

ambientia

digital business awareness

Miltä verkkopalvelu tuntuu?

Palvelun pinta, frontend.

Macbook-etuvalo

- <http://www.youtube.com/watch?v=pEY9vSGmQGI>
- Etuvalo vilkkuu aikuisen ihmisen hengitystahdissa levossa, keskimäärin 10 kertaa minuutissa.
- Yksi monista **Applen luomista yksityiskohdista, millä se luo tunnesiteen käyttäjäänsä.**



- Rakennusten kasvot: Taloista tulee läheisempiä, turvallisen tuntuksia ja rakastettavia.



- Autot kertovat omistajastaan.
- Sporttiautossa kasvot ovat energiset ja silmät ilkkurisesti sirrillään kun taas vanhalla Auto Union herrasmiehellä on lakonisen halveksiva ilme.

Tunne haltuun verkossa

- Värien käyttö
- Asettelu ja marginaalit (grid)
- Interaktiot
- Typografia
- **Sisältö konkretisoi tunteen**



OPTIMISM CLARITY
WARMTH

FRIENDLY CHEERFUL
CONFIDENCE

EXCITEMENT YOUTHFUL
BOLD

CREATIVE IMAGINATIVE
WISE

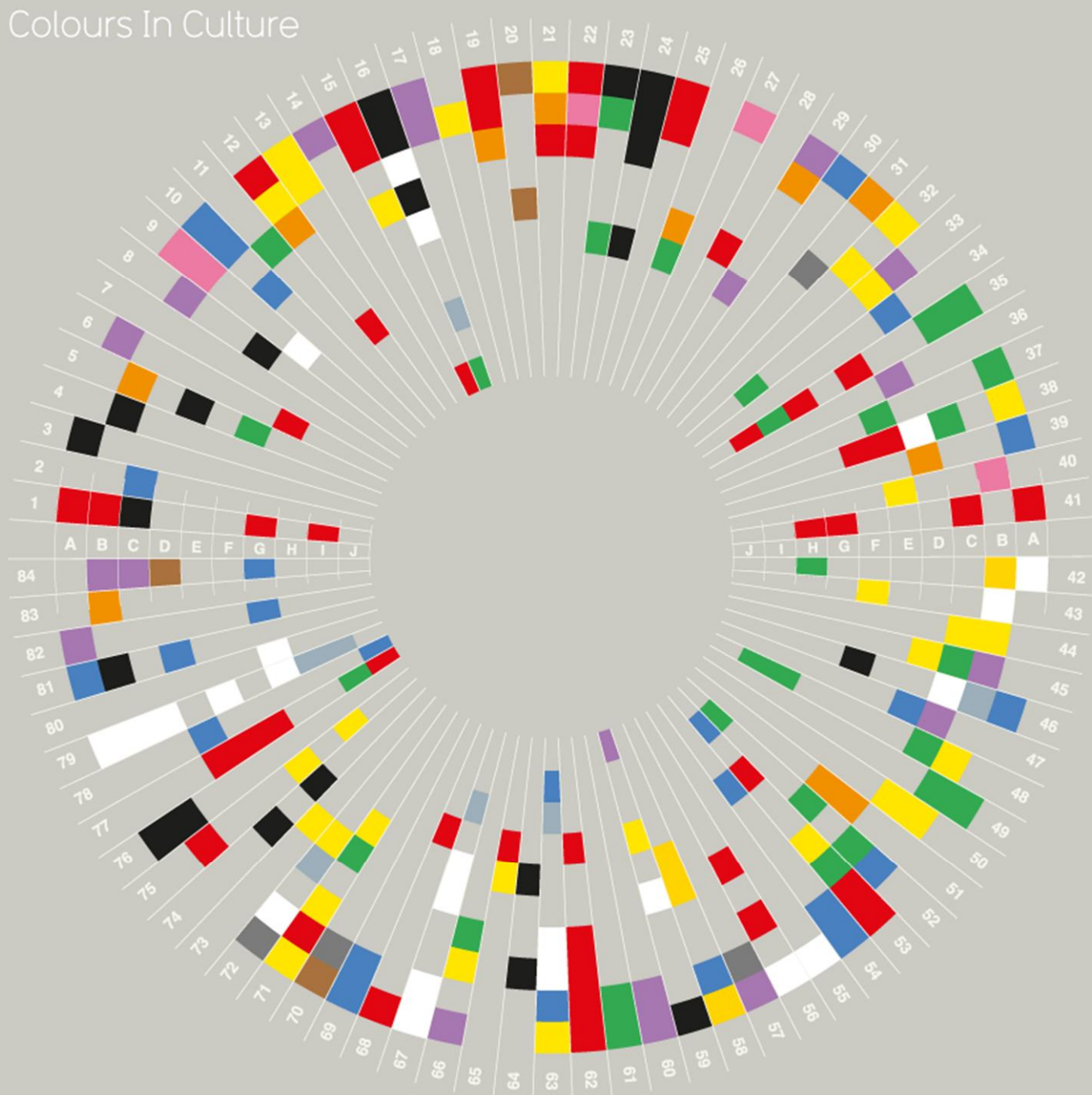
TRUST DEPENDABLE
STRENGTH

PEACEFUL GROWTH
HEALTH

BALANCE NEUTRAL
CALM



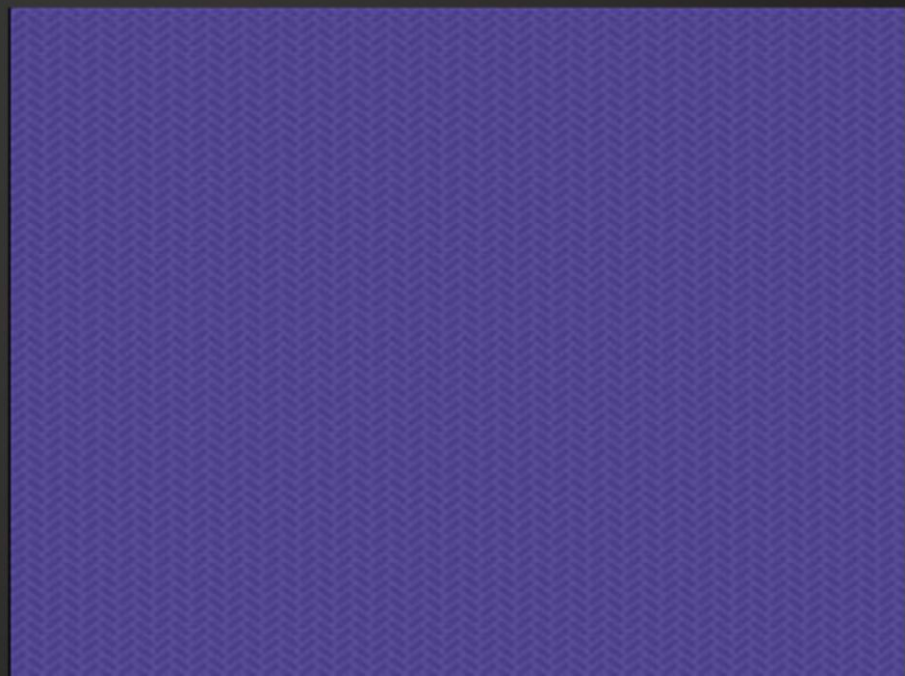
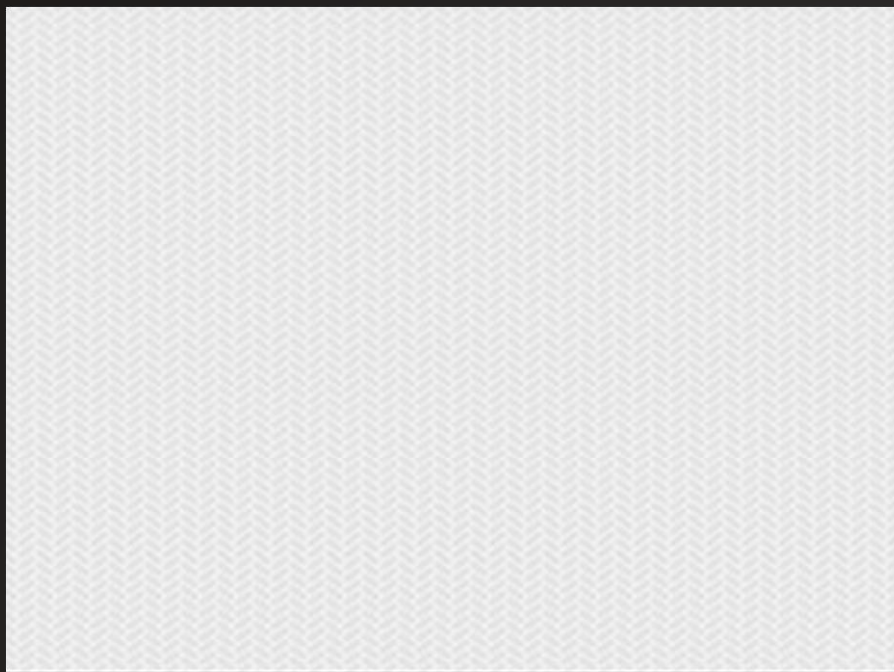
Colours In Culture



- | | | |
|----------------------|--------------------|----------------|
| A Western / American | 1 Anger | 19 Desire |
| B Japanese | 2 Art / Creativity | 20 Earthy |
| C Hindu | 3 Authority | 21 Energy |
| D Native American | 4 Bad Luck | 22 Erotic |
| E Chinese | 5 Balance | 23 Eternity |
| F Asian | 6 Beauty | 24 Evil |
| G Eastern European | 7 Calm | 25 Excitement |
| H Muslim | 8 Celebration | 26 Family |
| I African | 9 Children | 27 Femininity |
| J South American | 10 Cold | 28 Fertility |
| | 11 Compassion | 29 Flamboyance |
| | 12 Courage | 30 Freedom |
| | 13 Cowardice | 31 Friendly |
| | 14 Cruelty | 32 Fun |
| | 15 Danger | 33 God |
| | 16 Death | 34 Gods |
| | 17 Decadence | 35 Good Luck |
| | 18 Deceit | 36 Gratitude |

- | | | |
|-----------------|-------------------|---------------------|
| 37 Growth | 55 Luxury | 73 Royalty |
| 38 Happiness | 56 Marriage | 74 Self-cultivation |
| 39 Healing | 57 Modesty | 75 Strength |
| 40 Healthy | 58 Money | 76 Style |
| 41 Heat | 59 Mourning | 77 Success |
| 42 Heaven | 60 Mystery | 78 Trouble |
| 43 Holiness | 61 Nature | 79 Truce |
| 44 Illness | 62 Passion | 80 Trust |
| 45 Insight | 63 Peace | 81 Unhappiness |
| 46 Intelligence | 64 Penance | 82 Virtue |
| 47 Intuition | 65 Power | 83 Warmth |
| 48 Religion | 66 Personal power | 84 Wisdom |
| 49 Jealousy | 67 Purity | |
| 50 Joy | 68 Radicalism | |
| 51 Learning | 69 Rational | |
| 52 Life | 70 Reliable | |
| 53 Love | 71 Repels Evil | |
| 54 Loyalty | 72 Respect | |

- | | |
|--------|--------|
| Yellow | Grey |
| Gold | Silver |



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Gaia's Sword - A Dragon's Revenge
by James A. McVean

Paperback: \$10.79

THE PSYCHOLOGY OF FONTS

*What font to use for your event's website and why

Top 5 serif fonts

Times New Roman
Bodoni
Georgia
Garamond
Baskerville

Serif
Corporate events

Associations

Reliable
Impressive
Respectable
Authoritative
Traditional

Top 5 sans serif

Helvetica
Verdana
Arial
Century Gothic
Calibri

Sans Serif
Conferences & Seminars

Associations

Universal
Clean
Modern
Objective
Stable

Top 5 slab serif

Rockwell
Courier
Museo
Clarendon
Bevan

Slab Serif
Festivals & Concerts

Associations

Bold
Strong
Modern
Solid
Funky

Top 5 script

Lobster
Zapfino
Pacifico
Lucida
Brush Script

Script
Dinner & Cocktail

Associations

Feminine
Elegant
Friendly
Intriguing
Creative

Top 5 modern

Century
Eurostyle
Modernism
Matchbook
Politica

Modern
Private Events

Associations

Exclusivity
Fashionable
Stylish
Sharp
Intelligent

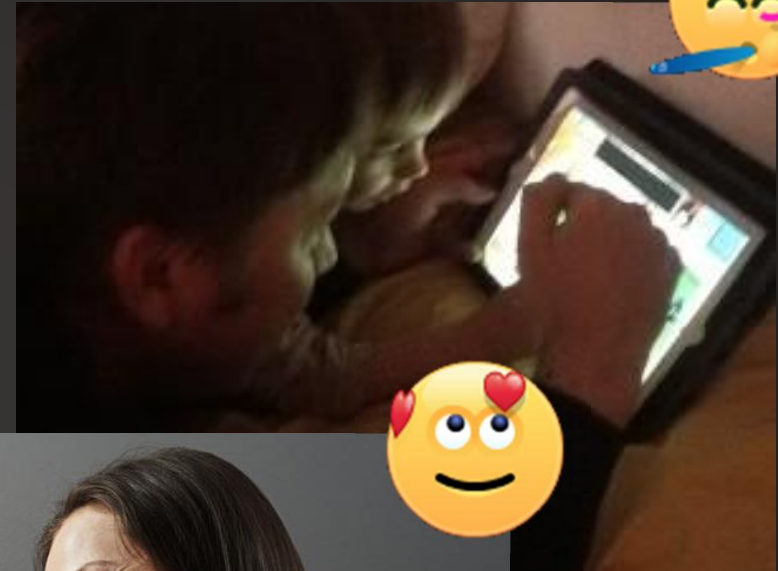
Sources:

<http://usabilitynews.org/perception-of-fonts-perceived-personality-traits-and-uses/>
<http://www.createtipital.com/2011/12/13/the-psychology-of-fonts/>

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weemss
The Intelligent Event Management Software

Kuka käyttää, missä tunnetilassa?



Miltä seurakunnan pitäisi tuntua

- Rauhallinen | Vauhdikas
 - Luotettava | Yllättävä
 - Perinteikäs | Innovatiivinen
 - Arvostettu | Lähestyttävä
 - Osallistava | Tiedottava
-
- Tavoitteet loppukäyttäjälle:
hengellisyyden tukeminen, arjen tukeminen,
yhteisöllisyyteen ja osallistumiseen tukeminen ja kirkon
sisällön löytyminen.

ambientia

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