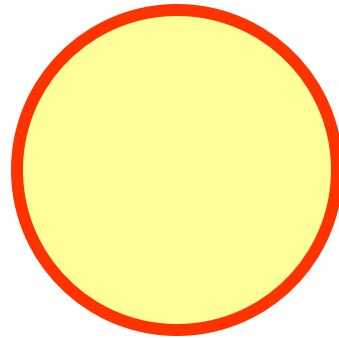


# Personalization

**Jonathan Price**



**The Communication Circle**

**(505) 898 4912**

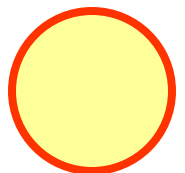
**[jprice@swcp.com](mailto:jprice@swcp.com)**

**<http://www.webwritingthatworks.com>**

## Personalization

# Moving toward a conversation with an audience of one

- Beyond the great mass.
- Beyond niches, micromarkets, subgroups, demographic clusters.
- Communicating with one person at a time.



# What is personalization?

- Example: Reflect.com starts with an expert system.

The screenshot displays the Reflect.com website interface. At the top right, the logo "reflect.com" is visible. A navigation bar contains links for "create & shop", "beauty advisor", "my organizer", "about us", "service", "reorder", and "shopping bag [0]". A teal banner on the left side contains the text "Just browsing" and "created by you". Below this, there is a "Learn more" link and a "Create my:" section with a dropdown menu set to "MAKE A SELECTION". A "log out" link is at the bottom left. The main content area features a personalized message: "Welcome back, Jon" followed by a paragraph about eye shadow. Below the text is an illustration of a woman with a dog. A yellow circle with a red border is located on the right side of the page.

reflect.com

create & shop beauty advisor my organizer about us service reorder shopping bag [0]

Just browsing

created by you

Learn more

Create my:  
MAKE A SELECTION

log out

Welcome back, Jon

Here's your chance to create the perfect [Eye Shadow](#) for the beautiful eyes you have always wanted. Available in single shade compacts or the more versatile four-color palettes. Not Jon? Please [click here](#).

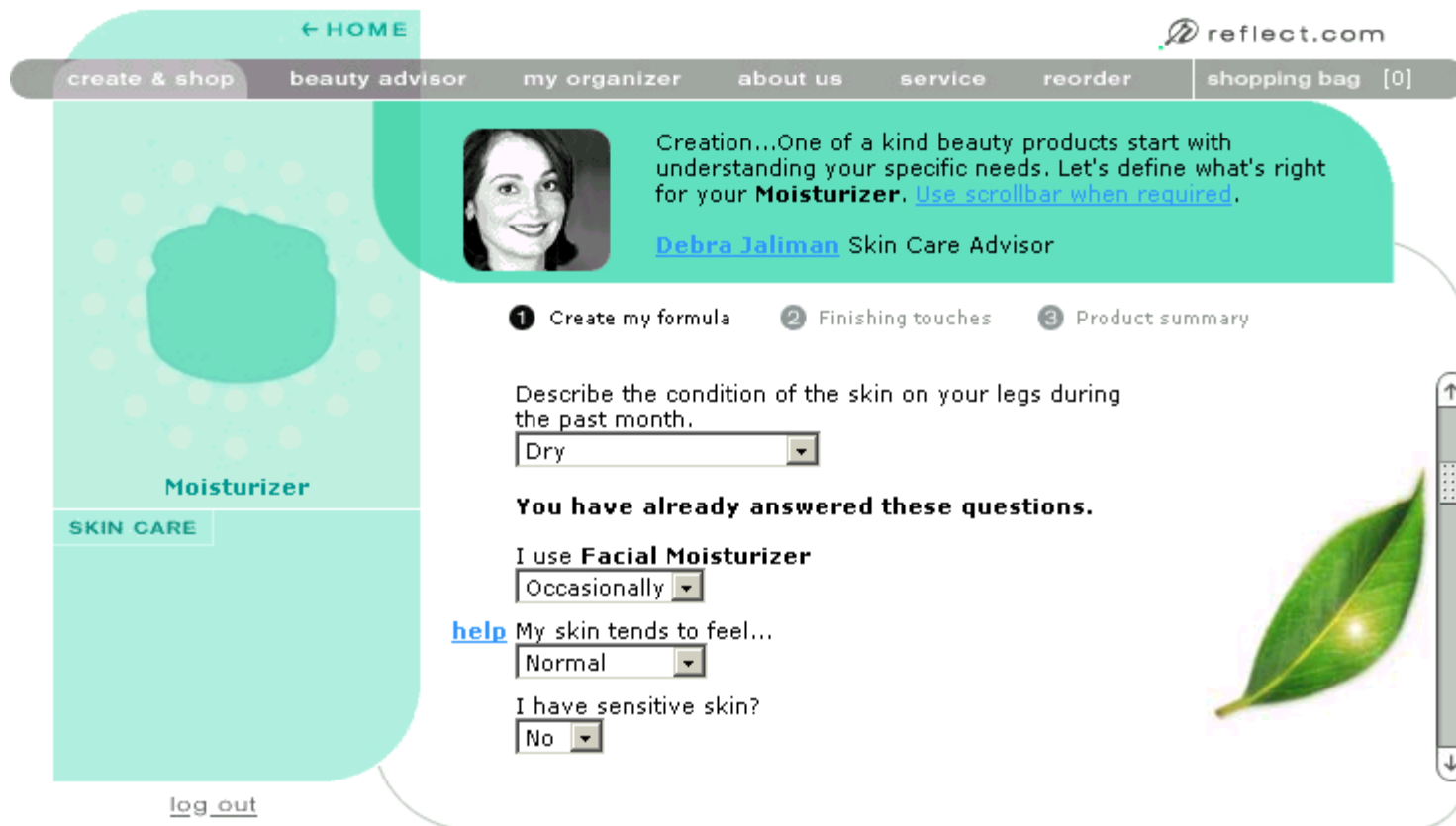
Your individual beauty is our greatest inspiration.

Copyright © 2001. Reflect.com LLC. All Rights Reserved. [Privacy Policy](#)

## Personalization

# What is personalization? Example: Reflect.com

- Interrogates you to make decisions building a recipe.



← HOME reflect.com

create & shop beauty advisor my organizer about us service reorder shopping bag [0]

 Creation...One of a kind beauty products start with understanding your specific needs. Let's define what's right for your **Moisturizer**. [Use scrollbar when required.](#)

[Debra Jaliman](#) Skin Care Advisor

1 Create my formula 2 Finishing touches 3 Product summary

Describe the condition of the skin on your legs during the past month.

**You have already answered these questions.**

I use **Facial Moisturizer**


[help](#) My skin tends to feel...

I have sensitive skin?

Moisturizer

SKIN CARE

[log\\_out](#)





## Personalization

# What is personalization? Example: Reflect.com

- Asks you to name the product, choose a package.

The screenshot displays the Reflect.com website's product creation interface. At the top, there is a navigation bar with links for 'create & shop', 'beauty advisor', 'my organizer', 'about us', 'service', 'reorder', and 'shopping bag [0]'. The main content area is divided into several sections:

- Product Image:** A white pump bottle of 'Moisturizer' is shown on the left.
- SKIN CARE:** A section titled 'Special Formula Criteria' lists options: 'Select moisturizing agents', 'Healthy skin formula', 'Fine line refining formula', 'Sunscreen protection', 'Lubricious emollients', and 'Skin moisture enhancers'.
- Personal Preferences:** A teal box features a profile picture of 'Debra Jaliman', a Skin Care Advisor, and text: 'Personal Preferences...Your **Moisturizer** deserves your personal touch. Choose your favorite accents below, and give it a great name. [Use scrollbar when required.](#)'
- Progress Indicators:** Three steps are shown: '1 Create my formula', '2 Finishing touches', and '3 Product summary'.
- Package Accents:** Two floral icons are shown, with the second one circled in green. Below them, a question asks 'Which package accent do you like?' with five options: three floral patterns and a 'NO WRAP' option.
- Product Naming:** A question asks 'What would you like to name your product?' with input fields containing 'Jon's', 'Hydrating Day', and 'Moisturizer'.
- Decorative Elements:** A large green leaf is on the right, and a yellow circle with a red border is at the bottom right.

## Personalization

# What is personalization? Example: Reflect.com

- Talks to you, person to person.

The screenshot displays the Reflect.com website interface. At the top, there is a navigation bar with a home icon and the text 'reflect.com'. Below this is a secondary navigation bar with links: 'create & shop', 'beauty advisor', 'my organizer', 'about us', 'service', 'reorder', and 'shopping bag [0]'. The main content area features a large teal banner with a product image of 'Jon's Hydrating Day Moisturizer' on the left. The product label includes the Reflect.com logo, the product name, and 'created by you online 05.10.01'. To the right of the product image is a personalization message: 'Created For You...This **Moisturizer** has been formulated for your needs. I think you will notice a real difference, or we will recustomize at no charge.' Below this message is a profile picture of 'Debra Jaliman', identified as a 'Skin Care Advisor'. A progress indicator shows three steps: '1 Create my formula', '2 Finishing touches', and '3 Product summary', with the first two being active. The product details section includes: 'Jon's Hydrating Day Moisturizer', 'product: Moisturizer', 'regimen: Skin Care Regimen', 'guarantee: always unconditionally guaranteed!', 'shipping: free!', and 'details: 1) gentle formula increases elasticity, softness after a single use. 2) reduces dry skin after a single use. 3) reduces the appearance of fine lines after a single application. 4) broad spectrum protection (UVA and UVB); provides SPF 15 for 8 hours.' The price/size is listed as '\$19.50 / 6.70 fl. oz.'. At the bottom right of the product details are 'print' and 'add to bag' buttons. On the left side, there is a 'SKIN CARE' section with 'Special Formula Criteria' including: 'Select moisturizing agents', 'Healthy skin formula', 'Fine line refining formula', 'Sunscreen protection', 'Lubricious emollients', and 'Skin moisture enhancers'. A 'log out' link is located at the bottom left. A vertical scrollbar is visible on the right side of the page.

## Personalization

# What is personalization? Example: Reflect.com

- Remembers what you created last time.

← HOME reflect.com

create & shop beauty advisor **my organizer** about us service reorder shopping bag [0]

### Saved Products

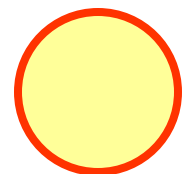
We've kept a list of the products you've created for yourself! Select one or more products to quickly add them to your Shopping Bag, or review a custom product by clicking its name.

Select	Product Name	Last Date Purchased	Date Created	Unit Price
<input type="checkbox"/>	<a href="#">Cleanser</a>		06/17/00	\$19.00
<input type="checkbox"/>	<a href="#">Jon's Hydrating Day Moisturizer</a>	06/23/00	05/10/01	\$19.50

remove selected add selected to bag

log out

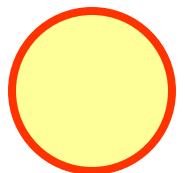
- Personal info
- Site preferences
- Saved products
- My tips
- Saved regimens



## Personalization

# Personalization goes beyond customization.

- **Customizing** divides the mass audience into several niches.
- **Customizing** puts each visitor into a particular group, which may become a **silos**.
- The **site** decides what content to deliver to the users' particular niches via multiple home pages, multiple menus, filters on content.

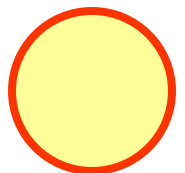




## Personalization

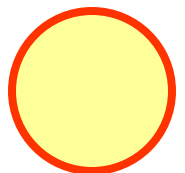
# Personalizing addresses an audience of one.

- **Personalizing** allows the **individual** to pick and choose content, format, media, and the degree of intimacy.
- **Personalizing** recognizes **the actual situation** of the particular individual receiving the information.
- **Personalizing** may also mean **you** have to reveal information about yourself, as an individual.



## Benefits to the organization

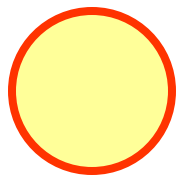
1. Makes content more relevant, easier to understand.  
People get it.
2. Makes the site easier to use, saves customers time.
3. Increases loyalty.
4. Creates a reason not to switch.
5. Builds a relationship.
6. Builds repeat sales.



**Personalization**

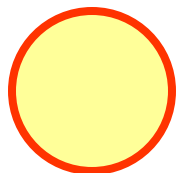
# Envision

Manufacturing content  
for one individual at a time



# Imagine

- Building a profile to identify the individual's traits
- Building rules and making inferences from behavior, to serve the right content to the right person at the right time
- Allowing the individual to reorganize content
- Offering new information to the individual proactively
- Responding to email one on one
- Joining discussions with users
- Managing this new process



## Personalization

# Personalization starts with a profile.

- The visitor registers, or gives some information.

### Help Us Better Serve You

Are you:  Male  Female

What year were you born? 1941

Describe your profession:

Consultant/Analyst

What is your organization's primary business activity?

Communications/Publishing/Entertainment

How many people are in your organization?

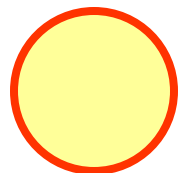
1-99

How often do you read The Wall Street Journal in print?

- I subscribe to the Journal.
- I read it regularly but don't subscribe
- I read it now and then but don't subscribe
- I rarely or never read it

How many stock transactions have you/other household members made in the past 12 months? 1-5

Read our [Privacy Policy](#).



## Personalization

# Personalization starts with a profile.

- On return, the visitor is identified by a cookie, or login.

The screenshot displays the My Lycos website interface. At the top, a black navigation bar contains the "LYCOSNETWORK" logo. Below this is a yellow banner with the "MY LYCOS" logo. A black navigation bar below the banner contains "My Lycos" and "My Investing" links. The main content area is yellow and features a search bar with a dog icon, a "Search for" input field, and a "See also" section with links to "Parental Controls" and "Multimedia Search". A "News" section is visible at the bottom, dated "May 10, 2001", with a "NEW! Get News on Your Phone" notification and a list of news items: "FBI: McVeigh Evidence Withheld", "House Freezes U.N. Dues", and "Fox to CBS: 'Survivor' Is Rigged".


LYCOSNETWORK

MY LYCOS

My Lycos | My Investing |

Welcome JonathanReevePrice! [Log Out](#) | [My Info](#) | [Help](#)

Search [Hide](#)

 Search for

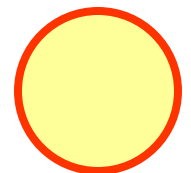
See also: [Parental Controls](#) [Multimedia Search](#)

News [Edit](#) [Hide](#)

NEW! [Get News on Your Phone](#)

May 10, 2001

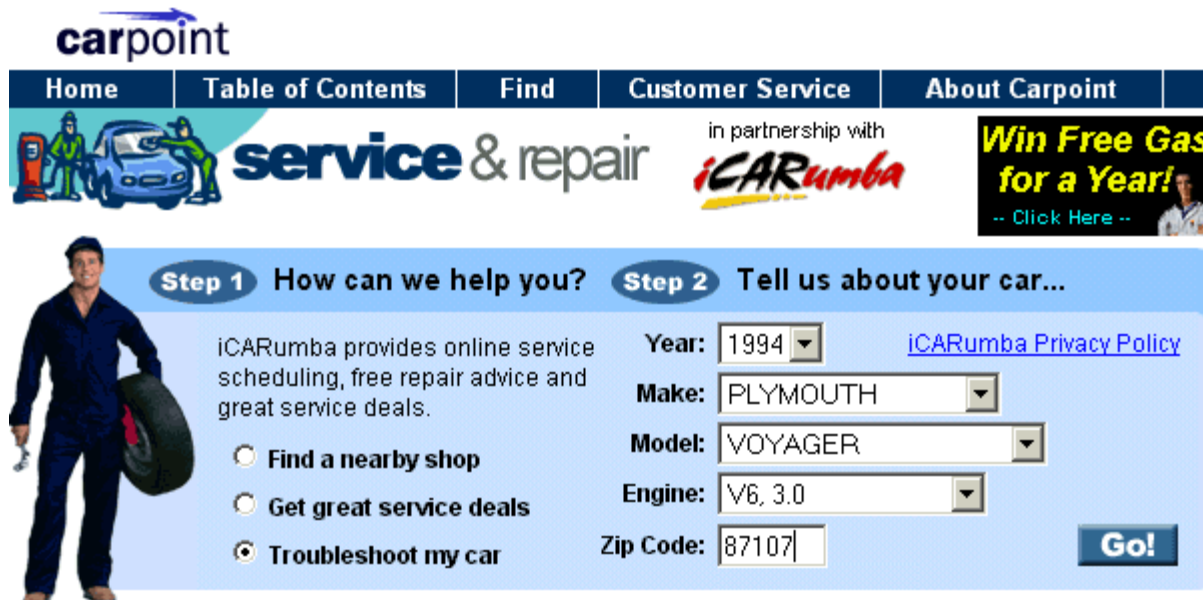
- [FBI: McVeigh Evidence Withheld](#)
- [House Freezes U.N. Dues](#)
- [Fox to CBS: 'Survivor' Is Rigged](#)



## Personalization

# Personalization starts with a profile.

- Users reveal their own situation, products, income, address.



The screenshot shows the Carpoint website interface. At the top, there is a navigation bar with links: Home, Table of Contents, Find, Customer Service, and About Carpoint. Below the navigation bar is a banner for "service & repair" in partnership with "iCARumba". A promotional box on the right says "Win Free Gas for a Year! -- Click Here --". The main content area is divided into two steps: "Step 1 How can we help you?" and "Step 2 Tell us about your car...". Step 1 includes a list of options: "Find a nearby shop", "Get great service deals", and "Troubleshoot my car" (which is selected). Step 2 includes a form with the following fields: Year (1994), Make (PLYMOUTH), Model (VOYAGER), Engine (V6, 3.0), and Zip Code (87107). A "Go!" button is located at the bottom right of the form. A "iCARumba Privacy Policy" link is also visible.

**carpoint**

Home | Table of Contents | Find | Customer Service | About Carpoint

**service & repair** in partnership with **iCARumba**

**Win Free Gas for a Year!**  
-- Click Here --

**Step 1** How can we help you?

iCARumba provides online service scheduling, free repair advice and great service deals.

- Find a nearby shop
- Get great service deals
- Troubleshoot my car

**Step 2** Tell us about your car...

Year: 1994 [iCARumba Privacy Policy](#)

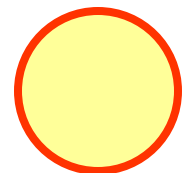
Make: PLYMOUTH

Model: VOYAGER

Engine: V6, 3.0

Zip Code: 87107

**Go!**



## Personalization

# Personalization starts with a profile.

- Smart sites reward their effort immediately.

**iCARumba**

Find a Shop  
Get Expert Advice  
Find Great Deals

Home  
Sign Up  
Site Tour  
Reference Library  
Marketplace

**Get Expert Advice**

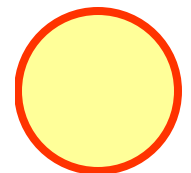
- 1 Select Vehicle**  
1994 PLYMOUTH
- 2 Select Problem**
- 3 Locate Shop**
- 4 Schedule Appointment**

### Get Expert Advice: Select Problem Area

Now that you have selected your vehicle, please **choose the problem area** that best describes your car's problem.

Would you like to change vehicles? [Click Here.](#)

- [My car won't move](#)  
The car will not move under its own power.
- [The engine runs badly or performs poorly](#)  
The engine is hard to start, will not start or generally runs poorly.





# Personalization starts with a profile.

- From the moment of registration all content pinpoints the visitor's product, and situation.

### Dr.CARumba's Analysis

Surging is normally linked to fuel delivery and lean [air-to-fuel ratio](#).

### Dr.CARumba's Suggested Repair

A professional technician will inspect the [ignition system](#), fuel delivery system and perform an engine performance diagnosis.

To view a printable version of this page, please [click here](#).

---

### Get it Fixed!

To find a shop and make an appointment online, click the checkbox next to the suggested repair or inspection, then click **Select Repairs and Continue**. Other possible repairs the problem you described might require are noted below; the actual service necessary will be determined by a technician at the shop you select.

[Engine Performance Analysis](#)

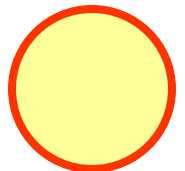
- Price Range: \$82-163

Select Repairs and Continue

# Personalization starts with a profile.

- The Customer Relationship Management software, or underlying database of customers, pulls up records of previous interactions with this individual.

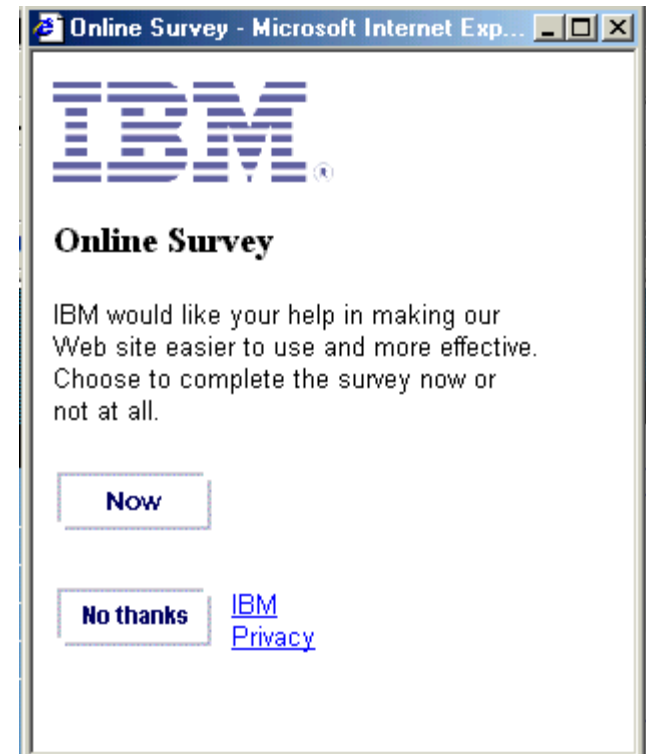
Completed Orders		
Order #	Order Date	Status
<a href="#">107-2765194-7850127</a>	April 04, 2001	All items shipped
<a href="#">107-9412407-9072516</a>	April 04, 2001	All items shipped
<a href="#">107-7223474-6585301</a>	April 01, 2001	All items shipped
<a href="#">107-7191748-7371745</a>	March 17, 2001	All items shipped
<a href="#">107-5767822-6994133</a>	March 13, 2001	All items shipped
<a href="#">002-1396910-5034413</a>	September 15, 2000	All items shipped



## Personalization

# Personalization starts with a profile.

- To expand the profile, the site asks **more questions**, with popup windows, surveys, sweepstakes, special offers that require answering just one more question.



## Personalization

# Personalization starts with a profile.

- The most successful sites put a user in charge of his or her own profile.

### Your Account Settings

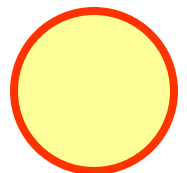
- [Access or change your 1-Click settings](#)
- [Manage your Address Book](#)
- [Change your name, e-mail address, or password](#)
- [Edit or delete a credit card](#)
- [Gift Certificates: View balance/claim Gift Certificate](#)
- [View your check balance](#)
- [Update your communication preferences](#)
- [Improve your Recommendations](#)

### E-mail and Subscriptions

- [Manage your New for You e-mail](#)
- [Manage your Delivers](#)
- [Manage your Alerts](#)
- [Manage your Special Occasion Reminders](#)

### Manage Your Account

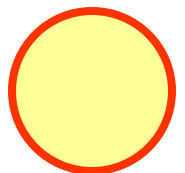
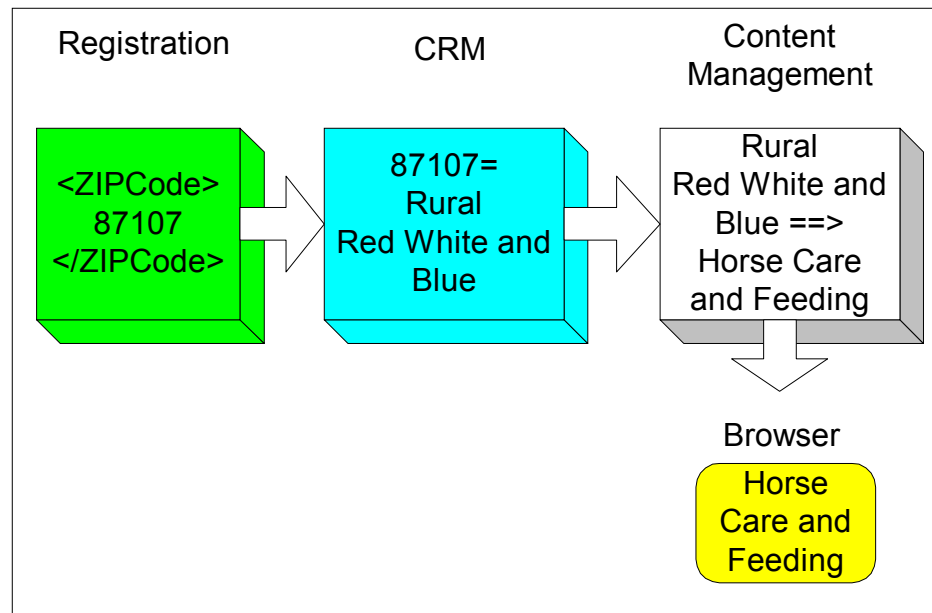
- [Change or cancel an open order](#)
- [View all your orders](#)
- [Add an item to your order](#)
- [Combine open orders to save on shipping](#)
- [Return an Item](#)
- [Forgot your password?](#)



## Personalization

# Rules or inferences bring individuals together with content.

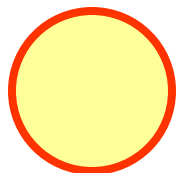
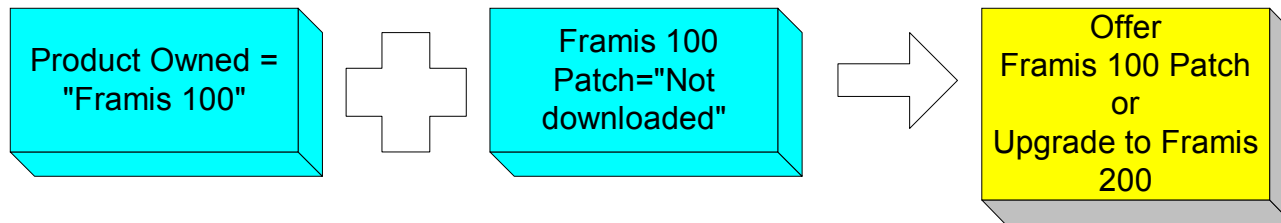
- All information in the profile must be tagged, passed to content management, for immediate action.



## Personalization

# Rules or inferences bring individuals together with content.

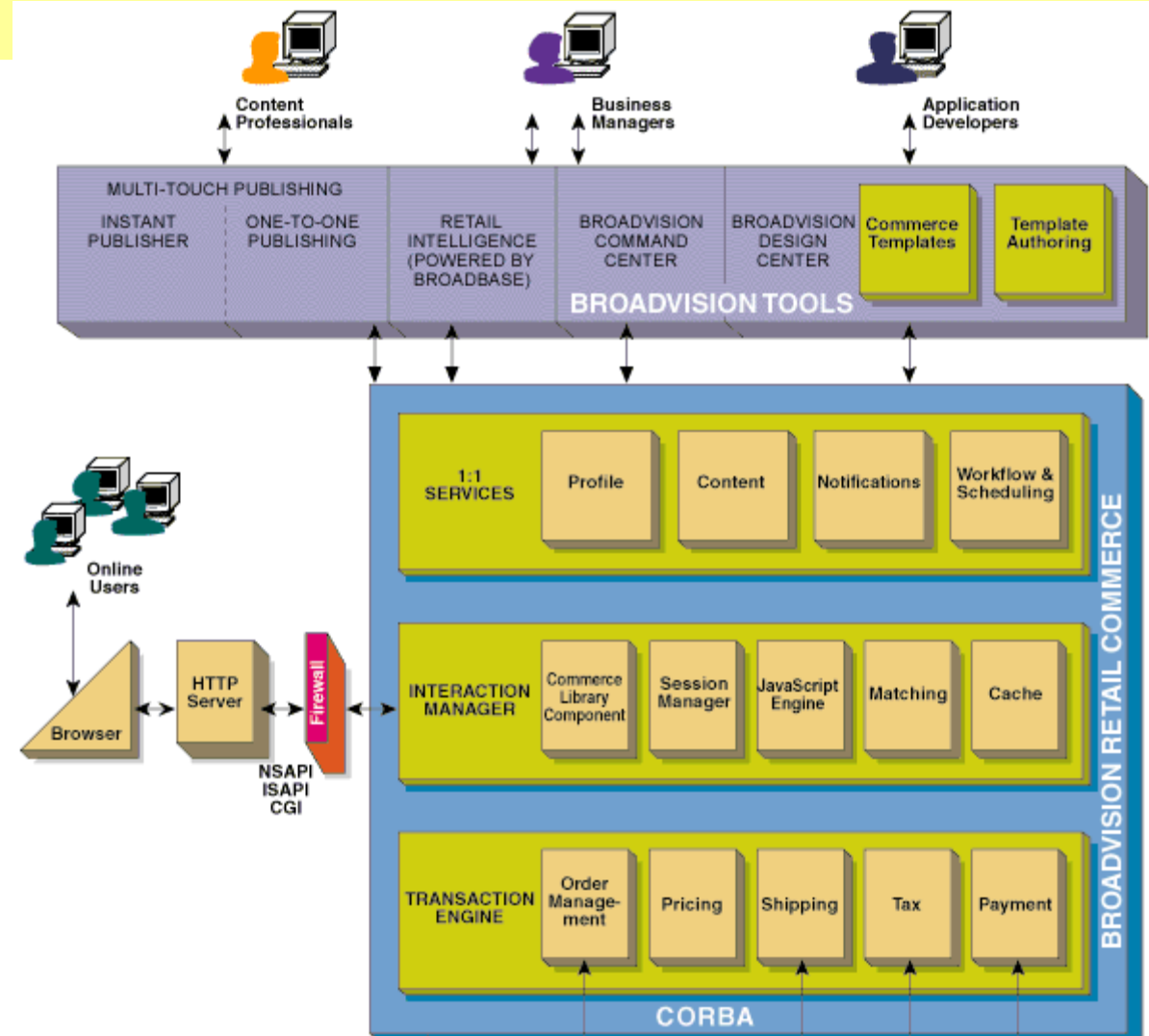
- Rules identify niche audiences, recommend specific content, build pages on the fly.



## Personalization

Rules or inferences bring individuals together with content.

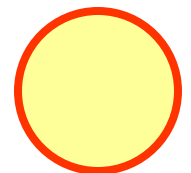
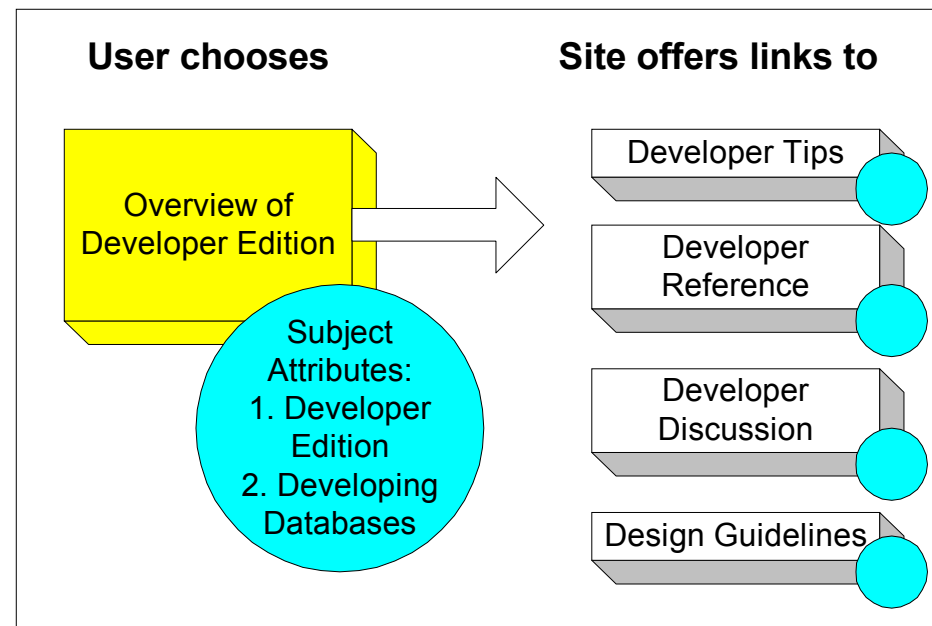
- Rules identify niche audiences, recommend specific content, build pages on the fly.



## Personalization

Rules or inferences bring individuals together with content.

- Make inferences from choices, behaviors.

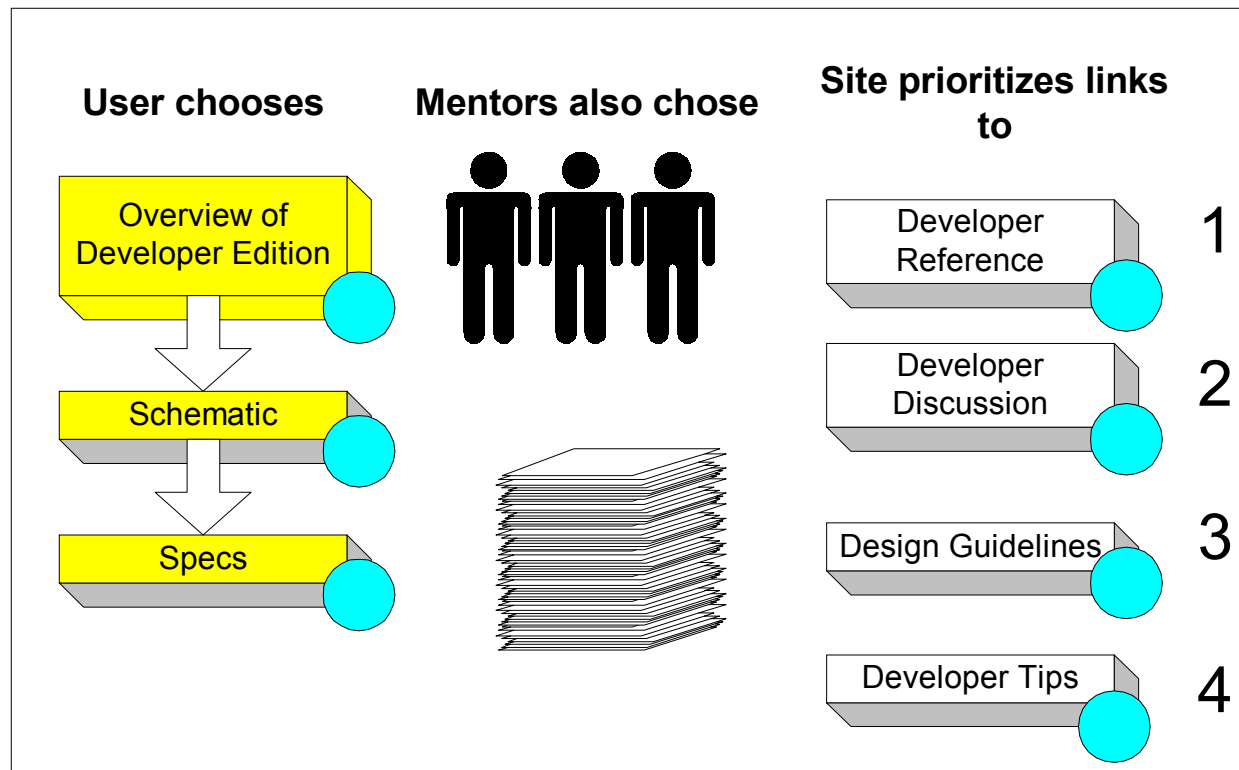




## Personalization

Rules or inferences bring individuals together with content.

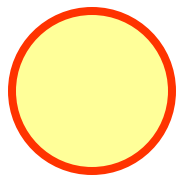
- Make inferences from choices, behaviors.



## Personalization

Personalization pays off for visitors.

- Content
- News
- Direct contact



## Personalization

# Personalization lets users organize content their way.

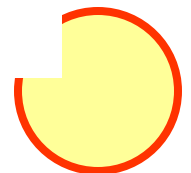
- Pick a content model.



**WSJ.com** THE WALL STREET JOURNAL.

**Choose Your World View:** To look at the world of business news from the perspective that matters most to you, select one of the localized WSJ.com News Views — U.S., Europe or Asia. If you wish, set one View as your WSJ.com default. The next time you visit, you'll go directly to your choice.

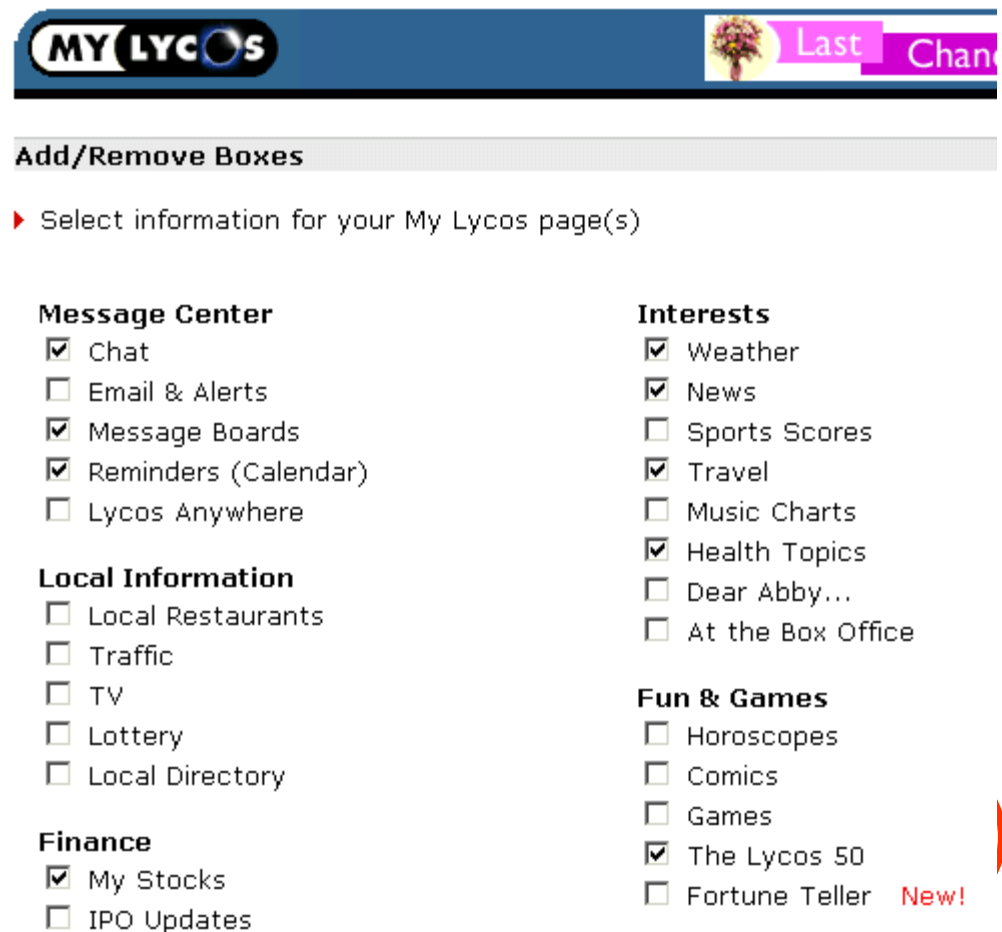
<p>Go to</p> <p><b>EUROPE</b></p> <p>View ▶</p>	<p>Go to</p> <p><b>U.S.</b></p> <p>View ▶</p>	<p>Go to</p> <p><b>ASIA</b></p> <p>View ▶</p>
<p>OR</p> <p>make Europe my WSJ.com default View</p>	<p>OR</p> <p>make U.S. my WSJ.com default View</p>	<p>OR</p> <p>make Asia my WSJ.com default View</p>
<p>Set Default</p>	<p>Set Default</p>	<p>Set Default</p>



## Personalization

# Personalization lets users organize content their way.

- Add or remove content on their own pages.



**MY LYCOS** Last Change

### Add/Remove Boxes

▶ Select information for your My Lycos page(s)

<b>Message Center</b> <ul style="list-style-type: none"><li><input checked="" type="checkbox"/> Chat</li><li><input type="checkbox"/> Email &amp; Alerts</li><li><input checked="" type="checkbox"/> Message Boards</li><li><input checked="" type="checkbox"/> Reminders (Calendar)</li><li><input type="checkbox"/> Lycos Anywhere</li></ul>	<b>Interests</b> <ul style="list-style-type: none"><li><input checked="" type="checkbox"/> Weather</li><li><input checked="" type="checkbox"/> News</li><li><input type="checkbox"/> Sports Scores</li><li><input checked="" type="checkbox"/> Travel</li><li><input type="checkbox"/> Music Charts</li><li><input checked="" type="checkbox"/> Health Topics</li><li><input type="checkbox"/> Dear Abby...</li><li><input type="checkbox"/> At the Box Office</li></ul>
<b>Local Information</b> <ul style="list-style-type: none"><li><input type="checkbox"/> Local Restaurants</li><li><input type="checkbox"/> Traffic</li><li><input type="checkbox"/> TV</li><li><input type="checkbox"/> Lottery</li><li><input type="checkbox"/> Local Directory</li></ul>	<b>Fun &amp; Games</b> <ul style="list-style-type: none"><li><input type="checkbox"/> Horoscopes</li><li><input type="checkbox"/> Comics</li><li><input type="checkbox"/> Games</li><li><input checked="" type="checkbox"/> The Lycos 50</li><li><input type="checkbox"/> Fortune Teller <b>New!</b></li></ul>
<b>Finance</b> <ul style="list-style-type: none"><li><input checked="" type="checkbox"/> My Stocks</li><li><input type="checkbox"/> IPO Updates</li></ul>	

## Personalization

# Personalization lets users organize content their way.

- Move content around.

**MY LYCOS** 

**Move Boxes**

▶ Just "drag and drop" the boxes into the order your prefer. [How to "drag and drop"](#).

**I'm Done**

< Move between pages >

**Page 1**

Search	
News	Win Anna's Stuff
Stocks	Books
My Favorite Links	Weather
Reminders	Shopping
People Finder	Financial Tools
Page Setup	Road Maps
Lycos Directories	On Lycos Now
Empty	Empty

< Move left and right >

**Page 2**

Page Setup	
Travel	Homepage Stats
Yellow Pages	Empty
Message Boards	
Health Topics	
Empty	

< Move left and right >

## Personalization

# Personalization lets users organize content their way.

- Arrange the layout with their new content.

The screenshot displays a personalized web interface with several sections:

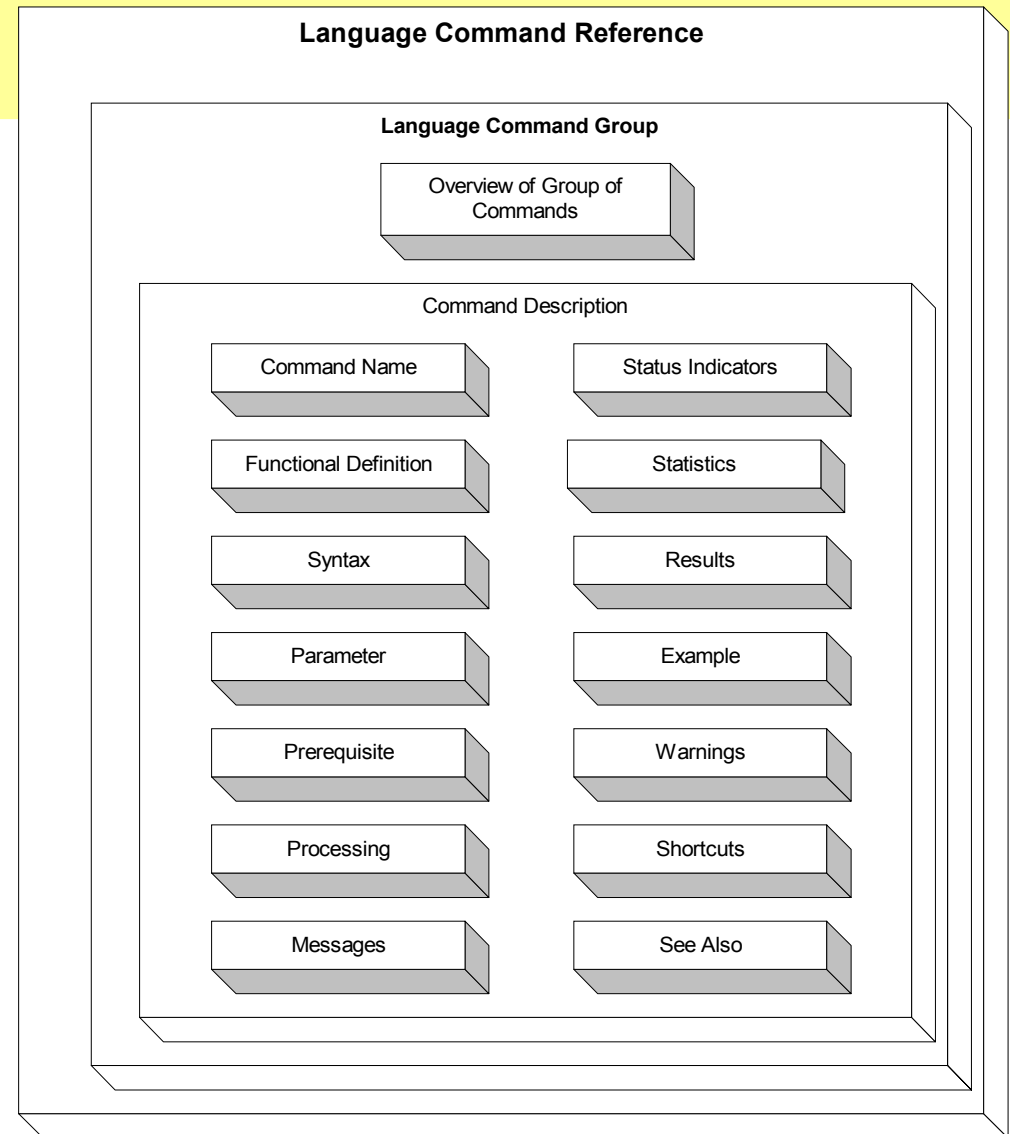
- Search** (Hide): Includes a search bar with a dog icon, a "Go Get It!" button, and links for "Parental Controls" and "Multimedia Search".
- Travel** (Hide): Features a "Featured Topic" about a trek from Portland to Provincetown, a "Top 10 Destinations" list (Las Vegas, Cancun, New York, Paris, London, Chicago, New Orleans, Myrtle Beach, Boston, San Diego), and a "See also" link for "Vacation Packages".
- News** (Edit Hide): Shows a "NEW! Get News on Your Phone" notification, a date "May 10, 2001", and a list of news items: "FBI: McVeigh Evidence Withheld", "House Freezes U.N. Dues", and "Fox to CBS: 'Survivor' Is Rigged". It also includes a "Business/Reuters" section with links like "New Zealand Telecom Earnings Rise", "New Tactic Tried by Medical Insurer", and "IBM Chief Makes Annual Forecast".
- Books**: Promotes "BARNES & NOBLE Get Lycos Book Deals" and "Perfect Gifts for Mom!" with a link to "Biba's Taste of Italy: Recipes from the Homes, Trattorie, and Restaurants of Emilia-Romagna" by Biba Caggiano.

## Personalization

# Personalization lets users organize content their way.

- Pick and choose from standard content.

Each object is a distinct element, so we can allow the user to reshuffle the content model.



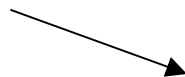
## Personalization

# Personalization lets users organize content their way.

- Set up their own model for a particular type of content.

Elevate the elements they use most often.

Iconize content they rarely need.



## Chip Design Editor Reference

### Editor/Color/Colorize

Assigns invisibility or colors to subclasses within the drawing.

#### Syntax:

Color [class or subclass] [color]

#### Parameters

Class: Name any class within the active drawing, or if you want to affect all classes, type: all

Subclass: Name any subclass within the currently active class, in the active drawing, or if you want to affect all subclasses in the currently active class, type: all

Color: One of the 256 colors listed in Appendix E, "Colors," or, if you want to hide the class or subclass, type: invisible

#### Examples

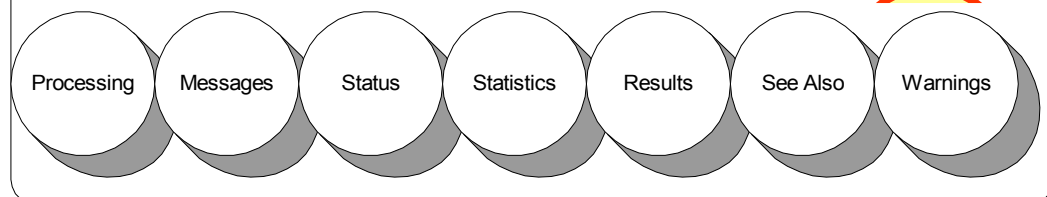
If you wanted to color all the boxes of class SwitchA red, then you would enter:

```
color SwitchA red
```

If you wanted to hide all the objects of the subclass PinB, within the class Pin, you would have to make the class Pin active, then enter

```
color PinB invisible
```

**Shortcut:** Control-F45, select a class or subclass, then select a color, and press Enter.



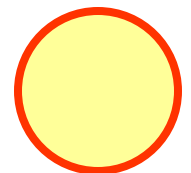
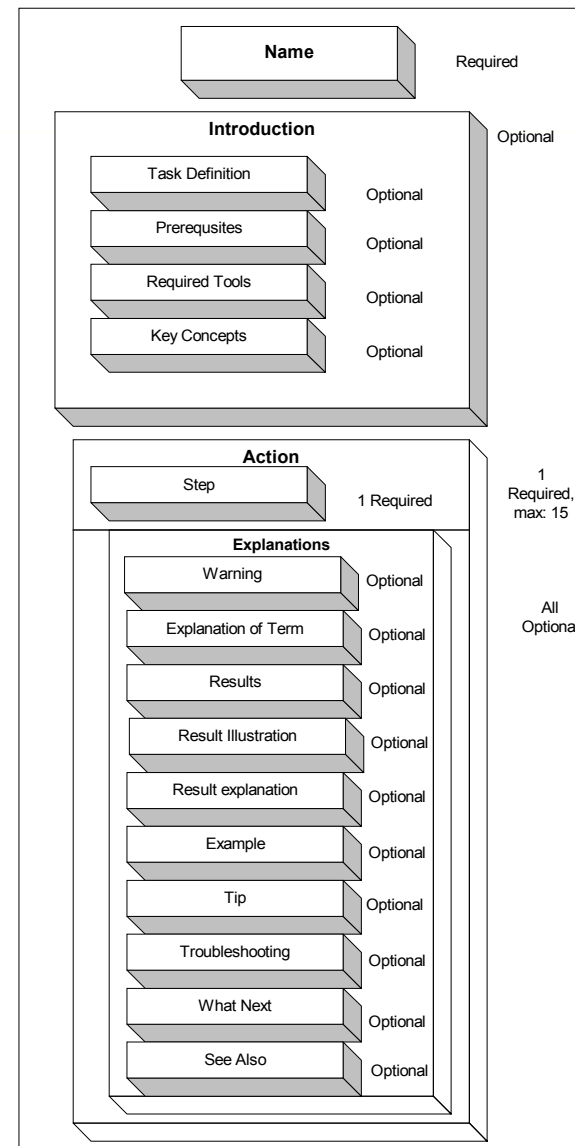


## Personalization

# Personalization lets users organize content their way.

- Display the full content model for a procedure.

Let users pick which elements they want included, excluded.

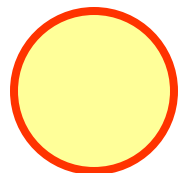
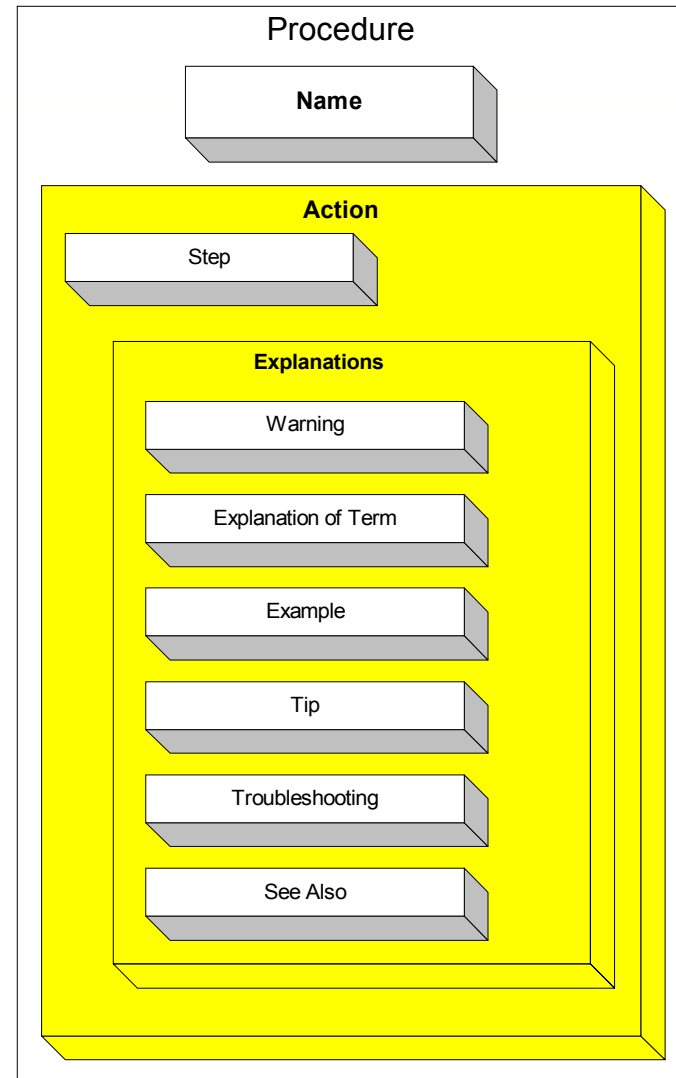


## Personalization

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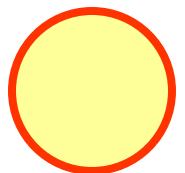
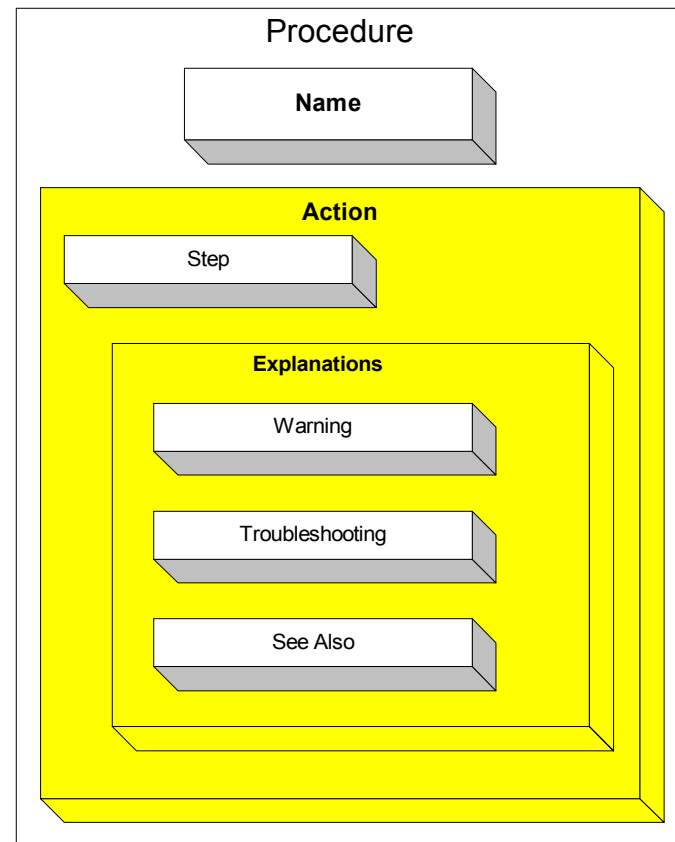


## Personalization

Personalization lets users organize content their way.

- Display the full content model for a procedure.

Let users pick which elements they want included, excluded.



## Personalization

# Personalization brings relevant content to their attention.

- Content-matching surfaces some related material they may not have known about.



### [The Best of Online Shopping : The Prices' Guide to Fast and Easy Shopping on the Web](#)

by Lisa Price, Jonathan Price

Avg. Customer Review: ★★★★★

Usually ships in 24 hours

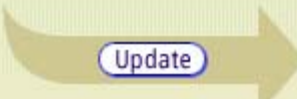
#### Amazon.com

Forty-eight million people are surfing the Web and 80 percent of them have plans to shop online, which would account for the nearly \$1 billion that online stores are reaping. The question is no longer whether to shop... [Read more](#)

#### You may also be interested in these items...

##### Show items that are:

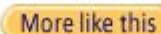
- Closely related
- Moderately related
- Loosely related

Update 



### [Bargain Shopping Online](#)

by Kate Shoup Welsh

More like this 



### [Internet Cool Guide](#)

by Rula Razeq(Editor), Inc  
Internet Cool Guide

More like this 

## Personalization

Personalization brings relevant content to their attention.

- Suggested content helps users avoid browsing and searching—making the site easier to use, saving time.

**BOOK INFORMATION**

Explore this book

[buying info](#)

[table of contents](#)

[read an excerpt](#)

[editorial reviews](#)

[customer reviews](#)

[rate this item](#)

See more by the authors

all books by [Lisa Price](#)

all books by [Jonathan Price](#)

Customers also bought

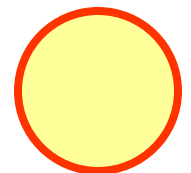
[these books](#)

[these other items](#)

Share your thoughts

[write a review](#)

[e-mail a friend about this item](#)

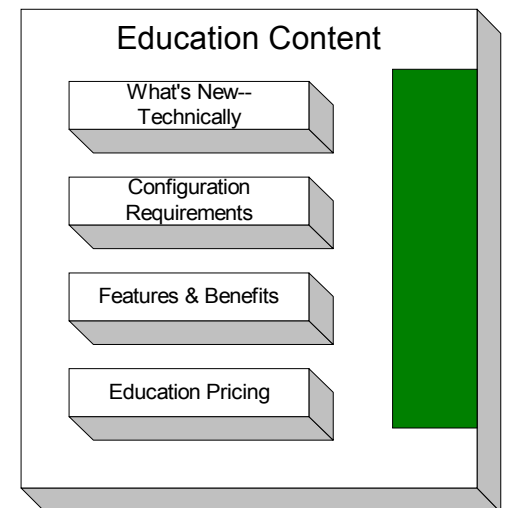
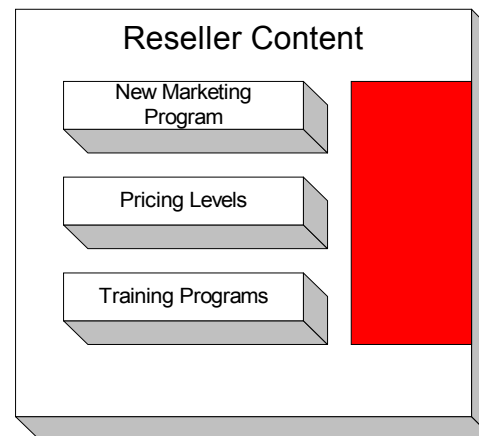
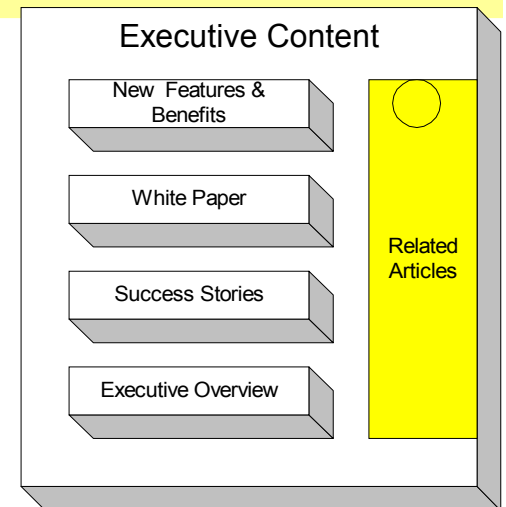
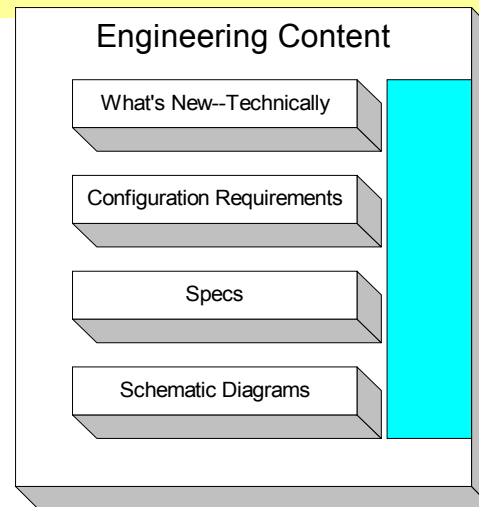


## Personalization

# Personalization brings relevant content to their attention.

- Niche content focuses on topics each group might be interested in.

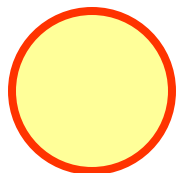
From login profile we pick the right content model for each group.



## Personalization

Personalization lets users make personal statements.

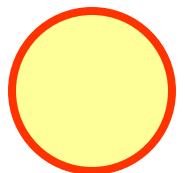
- Posting to your discussion boards.
- Posting to their own discussion boards.
- Generating buzz throughout the Net, with your support, or without.



## Personalization

Personalization lets users bring up topics you have not thought of, or covered.

- These consumers are pushy, insist on your responding to them.
- They e-mail their problems to customer support, and you may have to answer, personally.
- You are now responding to them, rather than publishing, and letting them look the answers up.
- They dictate the topic. You have to do your best to go along with their idea.





## Personalization

# Personalization brings relevant news.

- Email tailored just for me... is not spam. It brings info I might not get, because I do not visit the site very often.

[Trips Overview](#)

[Fare Tracker](#) ▶

---

QUESTIONS?

- **Can't find an airport?**  
Fare Tracker displays only the major airports most commonly requested by our members.
- [Other FAQs](#)

## Personalize Fare Tracker Settings

Fare Tracker is a free, low-airfare information service. You can receive this

### 1 What routes are you interested in?

From:

Albuquerque, NM (ABQ-Albuquerque Intl.)

To:

Honolulu, Oahu, HI (HNL-Honolulu Intl.)

From:

Albuquerque, NM (ABQ-Albuquerque Intl.)

To:

Paris, France

From:

To:

### 2 Would you like to receive e-mail about these routes?

- Send me e-mail about these routes

**E-mail will be sent to this address:**

[jprice@swcp.com](mailto:jprice@swcp.com)

[Change e-mail address.](#)

## Personalization

# Personalization means a user gets a customized response.

- The email mixes personal identifiers, and topics, with generic content aimed at the niche.

**From:** Responsys Interact Demo **To:** jprice@swcp.com  
**Subject:** Responsys Interact Demo Newsletter For Jonathan Price **Cc:**

**relaxationstation.com** *Newsletter*  
A Fictitious Company

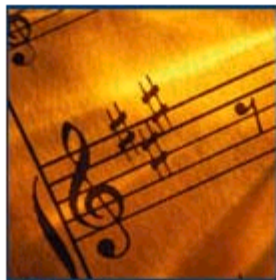
**Personalized for Jonathan Price**



### BOOKS

Here it is. The best of the best. Let us interest you in our collection of award winning books selected from books that have won National Book Awards, Nobel Prizes, and Pulitzer Prizes. Update your reading list today with the paramount picks.

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### MUSIC

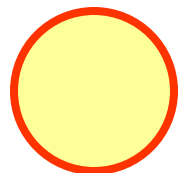
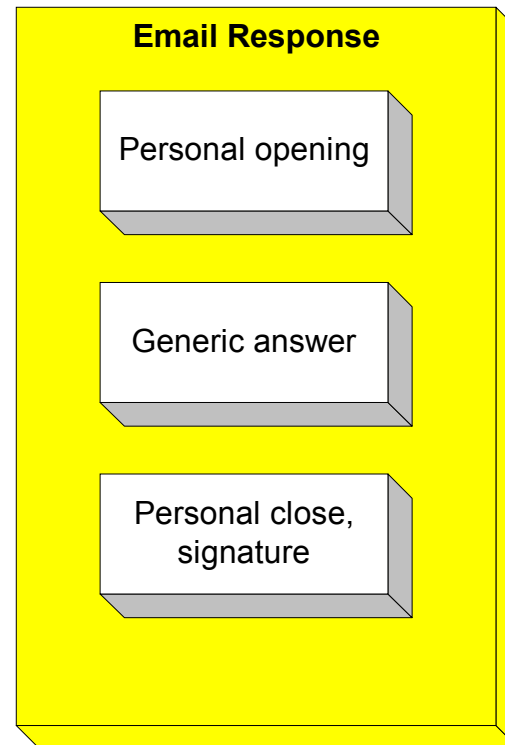
Jazz fanatics we have what you want. Students, teachers, and professional jazz musicians, we've located the source for all your music needs. Let us guide you through your music career with our offerings of printed and sheet music for most styles and instruments.

---

## Personalization

Personalization means a user gets a customized response.

- The email mixes personal identifiers, and topics, with generic content aimed at the niche.



## Personalization

# Personalization means a user gets a customized response.

- The email mixes personal identifiers, and topics, with generic content aimed at the niche.

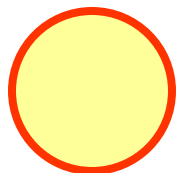
Thanks for your question, Jonathan. I know how tough it can be to figure out how to set up a supply chain for a particular job, like your highway resurfacing.

**Answer:** First, you need to make a decision.

- **If you want to avoid sole-sourcing**, you will want to develop a pool of suppliers, punishing low quality by shifting among suppliers. [How it works.](#)
- **If you just want to establish a prime contractor**, with subcontractors reporting to the prime, you need to aim at finding a prime contractor. [How it works.](#)

If you would like more info, please write me at bob@tech.com. My direct line is 505 898 4912.

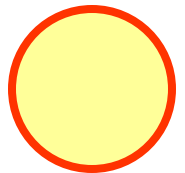
--**Bob Technore**, Project Manager, SupplySoft



## Personalization

Personalization means new challenges.

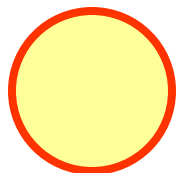
- Managing
- Analyzing
- Designing
- Adopting a new style
- Producing more
- Redefining our relationship



# Challenge #1: Managing a conversation.

## **Solutions:**

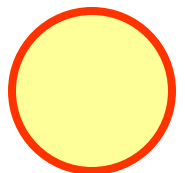
- Customize by group, and **keep adding** and refining groups.
- **Keep improving** the personalization of content.
- **Ally** your team with customer service, marketing, web teams.
- **Hire new types**—people who like to do updates, emails, and discussions.
- **Evaluate** by reusability, outreach, methods—not releases.



## Challenge #2: Analyzing audiences all day long.

### **Solutions:**

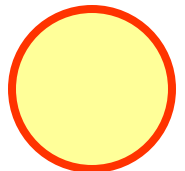
- Hire a full-time **audience czar**.
- **Invent** new surveys, profile questions.
- Tie content more **tightly** to audience characteristics.
- **Authorize** new content for particular people, groups.
- After x months, urge folks to **edit, revise** their choices to avoid stale profiles.



## Challenge #3: Designing our architecture for personalization.

### **Solutions:**

- Use XML and object-orientation to **expose** your architecture, allowing customers to organize for themselves.
- Keep refining **attributes** to allow fine-tuning of content for individuals.
- Invent new elements to serve niche groups or needs of individuals.
- Keep getting more **granular**.

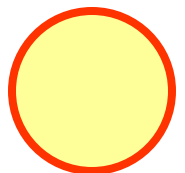




## Challenge #4: Encouraging both impersonal and personal styles.

### **Solutions:**

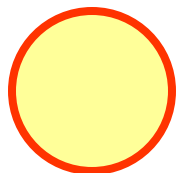
- Become **proactive**, reaching out, suggesting both types of content, offering updates.
- Respond to emails from **individual customers**.
- Give your **real** e-mail address, or phone number, so they can actually reach you.
- Join **discussions** as part of the job.
- Groom or hire **a new type of writer**.



## Challenge #5: Identifying—and writing for—several niche audiences.

### **Solutions:**

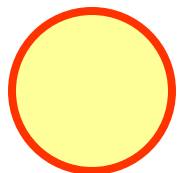
- Rewrite only text that is **sensitive to audience goals and roles** (intros, overviews, features and benefits, concepts).
- Identify **high-priority items** for each group, create versions tailored for those groups (appropriate examples, references, goal statements, problem statements, see also info).
- Create **separate menu paths** for each group.



## Personalization

# Challenge #6: Our idea of our audience must change.

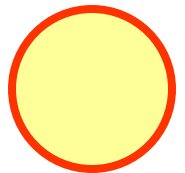
- The audience is **not** a homogenous mass.
- The individual we are talking to is **a peer**.
- The individual is **active**, not passive.
- The individual **contributes** to the content, arranges it, asks questions, suggests topics, looks for a response from us.



## Personalization

# Challenge #7: Our idea of our role must change.

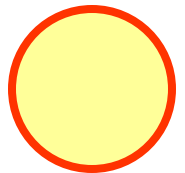
- We alternate between being **speaker** and **listener**.
- We are building a (very) small **community**.
- We are struggling **to get beyond** our original groups, stereotypes, roles.
- We are writing **persona to persona**.



## Personalization

# We are joining a conversation.

- **The audience of one** actively participates in inventing content, organizing content, defining the tone.
- This audience is not an imaginary crowd, or a reader explicitly described in our text. **This is a real person.**
- This audience affects our own **persona**, as we write.
- Our motivation is, in part, **to join with these people**, to achieve some identification with them.



## Personalization

Let's extend the conversation.

JPrice@SWCP.com

<http://www.webwritingthatworks.com>

<http://www.theprices.com>

