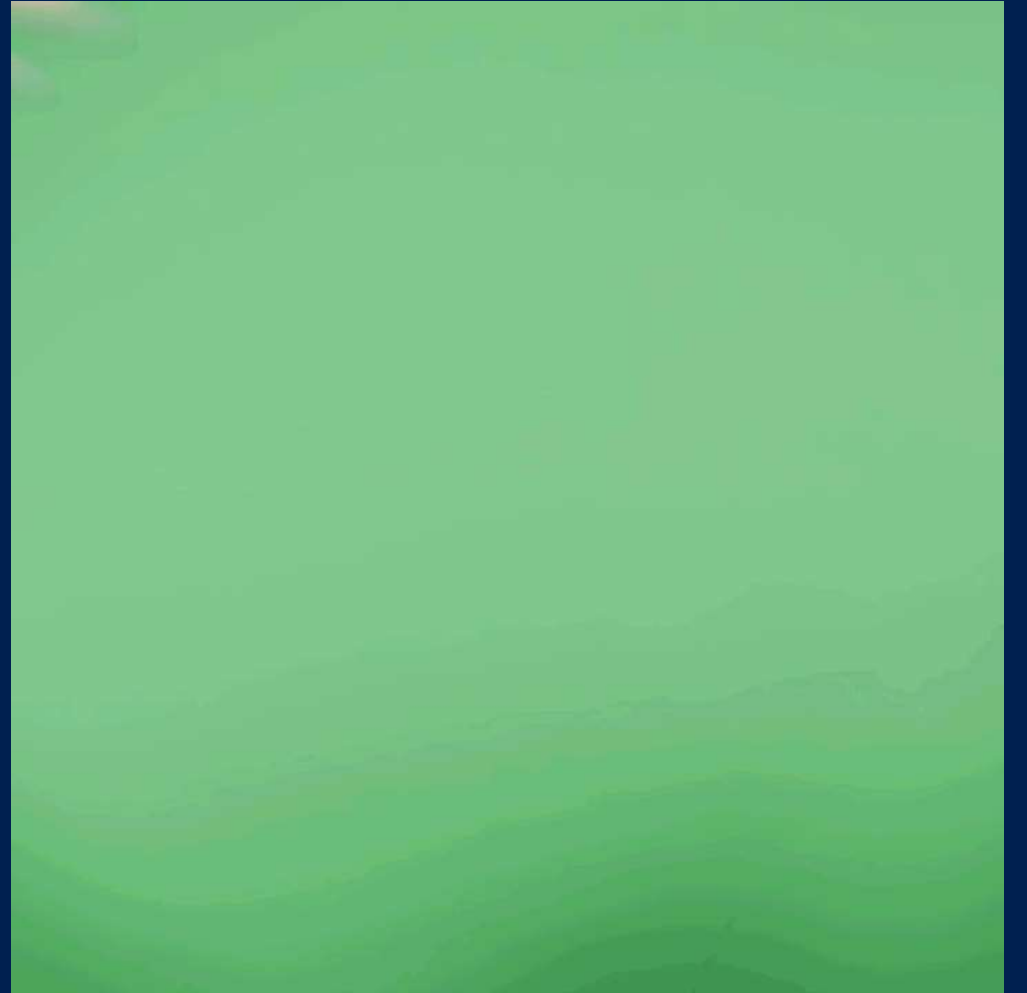
LINKEDIN

- Banner Image for Company Pages: 646 x 220 (Minimum)



LESSON 5:

Design is
everyone's
job



Sacred law of good design...

“never blame the user”

THANK YOU

nika@clinkitsolutions