

Morning Workshop

Empathy and Information Architecture:

Improving your Customer Experience with
Thoughtful Digital Marketing



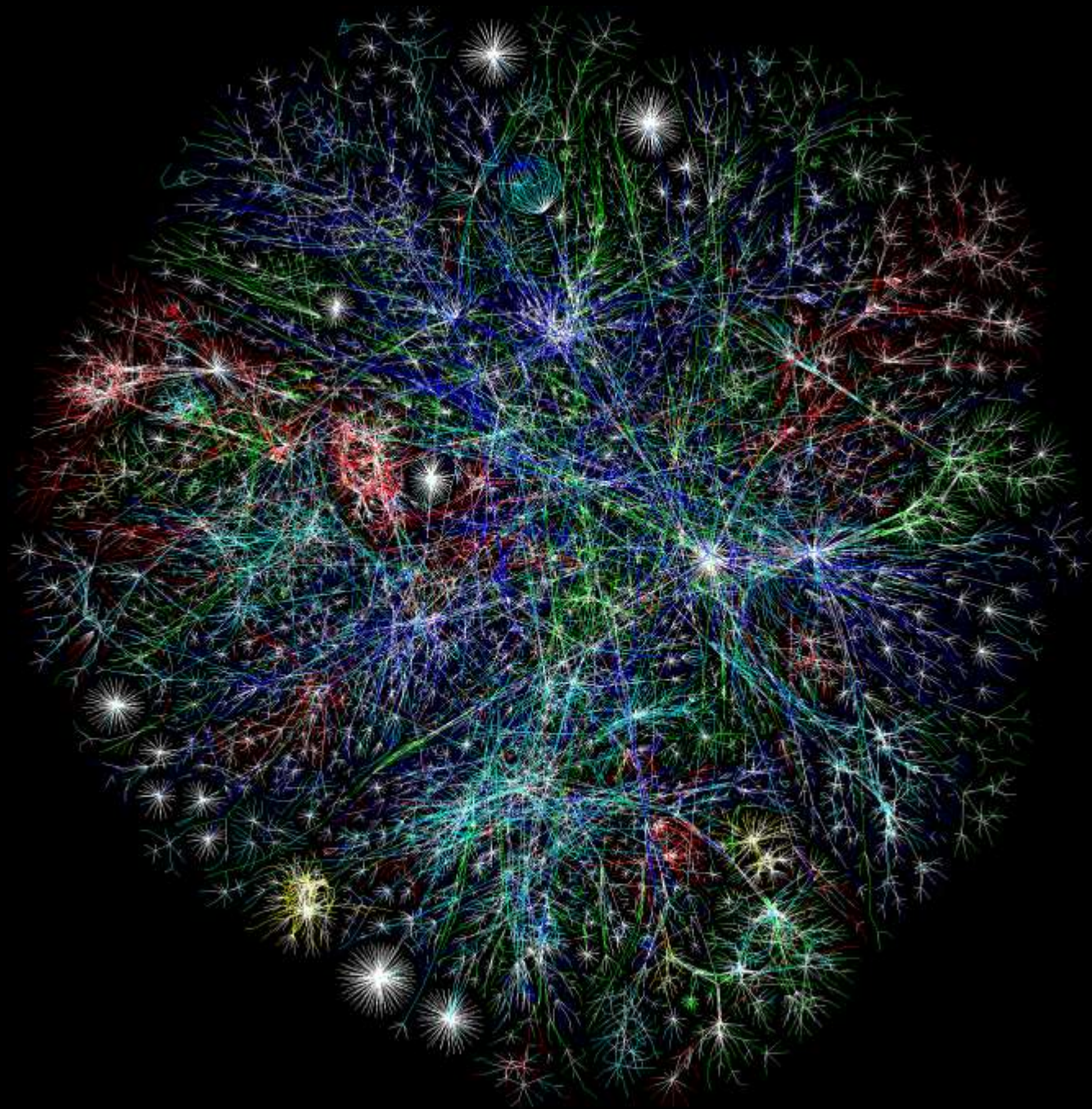
Cortney
Heimerl


Brand Intelligence,
*Department of Strategy &
Research*

@ascedia

cheimerl@ascedia.com

Empathy





That hasn't always
been the case.

Mark's Homepage

Hello and welcome to my page!
The only site where a yellow eye blinks at you.



Java Drawing Tool	Molecule Viewer
The Web	The Best...
GPA!	About Me
The Vader Fader	Cow-a-Bungee
Pong Game	Monkey Theory
Magnetic Poetry	Base Converter





The internet is like a library with no catalog where all the books get up and move themselves every night



Google

Google Search

I'm Feeling Lucky

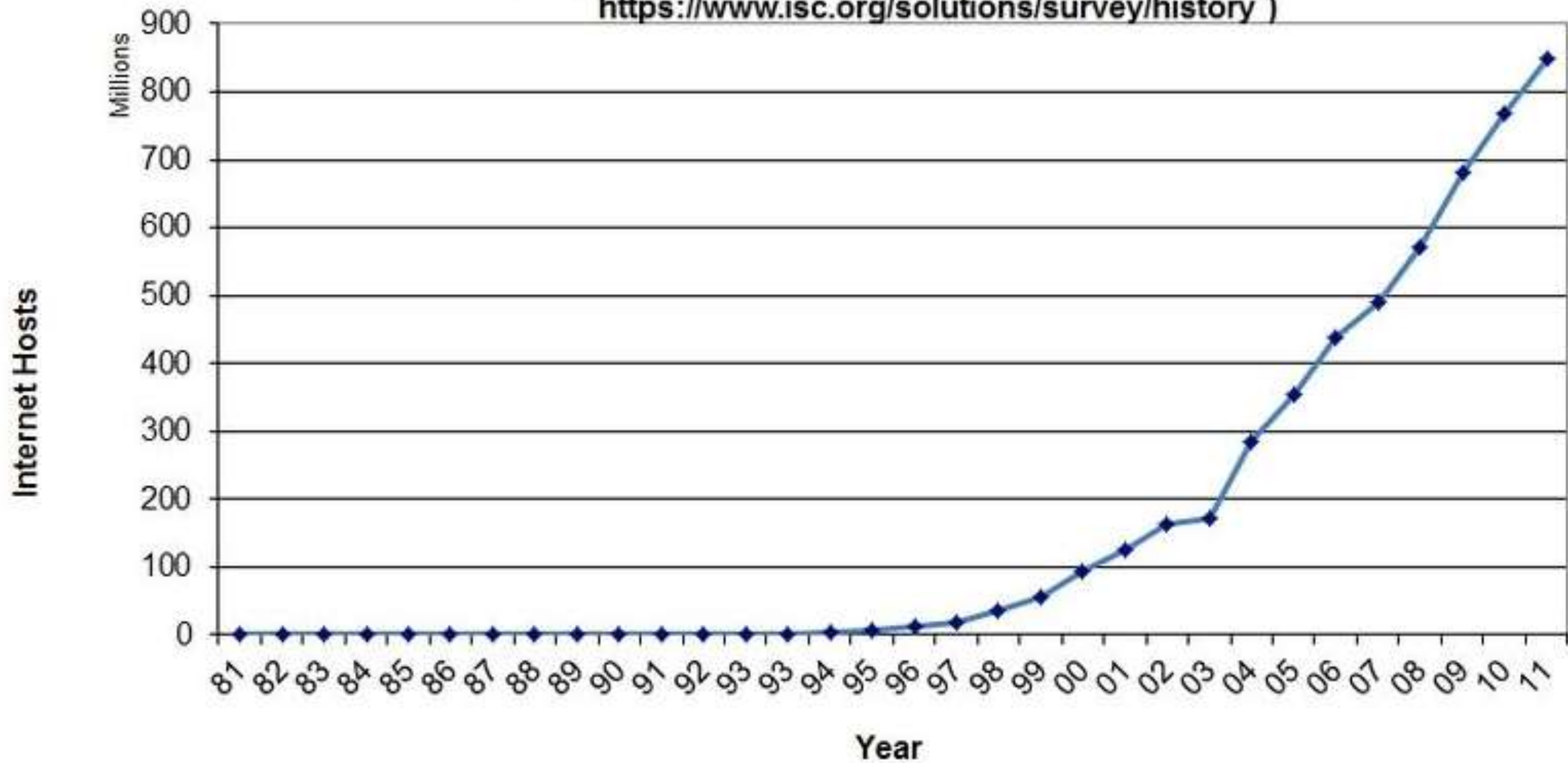
[Make Google your homepage](#) [Advertising Programs](#) [Business Solutions](#) [About](#)
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Don't be evil





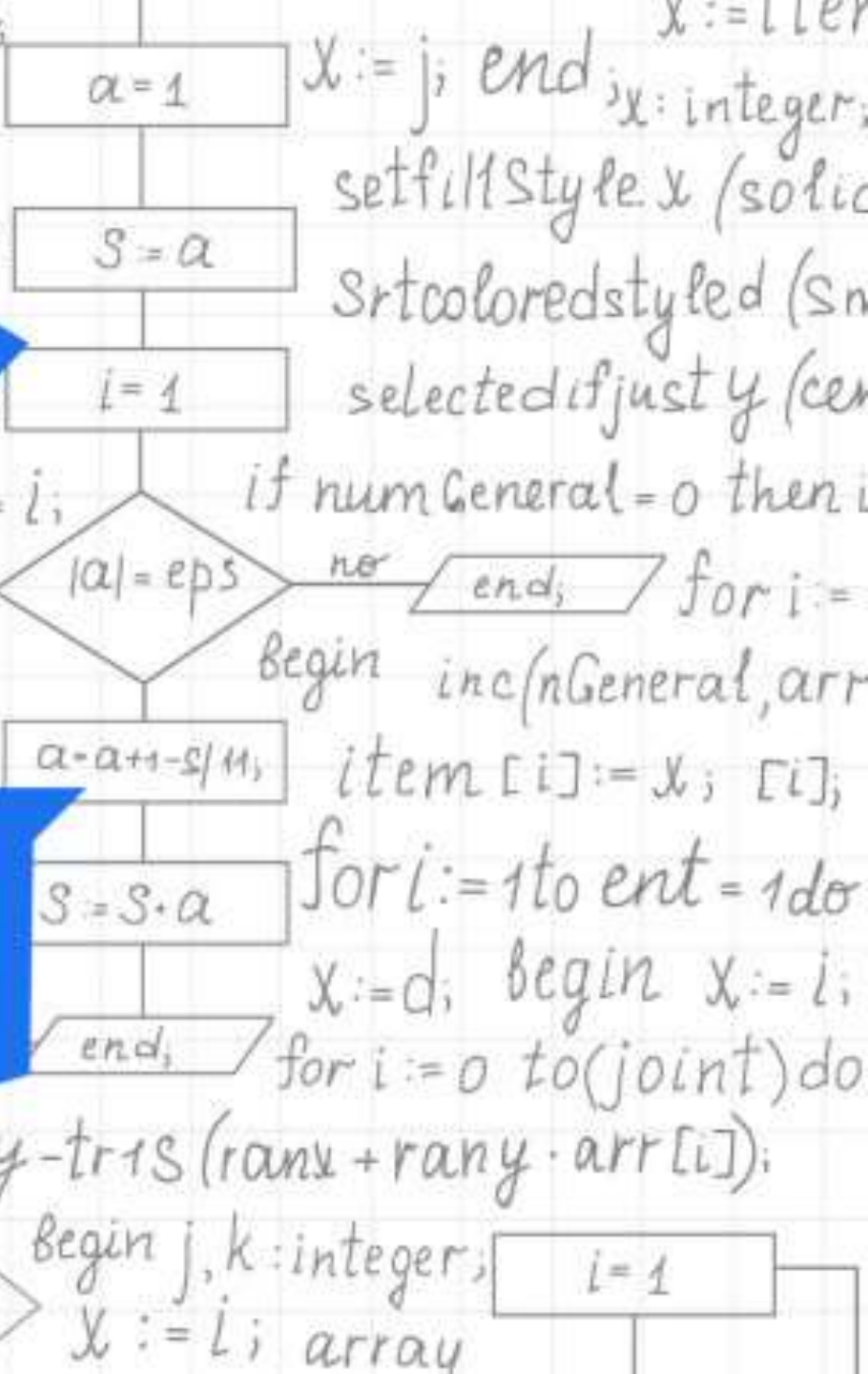
World Internet Hosts: 1981 - July 2011 (Data Source: ISC
<https://www.isc.org/solutions/survey/history>)



**90% of the data in
the world today has
been created in the
last two years alone.**



$a < b$; $item[i] := item[j]$; $x := item[j]$; $item[i] := x$; end ; $function$
 $inc(peres)$; $item[i] := x$; end ; $function$
 do $begin$ $bool$
 $x := item[j]$; var $Song_1, vres, lettersx: real$;
 $Procedure$ $Selecture$ $(var$ $item.im: array$, $begin$





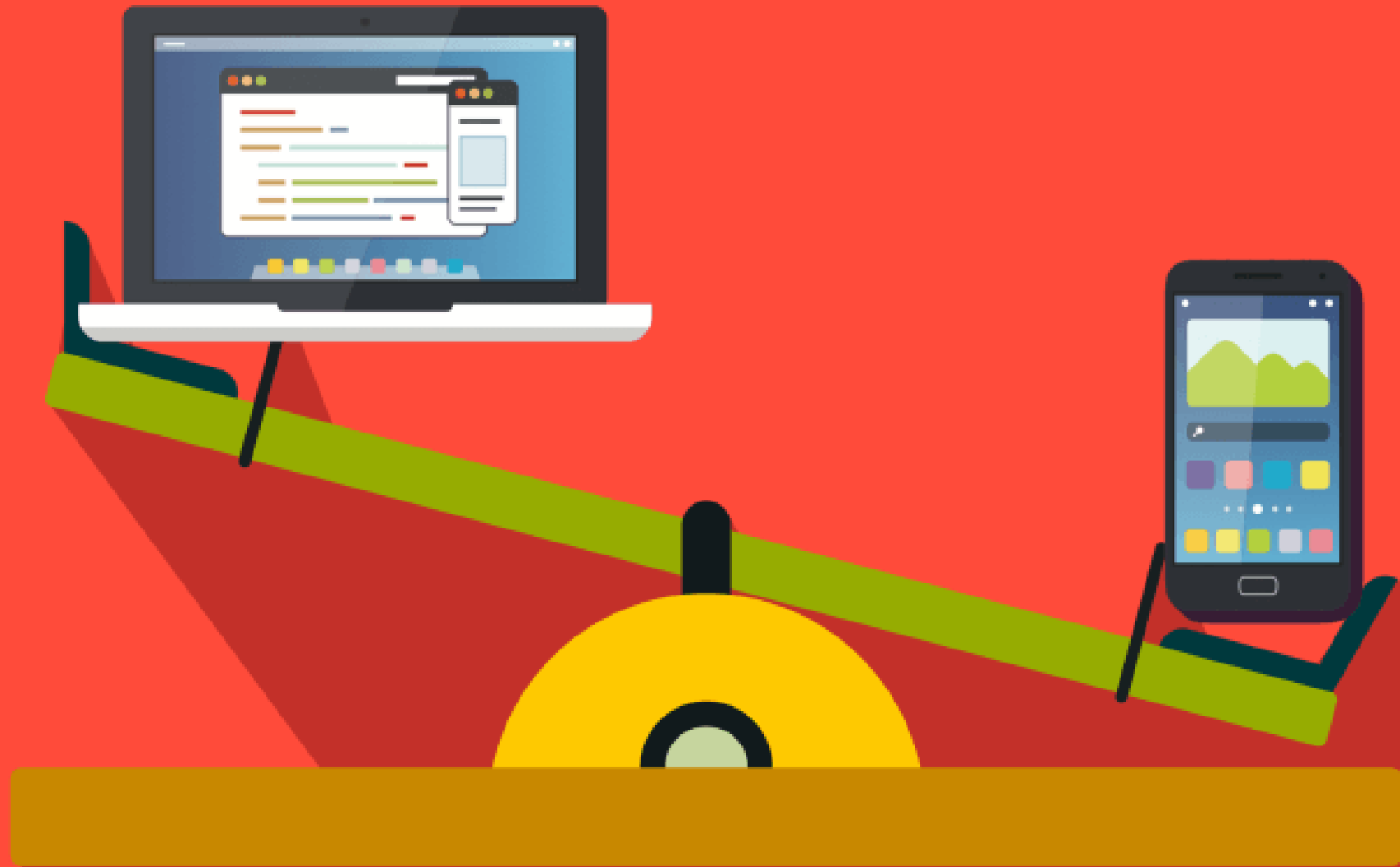
QUALITY CONTENT



An explosion of connectivity



Mobile searches skyrocketed



Time spent on social media
increased greatly

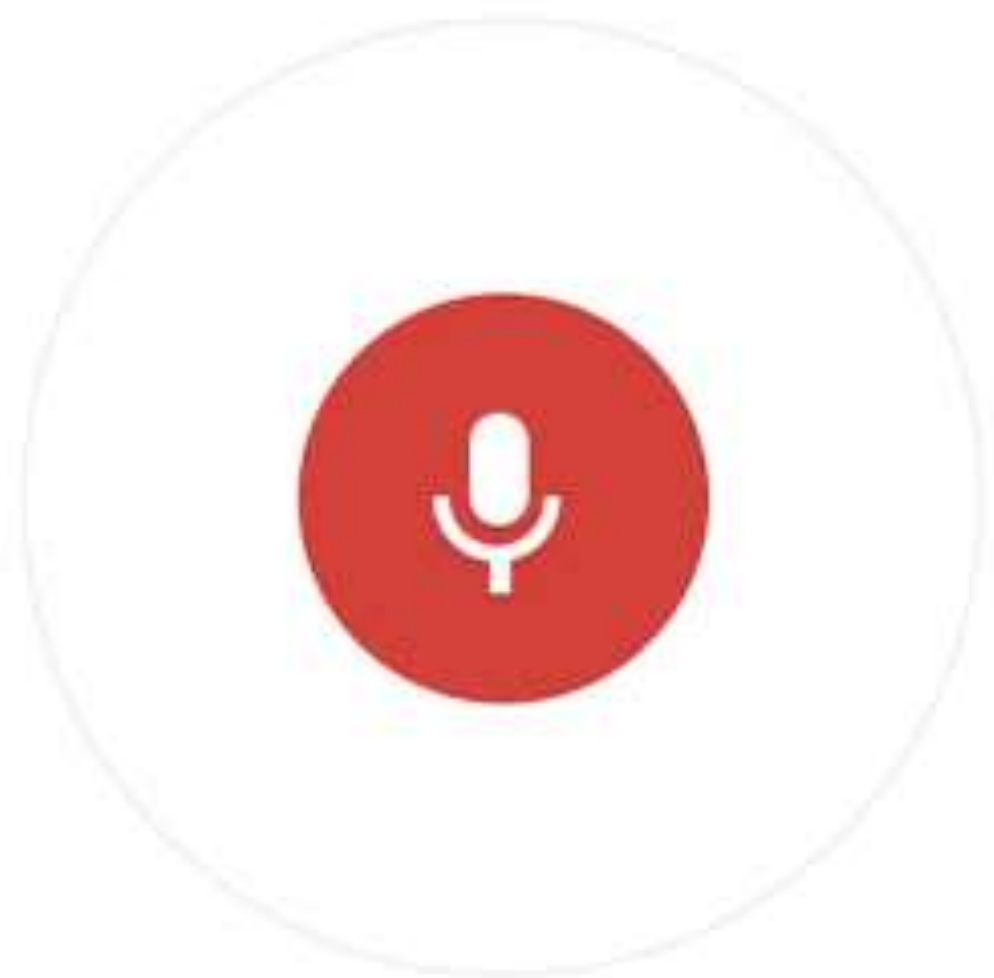


User Generated Content



Voice Search

Listening...





AVERAGE ATTENTION SPAN (HEY, OVER HERE!)



2013
AMERICAN



2000
AMERICAN



SOURCE: NATIONAL CENTER FOR BIOTECHNOLOGY INFORMATION

Bloomberg



Design

User Experience

A complete
algorithm
refresh



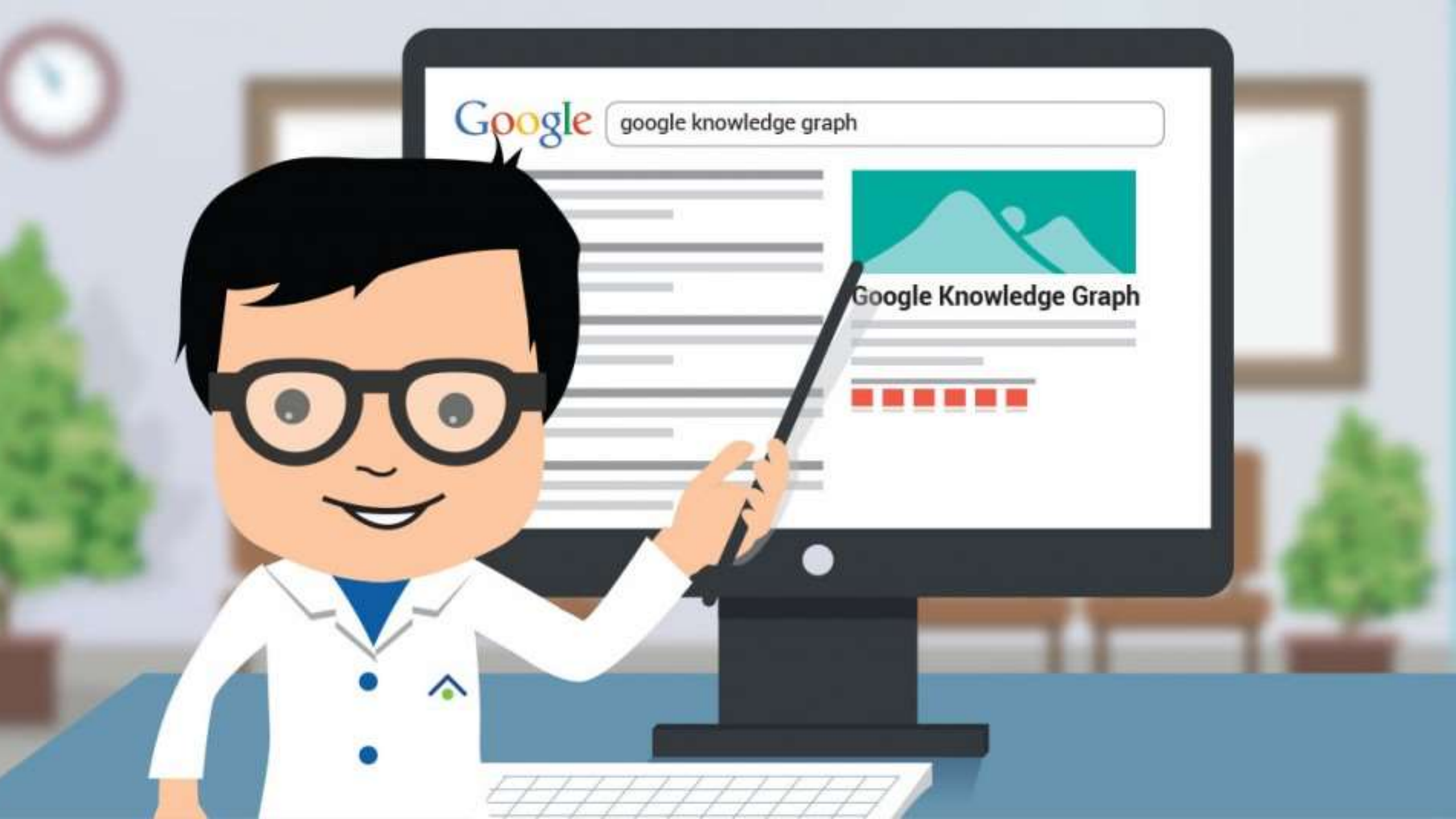




Old SEO: How do I rank for this query?

New SEO: How do I best answer the questions my users have?

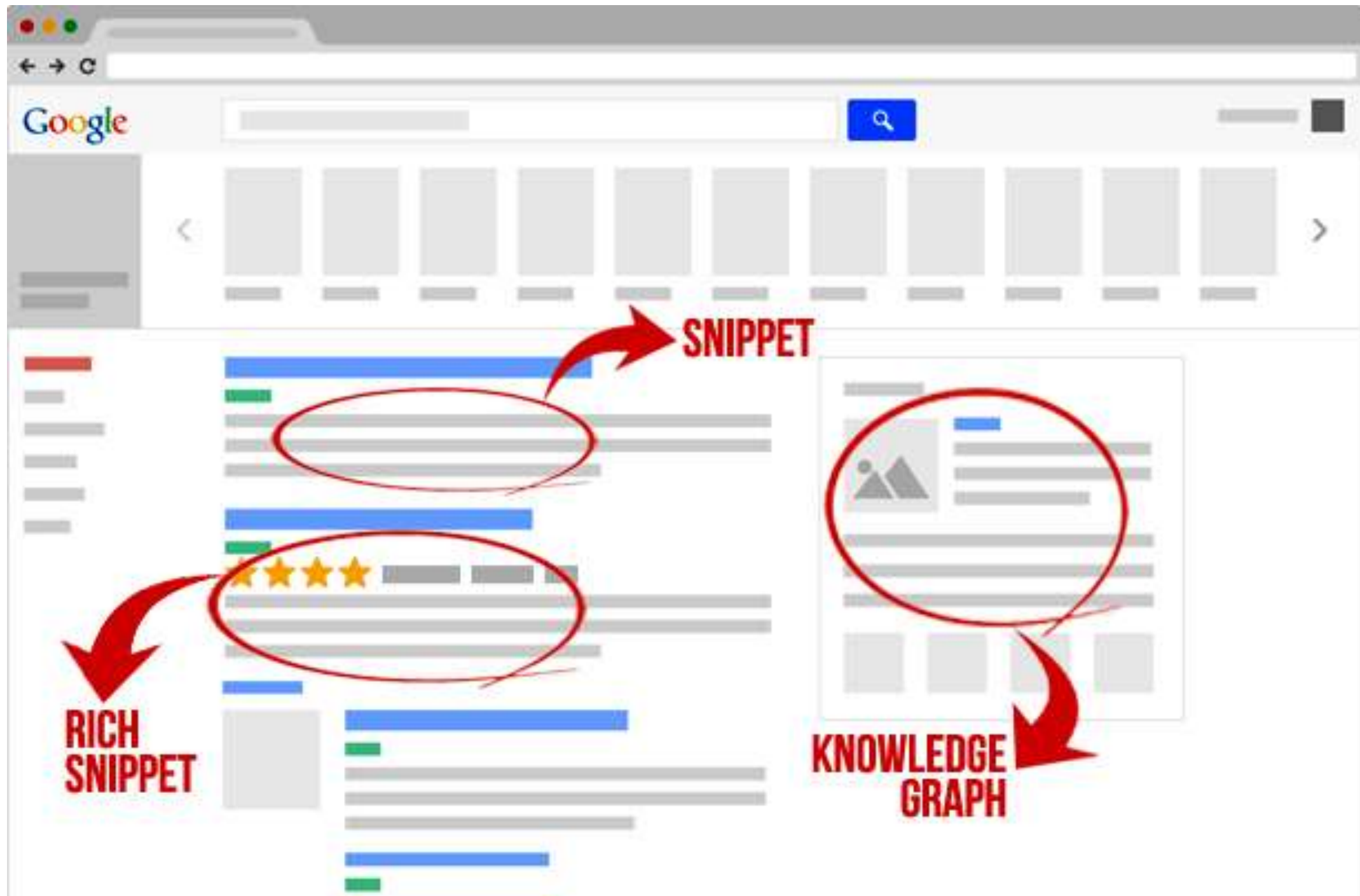




Google

google knowledge graph

Google Knowledge Graph







Design

User Experience

We must create value.



Be thought leaders



Make content Responsive



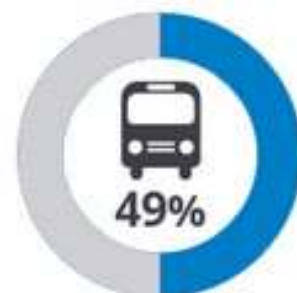
MOBILE SEARCH IS A KEY PART OF THE DECISION-MAKING PROCESS

45%

OF ALL MOBILE SEARCHES
ARE **GOAL-ORIENTED** AND
CONDUCTED TO HELP
MAKE A DECISION



In a Store



On the Go



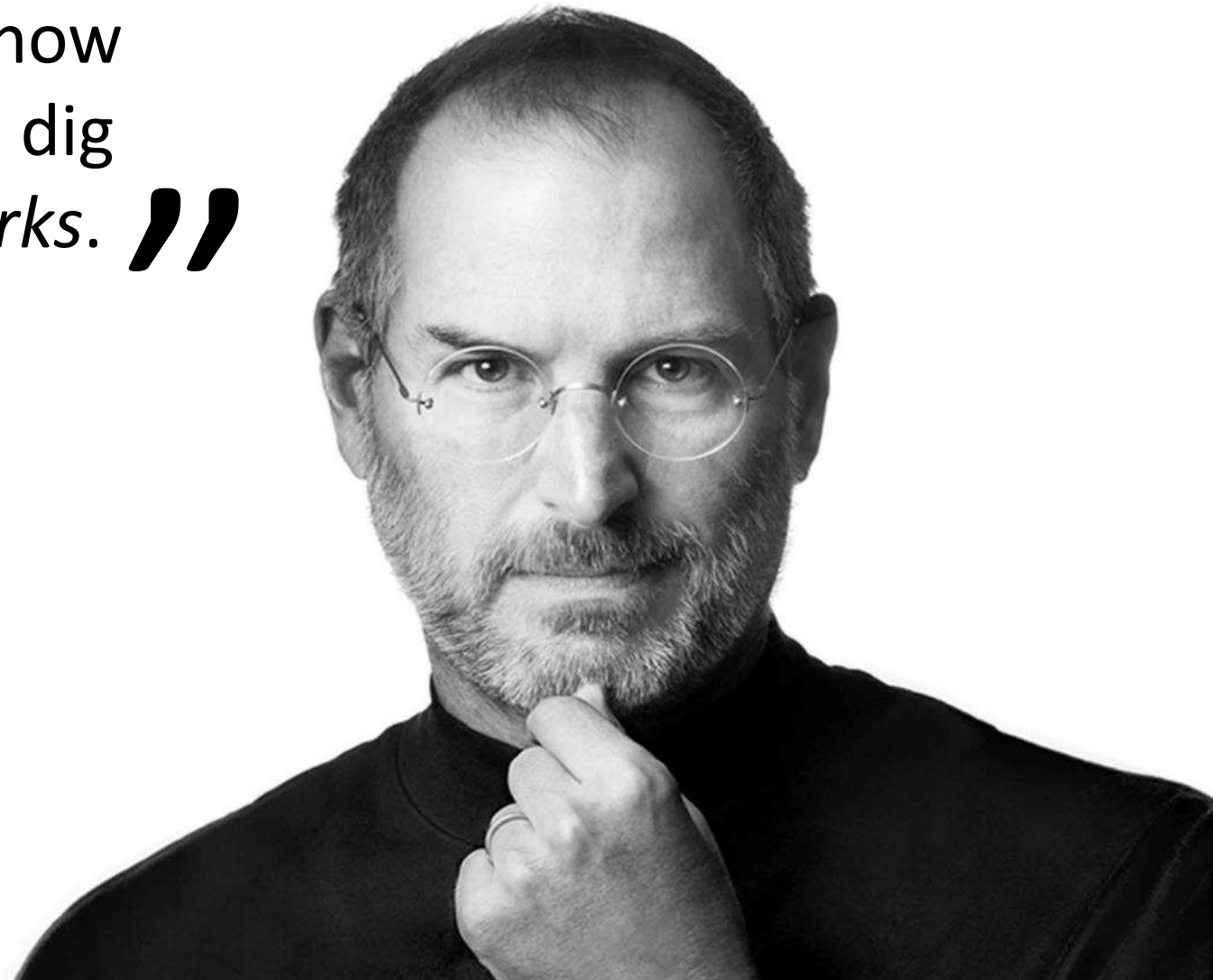
At Work



At Home

Design it for them

“ Design is a funny word. Some people think design means how it *looks*. But of course if you dig deeper, its really how it *works*. ”



Provide the content they
ask for



Party hairstyles

There are all kinds of nights out, and you have all kinds of hairstyle options to choose from when planning your beauty look for the night. Whether you like to go dramatic with a statement updo or wet-look style, or keep things understated with a sleek, straight style, we have all the tips and tutorials you need to make sure your mane is ready to party.

Determine the data your
audience needs on demand

About 91,600,000 results (0.32 seconds)

Shop for top rated headphones on Google

Sponsored ⓘ

 <p>1 SoundLink Around-Ear ... \$249.95 MicrosoftStore ★★★★★ (578)</p>	 <p>2 Sennheiser HD280 PRO \$99.95 ProAudioStar.com ★★★★★ (942)</p>	 <p>3 Beats Studio Over-Ear ... \$179.95 Walmart ★★★★★ (3k+)</p>	 <p>4 Sony MDR7506 Professional ... \$99.00 Full Compass... ★★★★★ (133)</p>
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Best headphones of 2016 - CNET - CNET.com

www.cnet.com/topics/headphones/best-headphones/ ▾ CNET ▾

Jan 27, 2016 - Whether you're out listening to your MP3 player or out at home with your high-end stereo, your **headphone** choice is critical.... While it'll cost you a hefty \$380, the Beats Studio Wireless is an excellent wireless Bluetooth **headphone**.... The Beyerdynamic T51i is one of the **best** on-ear ...

Audio-Technica ATH-M50x - Sony MDR-1A review - Best over-the-ear headphones

The Best Headphones of 2016 | PCMag.com

www.pcmag.com/article2/0,2817,2399261,00.asp ▾ PC Magazine ▾

Feb 3, 2016 - For truly sweet-sounding tunes you'll want to ditch those bundled earbuds. These are the top-rated on-ear and around-ear **headphones** we've ...
Sennheiser HD 598 - Shure SRH144 - Shure SRH145m+ - Sennheiser HD6 Mix

The 10 Best Headphones for Every Budget | Digital Trends

www.digitaltrends.com/best-headphones/ ▾

Dec 15, 2015 - The ten **best headphones** on the market, ranked by Digital Trends' reviewers, including brands such as Sennheiser, V-Moda, Beats, Sony, and ...
Sennheiser HD 580 Review - Shure SRH1540 review - Sennheiser Urbanite

The best headphones 2016: which set should you buy ...

www.techradar.com/us/news/.../best-headphones-1280340 ▾ TechRadar ▾

Update: The very **best headphones** are always in flux. Check out the current line-up below to find our picks for the best of the best in 2016. To get the most out of ...

In the news



The Best Exercise Headphones, From Wirecutter

Gizmodo - 23 hours ago

Indoor and outdoor exercise routines require different types of gear, including your ...

Ads

2016's Top 10 Headphones

www.bestreviews.guide/Headphone ▾

5.0 ★★★★★ advertiser rating

Compare The **Best Headphones**.

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The Best Headphones

www.amazon.com/Electronics-Accessories ▾

4.3 ★★★★★ rating for amazon.com

Big Savings on The **best headphones**

Free 2-Day Shipping w/Amazon Prime!

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We Reviewed Every Set of **Headphones**

Our Top Pick will Surprise You!

2016's Top 10 Headphones

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Best Headphones On The Market.

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Highlight each piece of information and apply a tag.



Handmade
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Lavender, Gold and
Grey

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Quantity

1

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Product

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Image:

Pricing

Price: required

Availability:

Product ID:

Average rating:

Rating:

Votes:

Review

Reviewer:

Review rating:

Review date:

Be where your audience is



About 91,600,000 results (0.32 seconds)

Shop for top rated headphones on Google

1	2	3	4
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The Best Headphones

www.amazon.com/Electronics-Accessories

4.3 ★★★★★ rating for amazon.com

Big Savings on The **best headphones**

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2016's Top 5 Headphones

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We Reviewed Every Set of **Headphones**

Our Top Pick will Surprise You!

2016's Top 10 Headphones

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4.9 ★★★★★ rating for comparaboo.com

Best Headphones On The Market

See Our Ratings & Reviews For Free!

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Make it easily sharable



And remember..

March April May June July August September October November December

Associating an entity with a search query

Methods and systems for classifying data using a hierarchical taxonomy

Ranking Events

User-context-based search engine

Recommended News on Map with Geo Entities

Sentence Compression Patent

Rich Cards
New Mobile Friendly Test Tool

Widget Links Reminder

Daydream VR

Reasonable Surfer Update

App Indexing Moved to Firebase

Real Time Indexing
AMP Updated

Reviews in Local Knowledge Panel

Google Assistant
New AMP Tester

Google Home

Semantic selection and purpose facilitation

Googlebot for Smartphones Updated

App Indexing Moved to Firebase

GSC Property Set

Interstitial Announce

AMP "Propaganda"

Google Assistant
New AMP Tester

Google Home

WebPass

Anvato

LaunchKit

apigee

API.ai

More Https
PWA

Rich Card Expansion

Mobile Friendly 2

MoodStock

Orbitera

Urban Engines

Famebit

Eyefluence

Mobile First Indexing

Possum

Penguin 4.0

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Urban Engines

Famebit

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Let's Meet Diane





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About 2,830,000 results (0.36 seconds)

Skillet Rosemary Chicken Recipe : Food Network Kitchen ...



www.foodnetwork.com/recipes/.../skillet-rose... ▾ Food Network ▾

★★★★★ Rating: 4.6 - 215 reviews - 40 min

Heat a large cast-iron skillet over medium-high heat. ... Turn the **chicken**; add the mushrooms and potatoes to the skillet and drizzle with the juice of the remaining lemon. Add the **rosemary** sprigs and the squeezed lemon halves to the skillet; transfer to the oven and roast, uncovered ...

Garlic Roast Chicken with Rosemary and Lemon Recipe ...



www.foodnetwork.com/recipes/.../garlic-roast... ▾ Food Network ▾

★★★★★ Rating: 4.5 - 509 reviews - 30 min

Get this all-star, easy-to-follow **Garlic Roast Chicken with Rosemary and Lemon** recipe from Rachael Ray.

Easy Garlic and Rosemary Chicken Recipe - Allrecipes.com



allrecipes.com/recipe/.../easy-garlic-and-rose... ▾ Allrecipes.com ▾

147 cal

"A simple flavorful baked **chicken**, specially created for my husband! ... Cover the **chicken** breasts with garlic, then sprinkle with **rosemary**, lemon juice, and salt and pepper to taste. ... See how to make a simple, top-rated baked **chicken** recipe.

Lemon-Rosemary-Garlic Chicken and Potatoes Recipe ...



www.myrecipes.com/recipe/rosemary-garlic-chicken-potatoes ▾

Lemon-Rosemary-Garlic **Chicken** and Potatoes is nicknamed "Anytime **Chicken**" by Test Kitchen Specialist Vanessa McNeil Rocchio. This winner of a **chicken** ...

Rosemary Baked Chicken with Potatoes Recipe | McCormick





...HOMEMADE TORTELLINI WITH MUSHROOM AND RICOTTA FILLING



4 In a large bowl, combine ricotta, egg yolks, mushrooms, pine nuts, and rosemary. Season generously with nutmeg and salt and pepper.

large bowl
1 lb ricotta cheese / 4 egg yolks /
nutmeg / salt / pepper





Lemon Chicken and Snow Pea Noodle Bowls



352 made it | 13 reviews



Recipe by: mrsnickjonas

"Delicious, healthy Asian recipe. Very versatile. My family loves it! This recipe can also have broccoli, baby corn, tofu or be served over chow mein noodles."



Save



I Made It



Rate it



Share



Print

Ingredients

- + 1 1/2 pounds boneless chicken breast
- + 2 cups snow peas, trimmed
- + 1 tablespoon lemon juice
- + salt and ground black pepper to taste
- + 2 teaspoons ground coriander
- + 1/2 cup chopped scallions

Chicken Breast Boneless, Skinless

1 pkg For \$7.99 - expires in 4 days



47 m 4 servings 591 cals

On Sale

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Almond Lemon Chicken

★★★★★ 109



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Diane!

I LOVE this noodle bowl!



Lemon Chicken and Snow Pea Noodle Bowls Recipe

In this quick and easy noodle bowl recipe, moist chicken and juicy snow peas simmered in a lemony broth are served over angel hair pasta.

ALLRECIPES.COM



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Ingredient Search



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Almond Lemon Chicken

★★★★★

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47 m 4 servings 591 cals



25%



MEDIA MESH WEEKLY

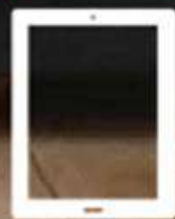
22%



IN SAME ROOM WATCHING DIFFERENT SCREENS MOST OF THE TIME

24%

OWN A TABLET



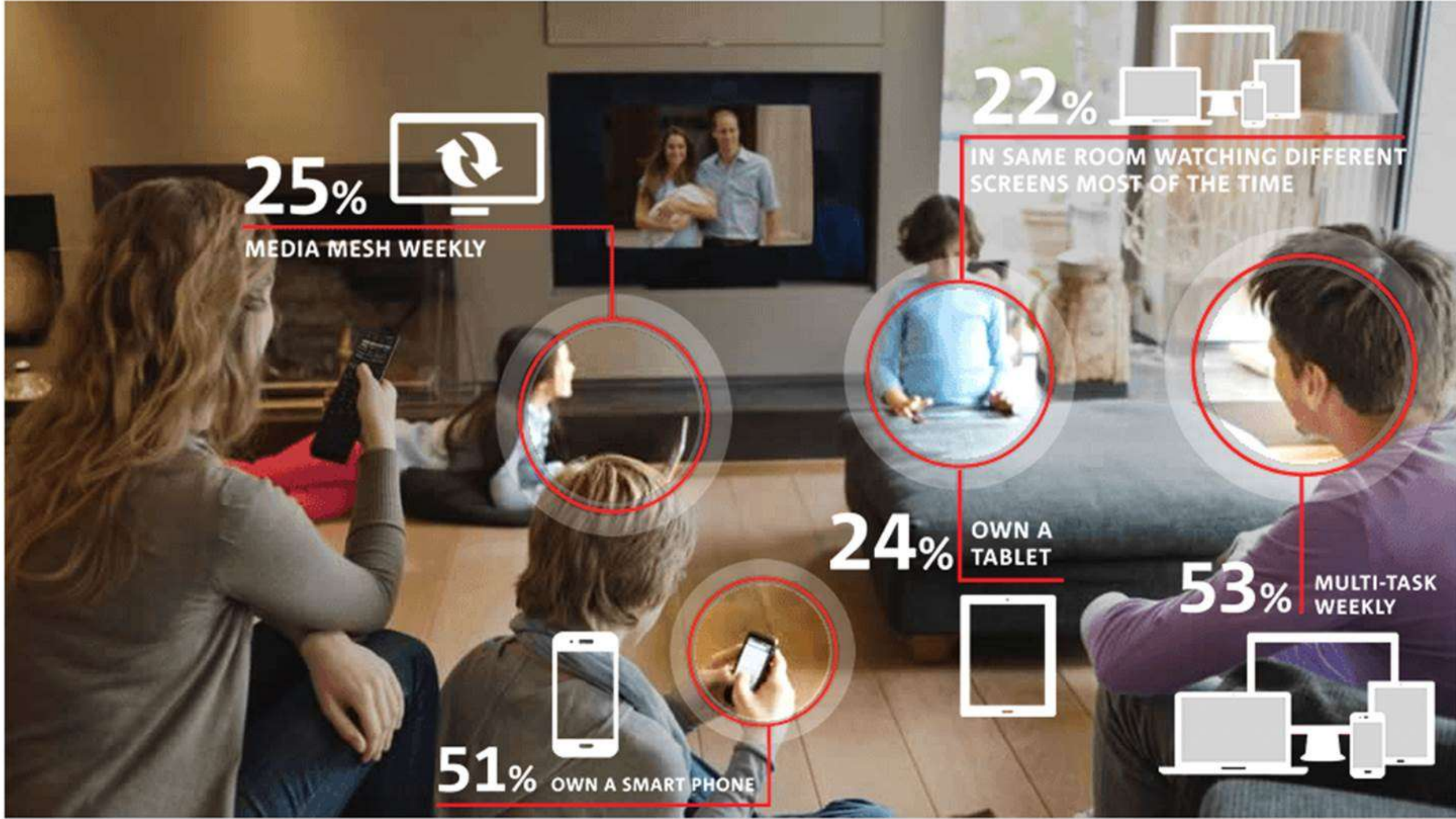
53%

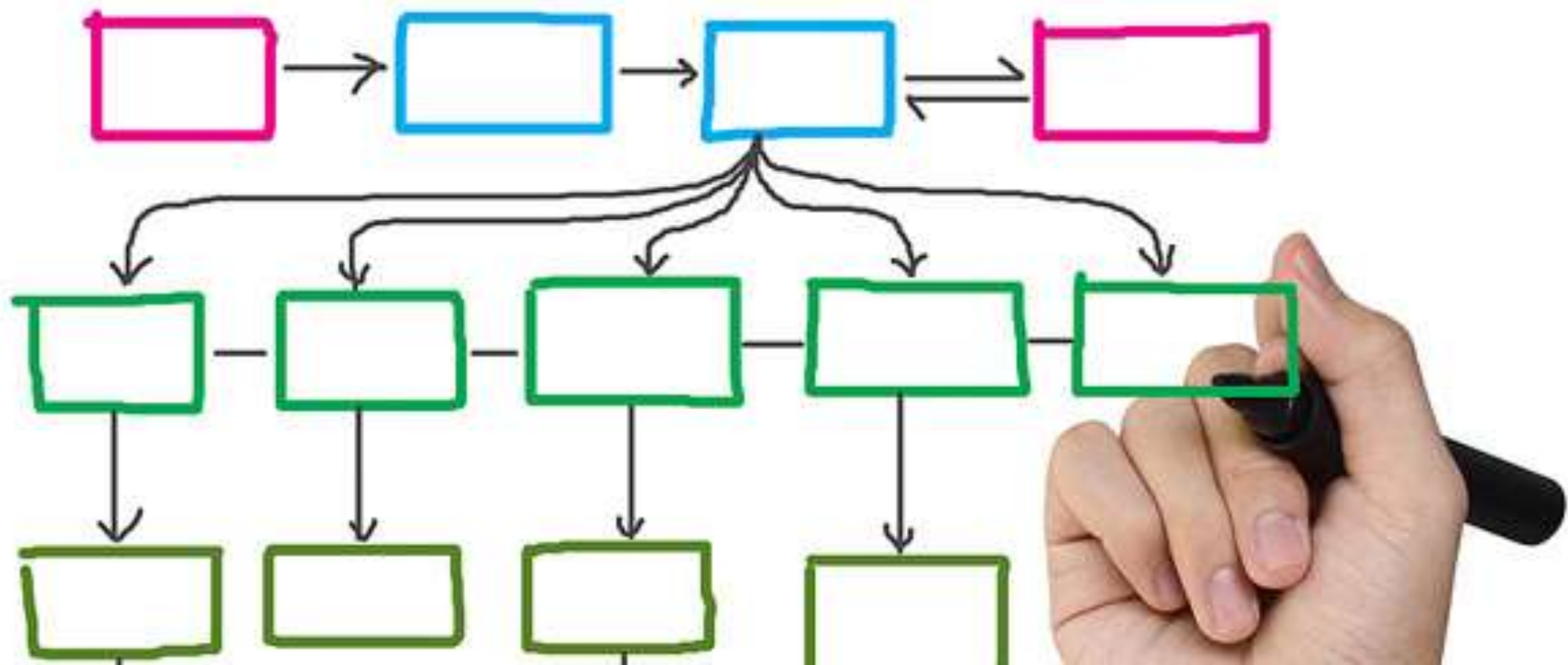
MULTI-TASK WEEKLY



51%

OWN A SMART PHONE







If you forget
everything I said

Empathy



Need Some Advice?

Contact Ascedia!

hello@ascedia.com

<http://www.ascedia.com/services/optimize>

Blog Post:

[EMPATHY AND INFORMATION ARCHITECTURE:
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