

# **Learnings from the Advertising Era: How to use brand positioning for better UX**



Image source: [www.amc.com/shows/mad-men/](http://www.amc.com/shows/mad-men/)

**700,000**

**Your user's  
perception is  
reality**

# George Miller

**How do people  
position your  
organisation?**

**Be first.**



SUGGESTED RETAIL PRICE, EAST COAST, P.O.D.

## Think small.

16 New York University students have gotten into a sun-roof VW; a tight fit. The Volkswagen is sensibly sized for a family. Mother, father, and three growing kids suit it nicely. In economy runs, the VW averages close to

Box #65, Englewood, N. J. Use regular gas and forget about all between changes. The VW is 4 feet shorter than a conventional car (yet has as much leg room up front). While other cars are doomed to roam the

\$21.75.\* A cylinder head, \$19.95.\* The nice thing is, they're seldom needed. A new Volkswagen sedan is \$1,565.\* Other than a radio and side view mirror, that includes everything you'll really need.

Volkswagen doesn't do it again.



Beautiful. It's not any longer. It's not any lower. And it's not any wider. The 1969 Volkswagen. 13 improvements. Ugly as ever. Beautiful. Just beautiful.

Found in Mom's Basement

Image credit: Volkswagen & DDB

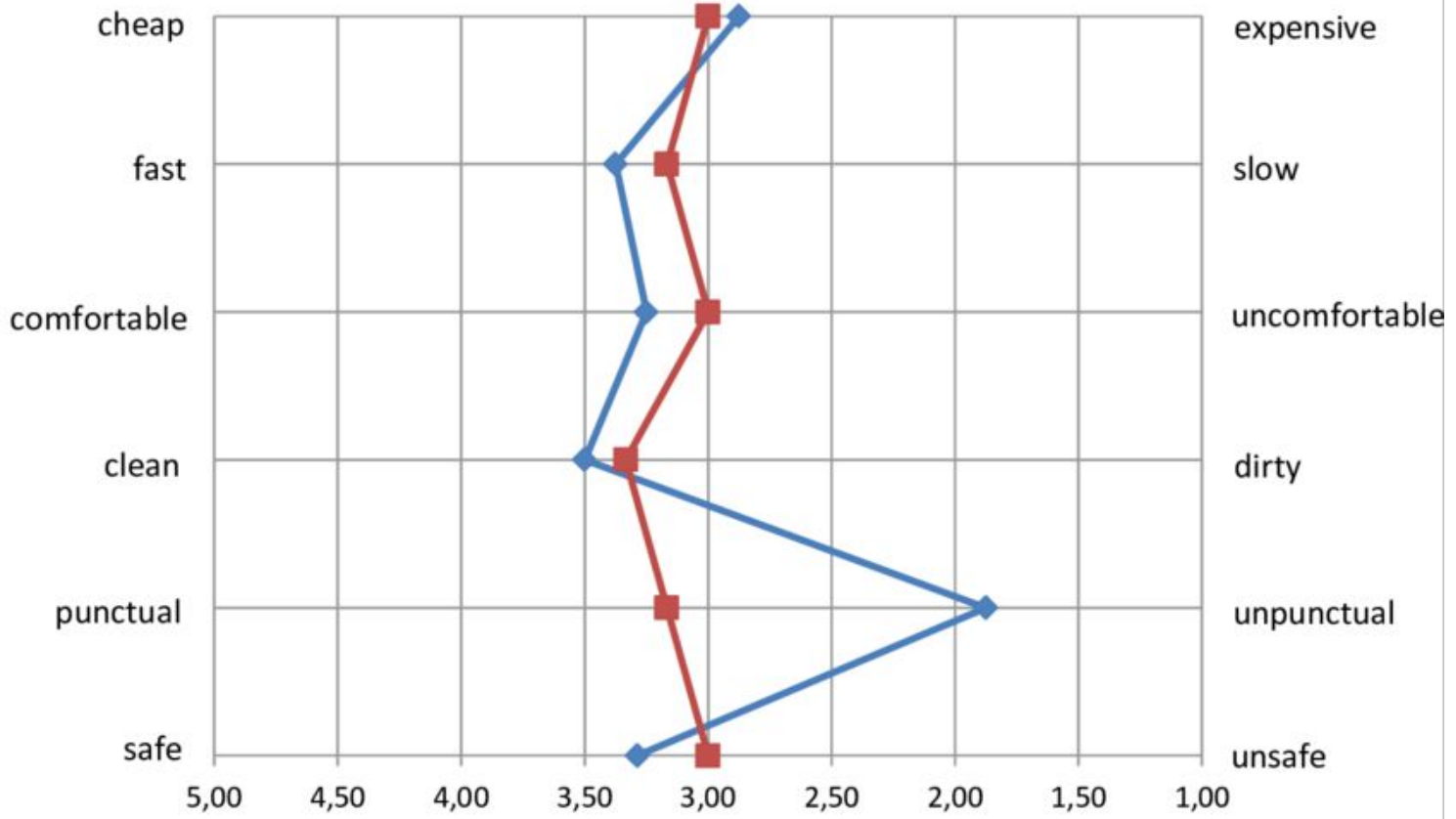


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# Positioning steers UX decisions

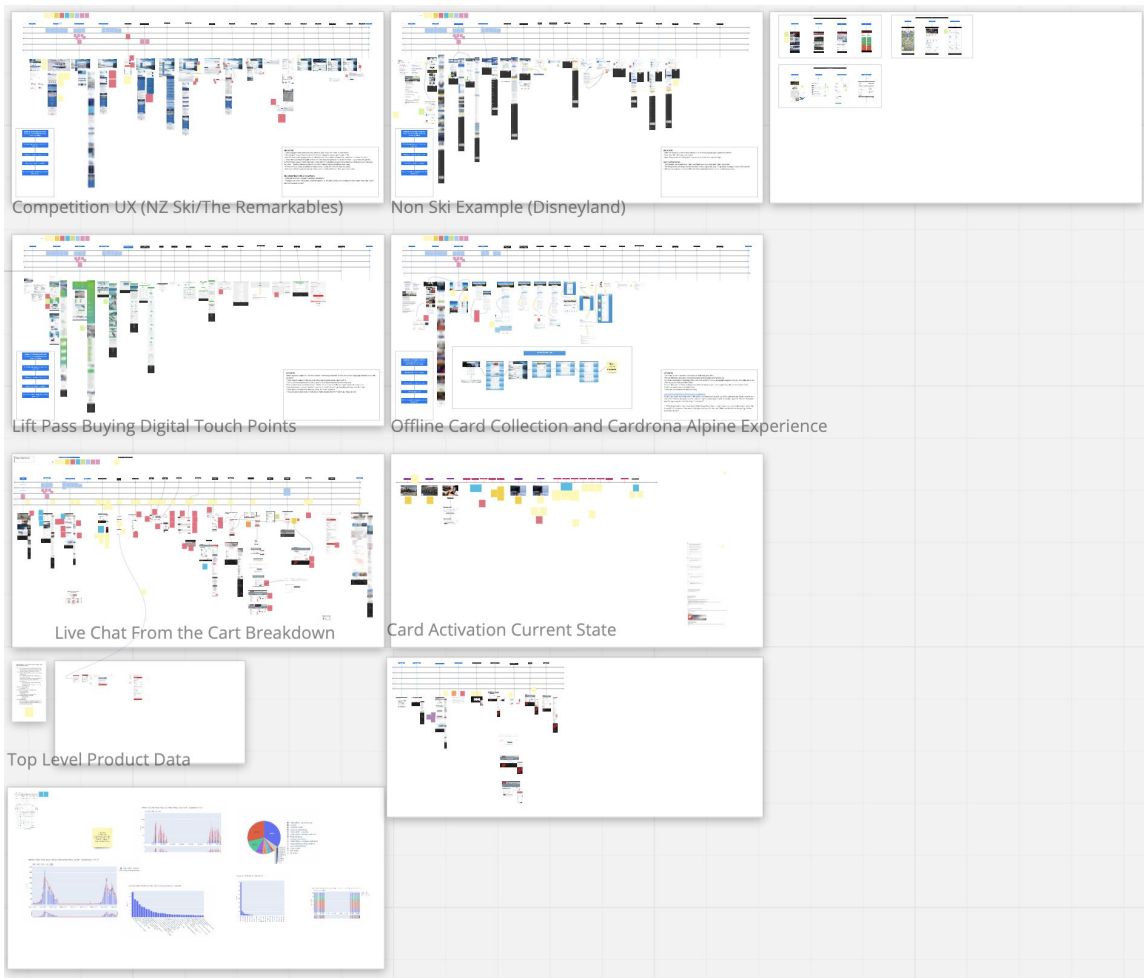
# How to position your organisation

# Semantic Differential



1. They don't understand what you do.
2. They know what you do, but they don't know why they need what you offer or how it applies to them personally.
3. They aren't convinced that you deliver on your claim.
4. They don't know whether you're compatible with their personal circumstances or existing technology.
5. They think you're too expensive or too hard to deal with. They're overwhelmed by the task.
6. They don't trust your organisation or they've never heard of you.
7. They are going to think about it.

# Customer Journey Mapping





# Know when to position

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T H A N K S !

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