

**DAVE**  
**Hale**  
@davechale

#CanUX  
**canUX**  
NOVEMBER 13, 2016

**haunted house**  
**UX**

My work has **frightened** more  
than **1 MILLION PEOPLE**



## **FEAR DESIGN**

**OBSESS** over the **DETAILS**

- 🔥 create atmosphere. > **START WITH A SONG** then tell yourself a story **DEVELOP THE IDEA**  
audio sets the tone!
- 🔥 set the stage. > **DESIGN WITH PROTOTYPES** model the experience
- 🔥 turn off the lights. > **THE [ENVIRONMENT] EXPERIENCE MATTERS!** Create suspense and surprise
- 🔥 go out with a bang. > **KEEP IT SIMPLE** 15% 1ST SCARE 50% 2-9th SCARE 35% LAST SCARE
- 🔥 manage the line. > **WHAT CUSTOMERS WANT** Did it but NPS went down!

Added food to line > increased wait time = **HIGHER NPS**  
(NET PROMOTER SCORE)

Mobile banking  
apps have a  
delay... because  
they want you  
to feel they're  
**MORE SECURE**

for example  
**Slack** MESSAGES  
are DELIGHTFUL

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SKETCHNOTES  
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