

SURPRISE & DELIGHT

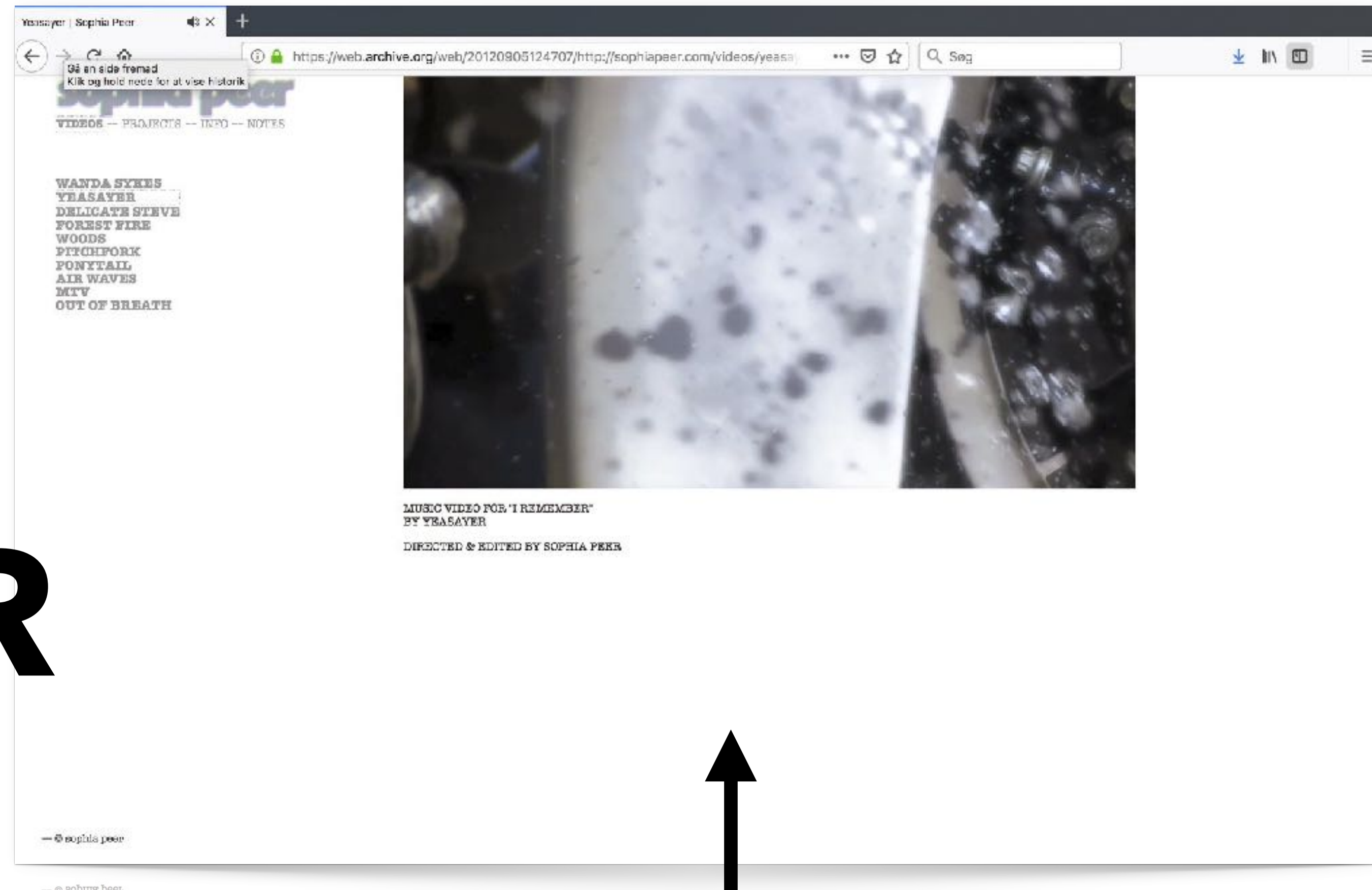
**HOW TO GET THE USERS TO FALL IN LOVE WITH YOUR WEBSITE
WEB DESIGN FOR WEB PEOPLE:-)**

**YOU'RE LISTENING TO THE RADIO - SUDDENLY THEY PLAY YOUR FAVORITE SONG FROM
WHEN YOU WERE A TEENAGER...**

**IT'S A GOOD THROWBACK - AND IT WOULDN'T HAVE BEEN THE SAME IF YOU PUT THE
SONG ON YOURSELF ON SPOTIFY...**

**IN BRIEF: IT'S A POSITIVE SURPRISE - AND IT TURNS INTO A DELIGHTFUL MOMENT... IT
HAPPENS ALL THE TIME - ALSO IN THE WEB WORLD...**

MY SURPRISE & DELIGHT MOMENT



SOPHIA PEER

WE'RE BACK IN 2013/14. THE NATIONAL JUST RELEASED A WONDERFUL MUSIC VIDEO: GRACELESS WHO WAS THE MASTERMIND BEHIND? SOPHIA PEER...

WHAT'S SO SPECIAL ABOUT THIS?

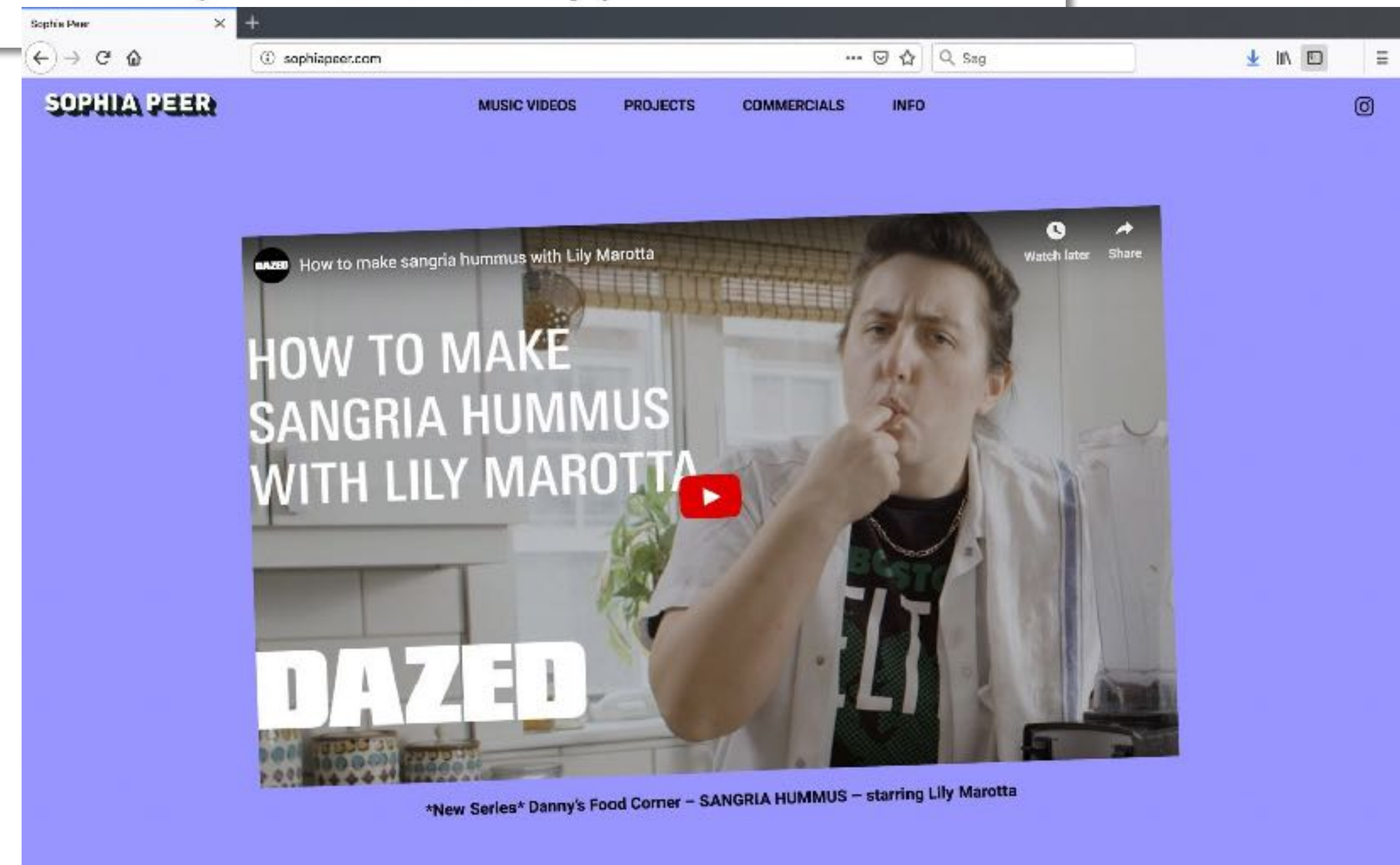
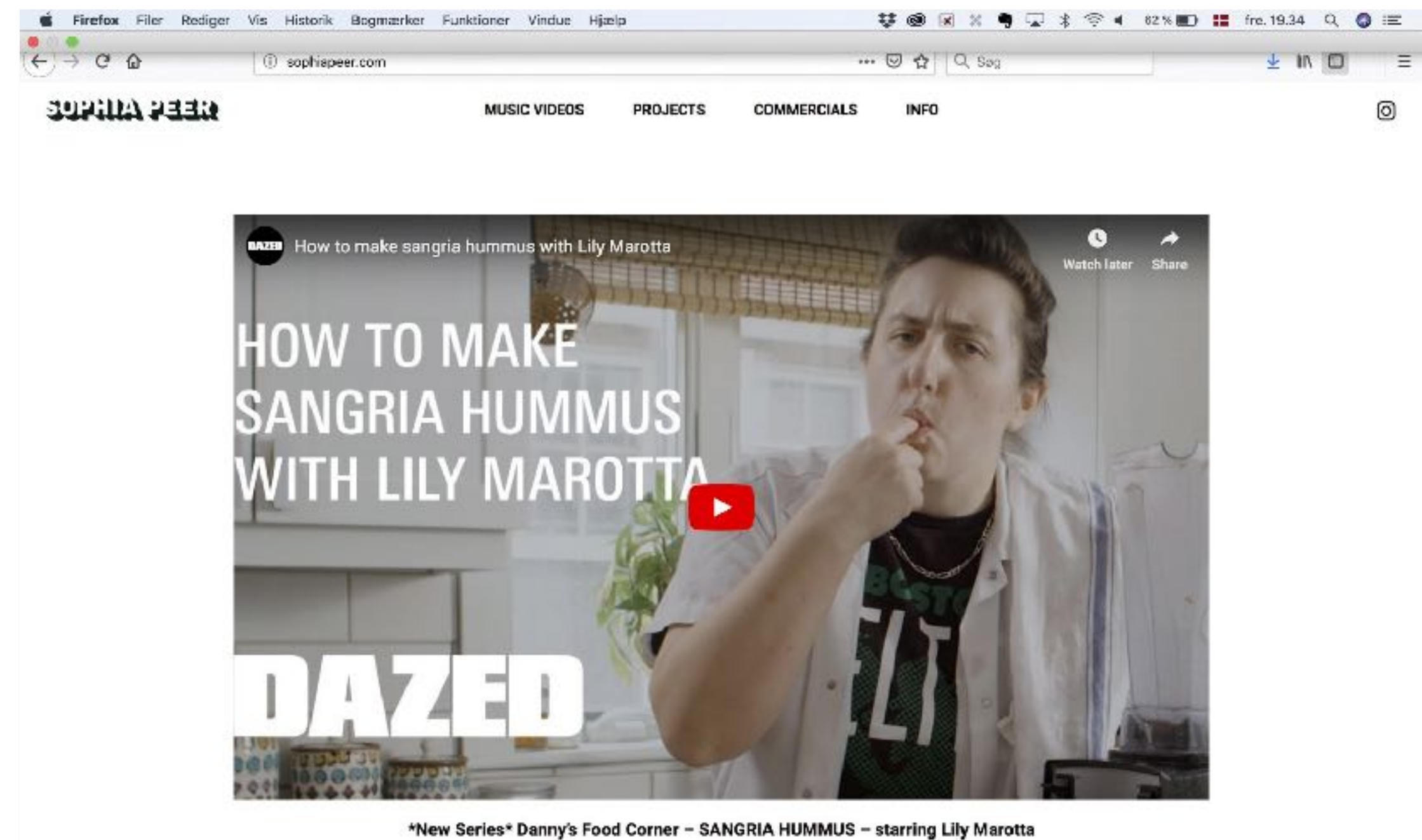
A MOMENT OF SURPRISE THAT TURNED THE VISIT INTO A DELIGHTFUL EXPERIENCE

Surprise: Emotional state as the result of an unexpected event

Delight(ful): Causing joy or pleasure

THE REDESIGN

2019: REVISITED THE SITE - OH MY... [SOPHIAPEER.COM](https://sophiapeer.com)
HAD BEEN REDESIGNED - WITH EVEN MORE "SURPRISE
AND DELIGHT" :-)



ONCE AGAIN:

A MOMENT OF SURPRISE THAT TURNED THE VISIT INTO A DELIGHTFUL EXPERIENCE

Surprise: Emotional state as the result of an unexpected event

Delight(ful): Causing joy or pleasure

***POSITIVE SURPRISES MAKE MEMORABLE
EXPERIENCES***

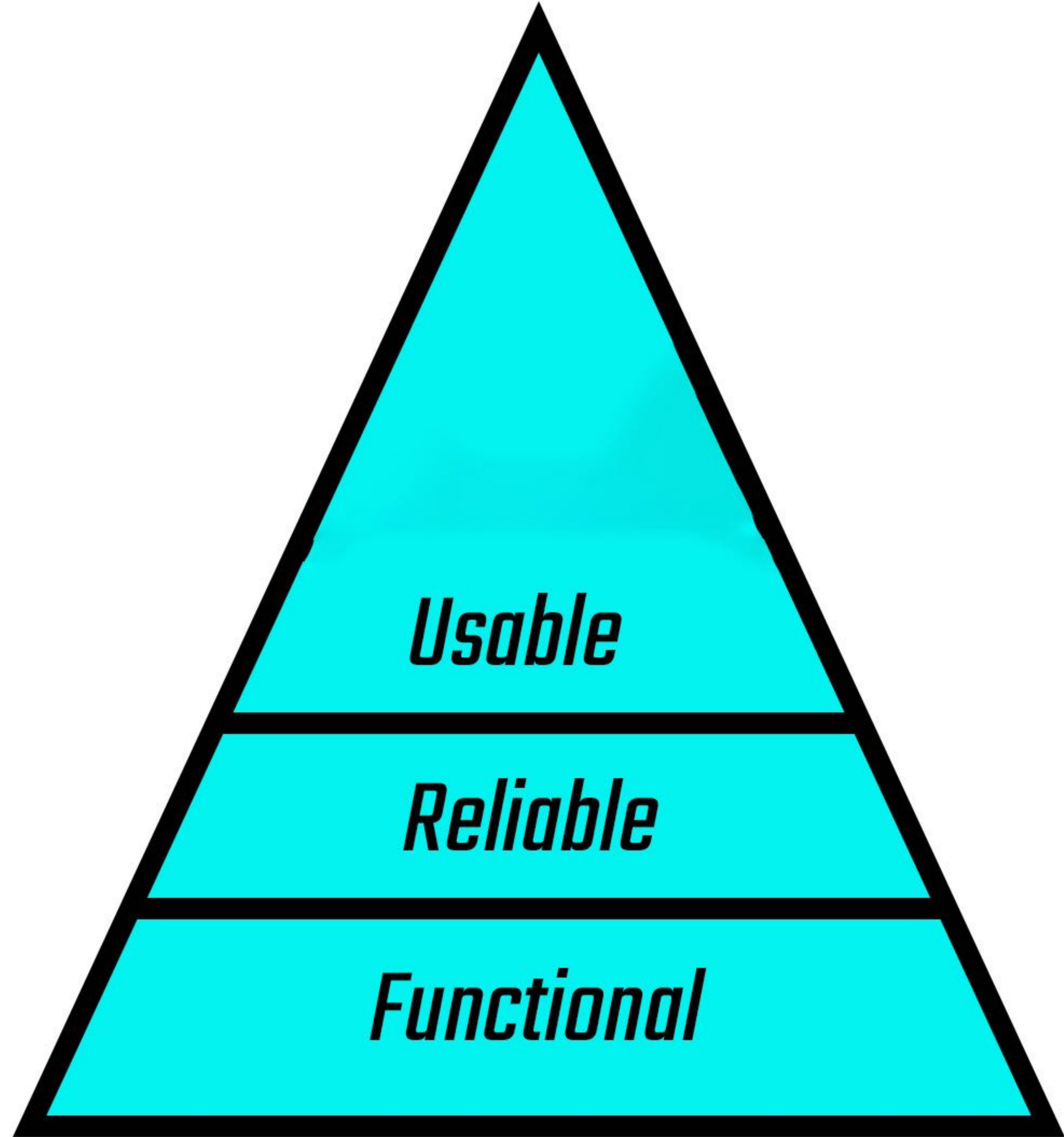
***MARKETING IS ALL ABOUT MAKING
MEMORIES...***

SO: SOPHIA PEER SUCCEEDED IN "MARKETING HERSELF" (ACCORDING TO ME)

LET'S TAKE A STEP BACK...

THE UX PYRAMID

FUNCTIONAL
RELIABLE
USABLE



THE UX PYRAMID

FUNCTIONAL: IT WORKS

RELIABLE: IT WORKS EVERY TIME

USABLE: IT WORKS INTUITIVELY

Contact - Functional

Name

Email Address

Write your message
here

Button

Contact

Name

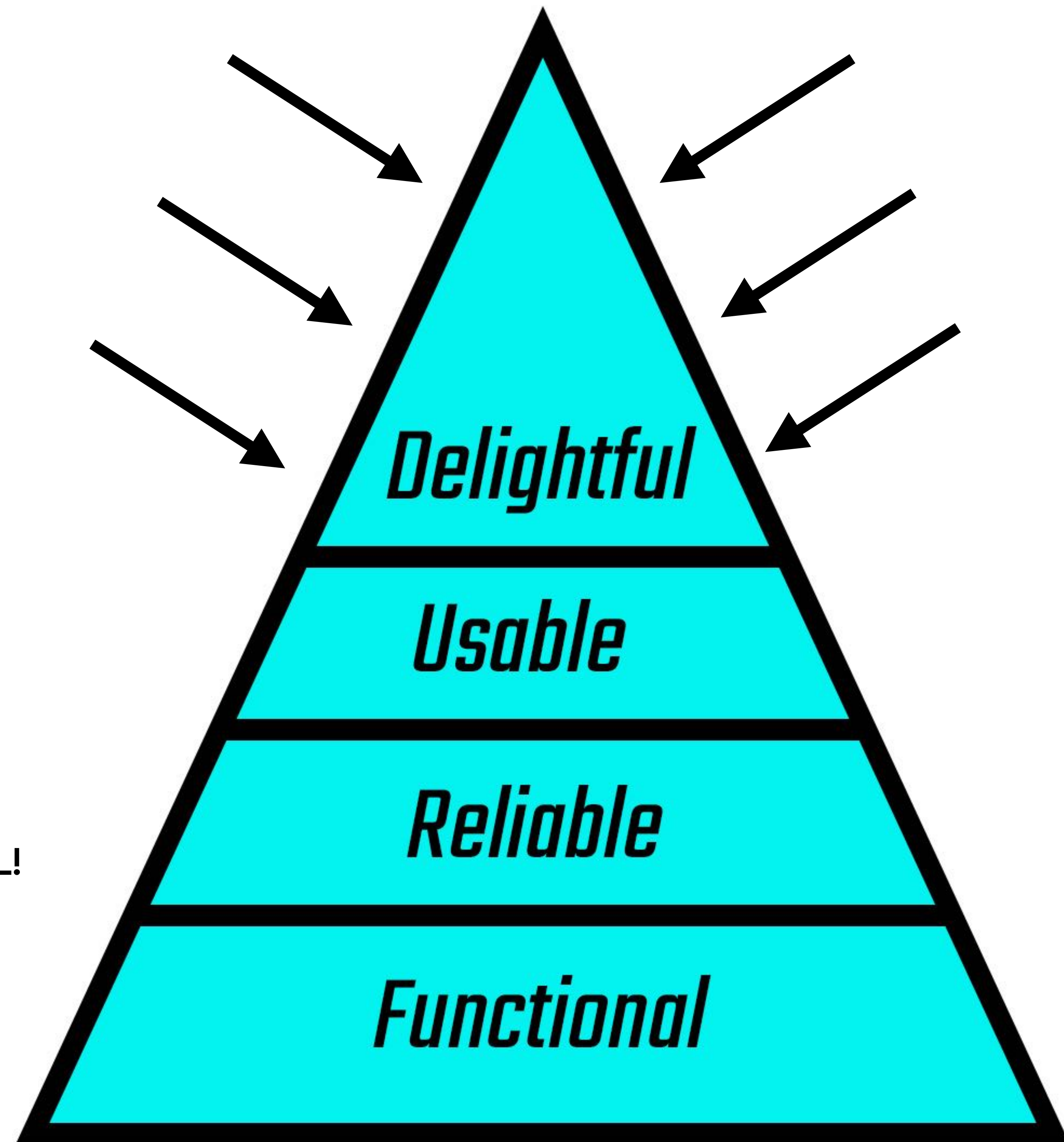
Email Address

Write your message
here

Send

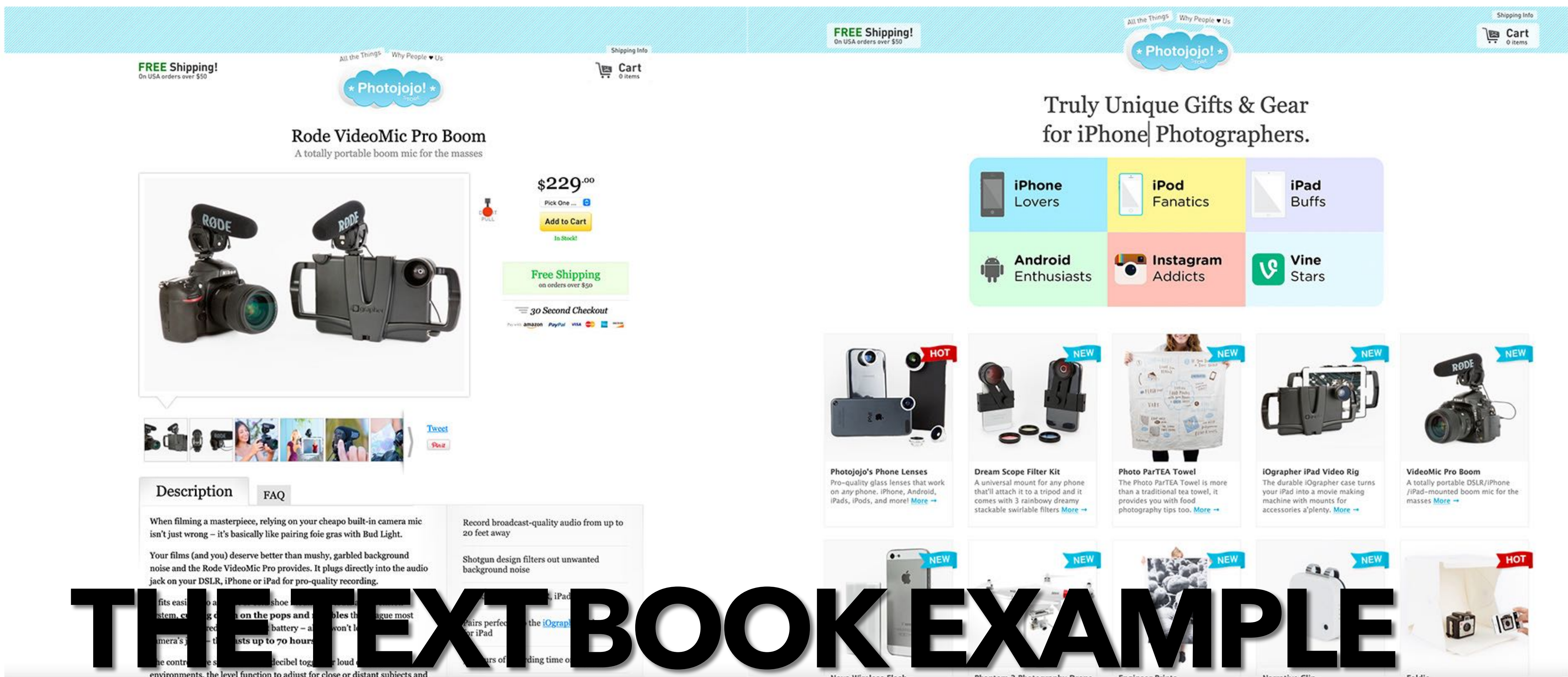
THE UX PYRAMID

UX TRADITIONALLY ONLY FOCUSES ON "USABLE" -
LET'S AIM A BIT HIGHER! LET'S GO FOR DELIGHTFUL!



**IN ORDER TO MAKE DELIGHTFUL EXPERIENCES:
GIVE YOUR INTERFACE A PERSONALITY: WE
CONNECT WITH HUMANS - NOT MACHINES!**

THIS IS IMPORTANT IF YOU WANT TO WOW WEB DESIGNERS: WHEN YOU LOOK AT WEBSITE ALL DAY, YOU NEED SOMETHING EXTRAORDINARY TO CATCH THE ATTENTION AND TO MAKE MEMORABLE EXPERIENCES.



IN DESIGNING FOR EMOTION, AARRON WALTER SUGGESTS MAKING A BRAND PERSONA, AND TO LET THE PERSONALITY SHINE THROUGH DESIGN, CONTENT & DELIGHTFUL SURPRISES

WEBSHOP: PHOTOJOJO: [HTTPS://VIMEO.COM/349100564](https://vimeo.com/349100564)



**OR CREATE PERSONALITY
THROUGH DARING DESIGNS**

I, FOR INSTANCE, LOVE QUIRKY WEB DESIGNS...



**BUT
BUT
BUT**



**BUT
BUT
BUT
BUT**

THE CONCEPT OF "SURPRISE AND DELIGHT" ISN'T NECESSARILY TO LOOK AT AN ENTIRE WEB DESIGN OR THE ENTIRE WEB DESIGN PROCESS

IT IS ABOUT ALL THE SMALL DELIGHTFUL DETAILS - THE ICING ON THE CAKE ON AN EXISTING (GOOD) DESIGN

START WITH THE LOW HANGING FRUIT

IN DENMARK AND ICELAND: WEB BUDGETS ARE TYPICALLY VERY SMALL...

YOU PROBABLY WORK WITH A CMS - WORDPRESS, FOR INSTANCE

SO HOW CAN WE IMPLEMENT DELIGHTFUL ELEMENTS WITH PERSONALITY ON A BUDGET?

PRELOADERS

PRELOADERS ARE A NICE WAY TO ADD A BIT OF
SURPRISE & DELIGHT



<https://itg.digital/>



<https://studioflink.nl/>



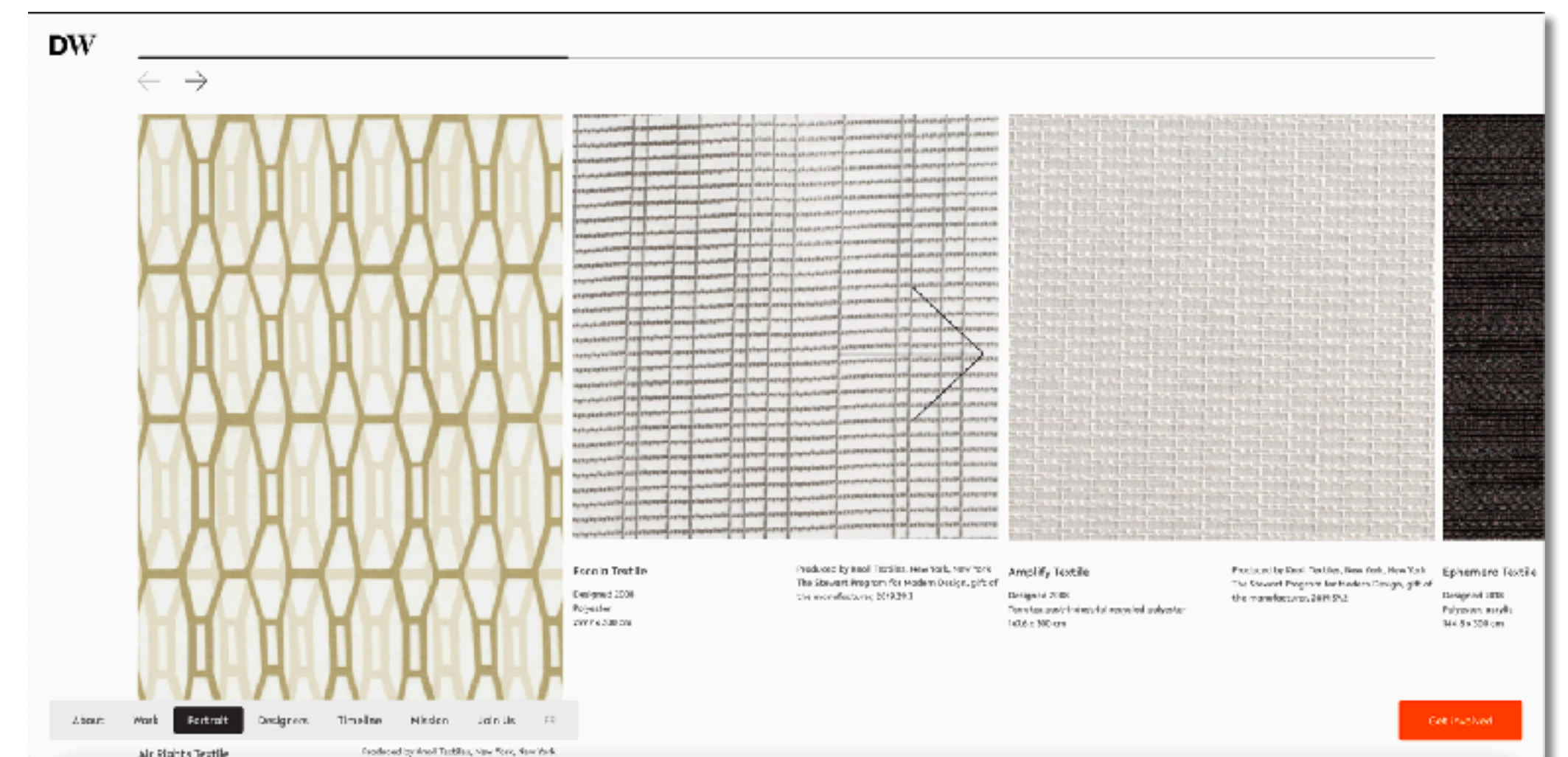
<https://madeinhaus.com/contact>

CURSORS

CUSTOM CURSORS ARE EASILY IMPLEMENTED (ON DESKTOP) - AND CURSOR TRAILS ARE ONE OF THE TRENDS IN 2021. WHY NOT MAKE A DELIGHTFUL CURSOR?



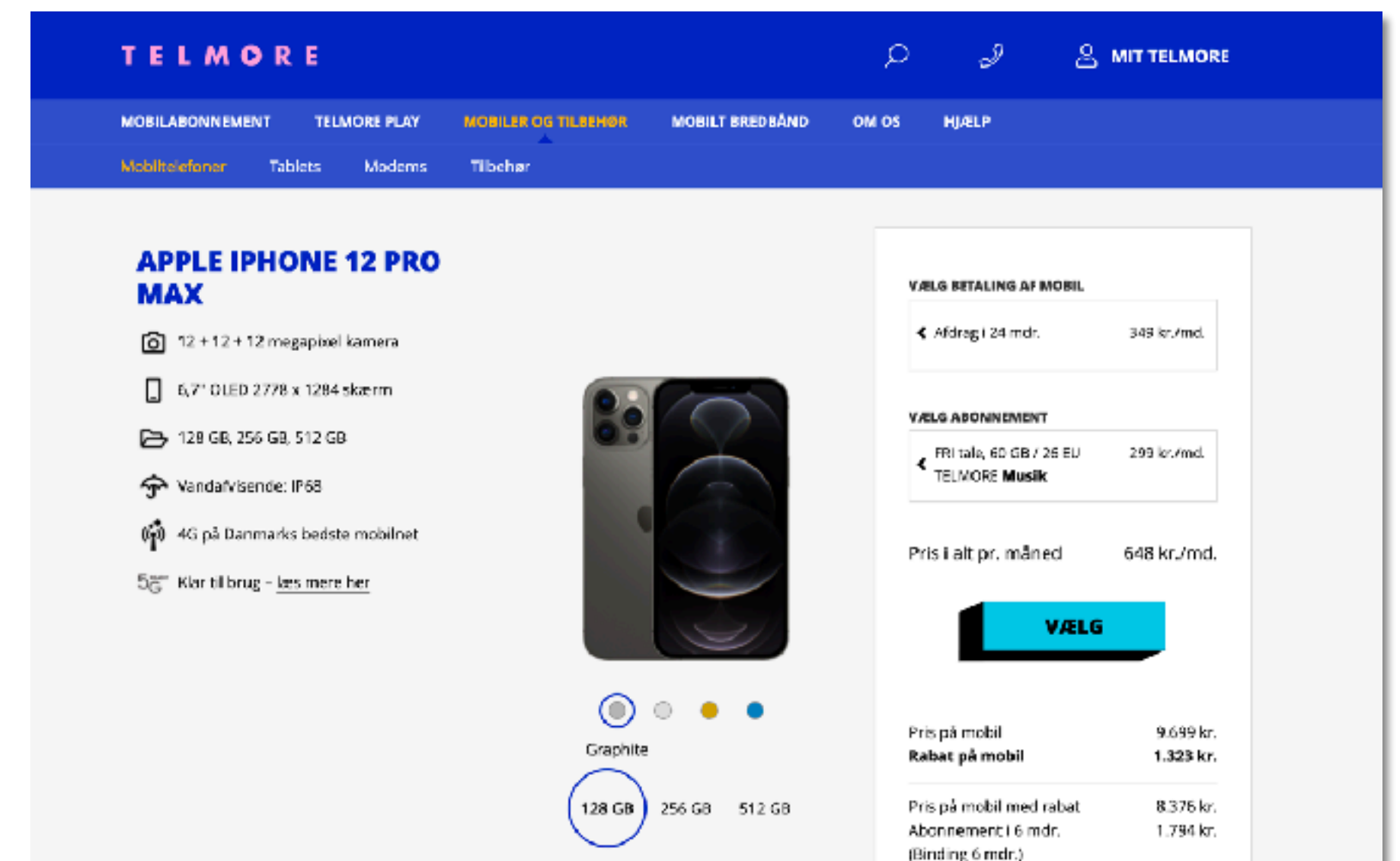
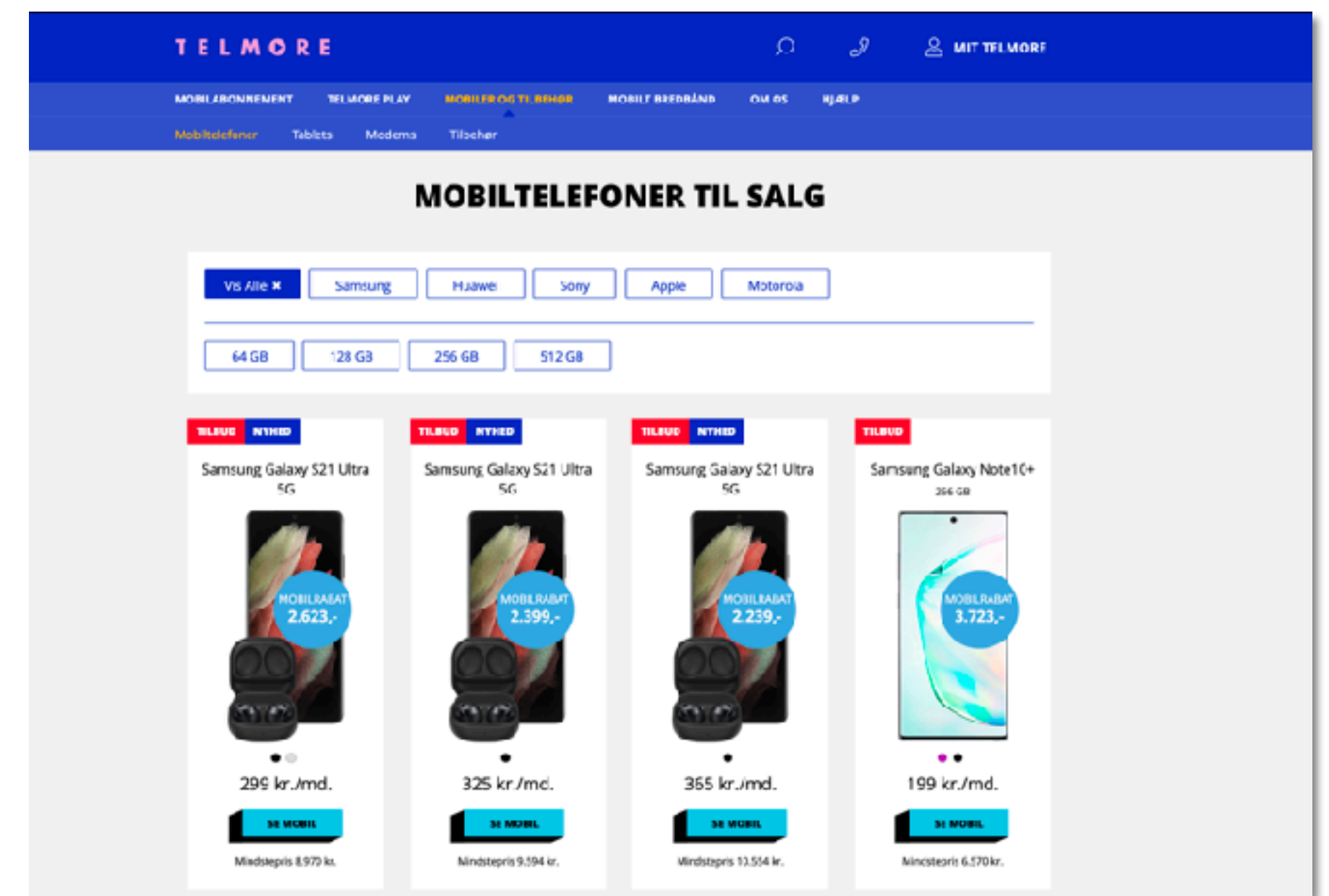
<https://24hourace.gucci.com/>



<https://designedbywomen.org/>

BUTTONS

IS YOUR BUTTON JUST A REGULAR SQUARE WITH
"SUBMIT" WRITTEN ON IT? WHY NOT PIMP IT UP A BIT -
IT IS EASILY DONE WITH A BIT OF CUSTOM CSS.



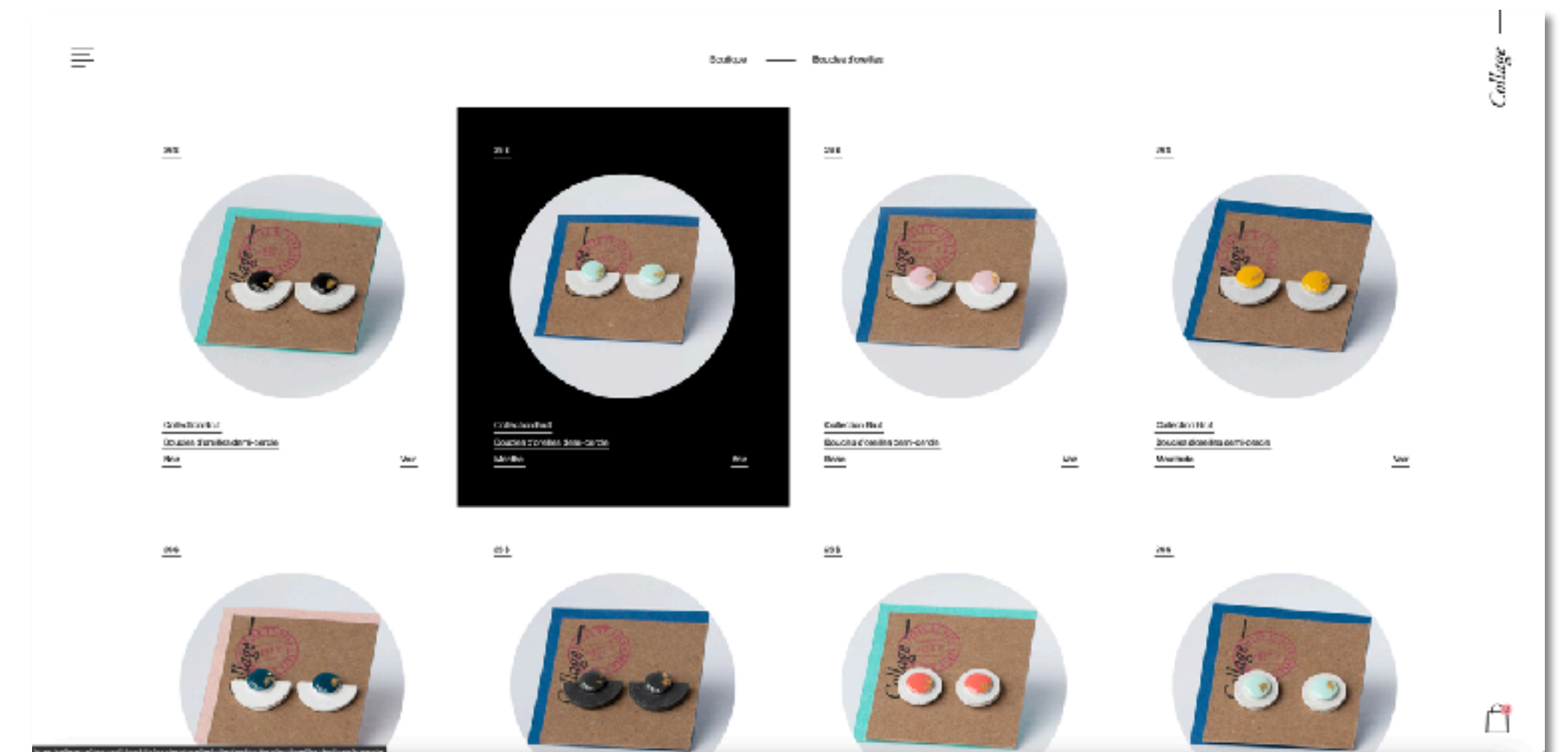
<https://www.telmore.dk/shop/mobiltelefoner/apple-iphone-12-pro-max/128gb/>



<https://cine365films.com/en/>

ANIMATIONS

HOVER ANIMATIONS AND ANIMATED BORDERS CAN EASILY BE MADE WITH A BIT OF CUSTOM CSS - AND ANIMATION IS ALSO ONE OF THE KEY ELEMENTS IN DIGITAL DESIGN AS OPPOSED TO PRINT DESIGN



<https://collagecrafting.com/fr/produits/boucles-d-oreilles>

FORMS

FORMS ARE TYPICALLY BORING - HOW CAN YOU TURN THEM INTO SOMETHING INTERESTING? GREAT DESIGN OR NATURAL LANGUAGE FORMS?

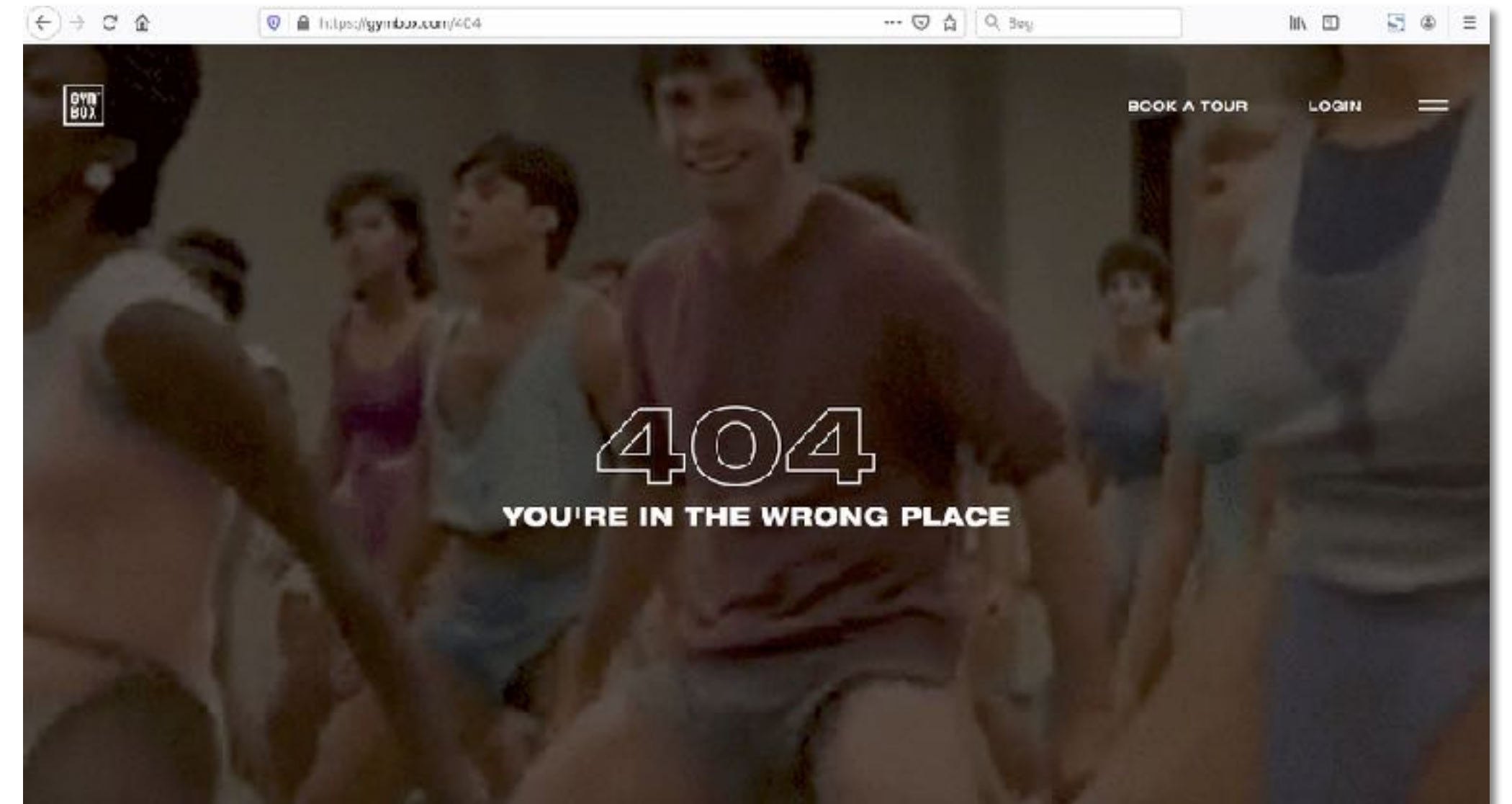
YOU CAN GET STARTED FOR FREE ON [HTTPS://WWW.TYPEFORM.COM/](https://www.typeform.com/)

<https://www.anakin.co/contact>

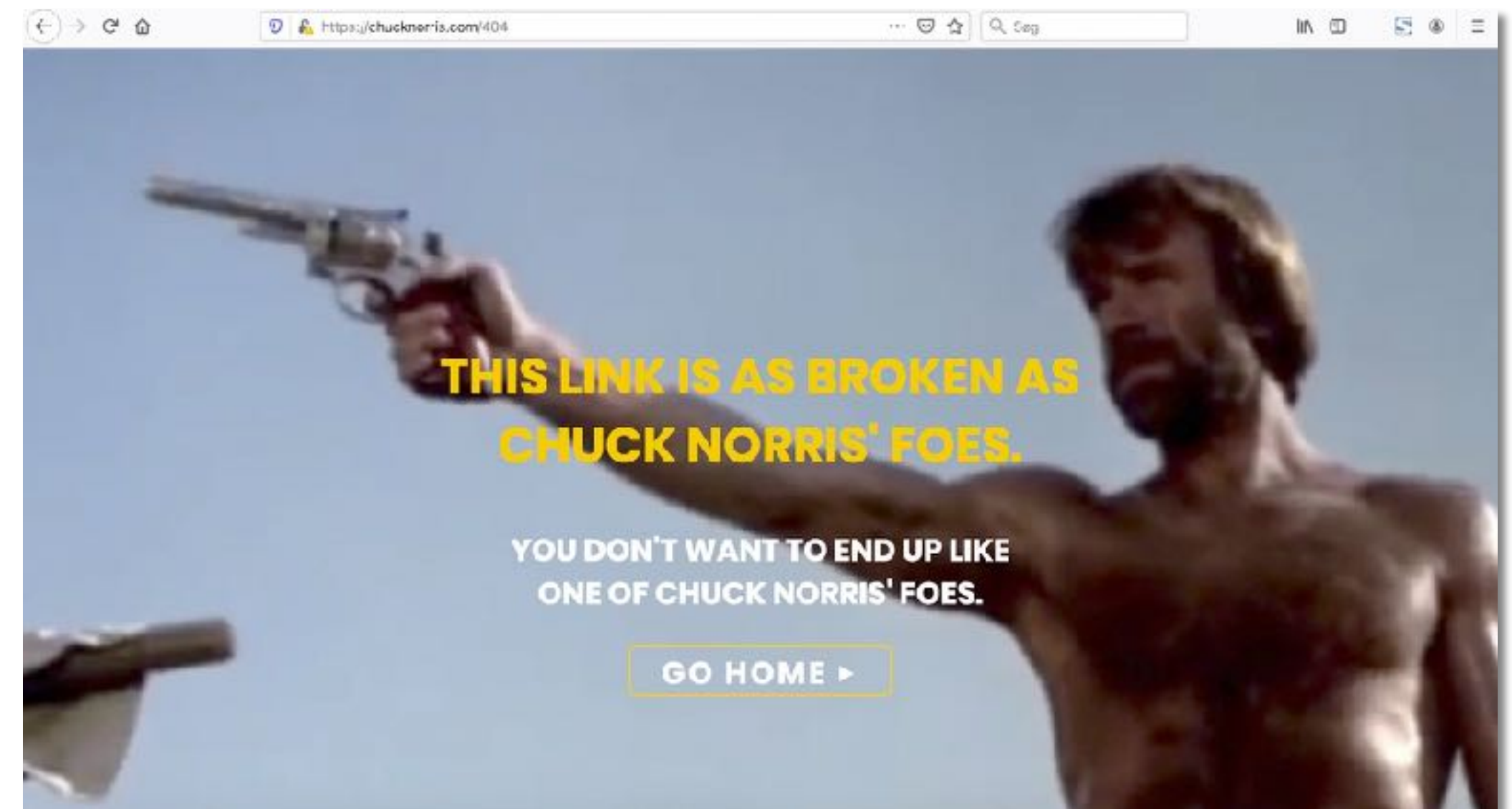
<https://twks.ch/en/contact/>

404-PAGES

404-PAGES ARE TYPICALLY BORING - BUT IN RECENT YEARS, THEY'VE BECOME A DESIGN AND MARKETING ELEMENT BY THEMSELVES, WITH THE PURPOSE OF GETTING BACKLINKS FROM BLOGS/ARTICLES...



<https://www.gymbox.com/404>



<https://chucknorris.com/404>

OTHER IDEAS?

LET ME KNOW IF YOU HAVE ANY GOOD EXAMPLES OF EASY TO INTEGRATE "SURPRISE AND DELIGHT"
IDEAS YOU WANT TO SHARE:-)

FURTHER STUDIES

DESIGNING FOR EMOTION - AARRON WALTER ->
[HTTPS://ABOOKAPART.COM/PRODUCTS/
DESIGNING-FOR-EMOTION](https://abookapart.com/products/designing-for-emotion)

HOT NOW - AWWWARDS -> [HTTPS://
WWW.AWWWARDS.COM/BOOKS/NOW-VOL3](https://www.awwwards.com/books/now-vol3)

IF YOU KNOW DANISH: [HTTPS://
WWW.STEFANGRAGE.DK/](https://www.stefangrage.dk/)

