

Pixels and Place

Connecting Human Experience
Across Physical and Digital
Spaces

by Kate O'Neill

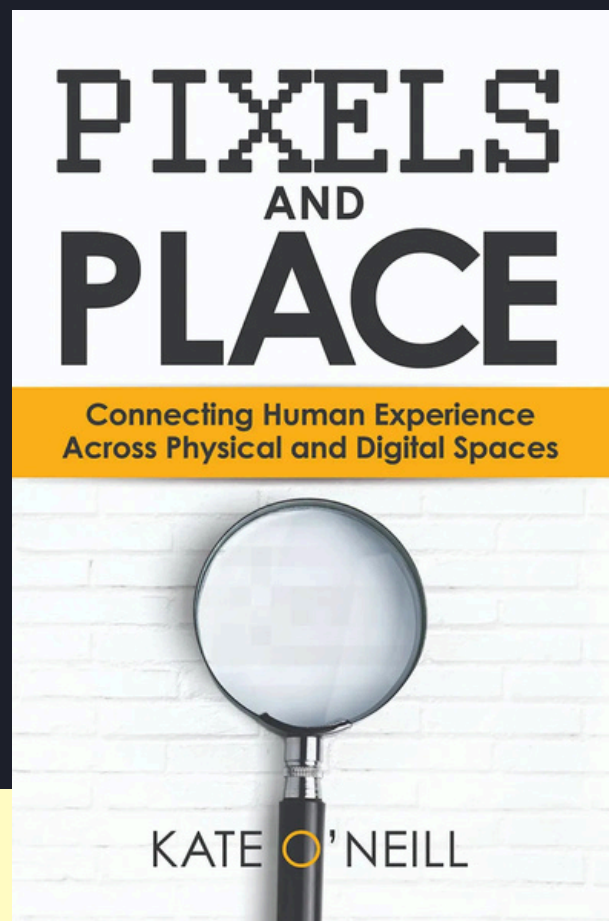


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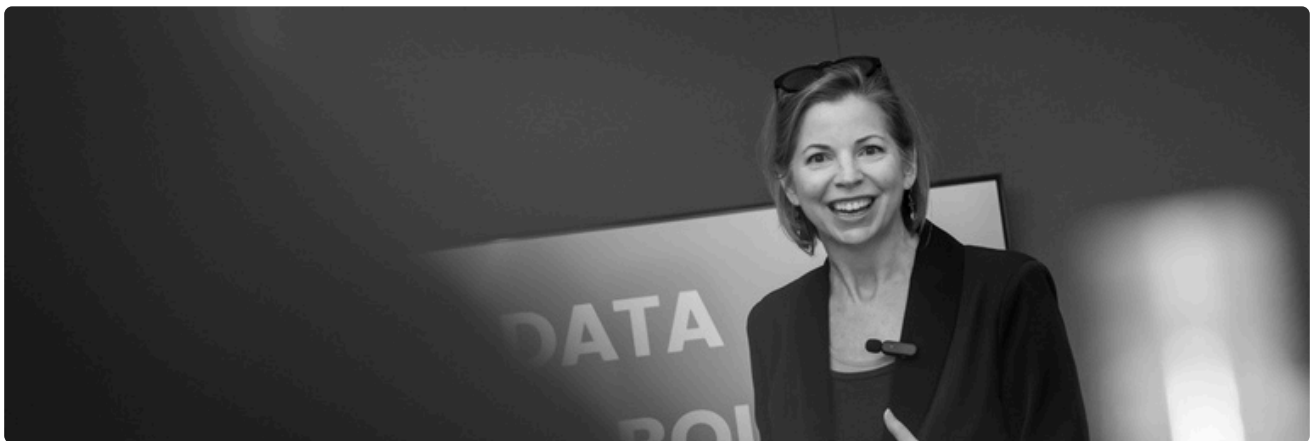
About the book

The distinction between “online” and “offline,” between “digital” and “physical,” once seemingly unambiguous, has begun to blur thanks to the ubiquity of smartphones and personal location data, ad and experience targeting, connected devices, wearable technology, the Internet of Things, and additive capabilities like 3-D printing.

The biggest business opportunities for innovative experiences, according to digital marketing expert and “tech humanist” Kate O’Neill, will come from blending the physical and digital worlds intentionally to create a meaningful and integrated human experience. And to do that, we must recognize that human motivations connect these worlds through a transactional data layer, and create experiences with respect for the humanity represented by that data.

In looking at the opportunities presented by the convergence of physical and digital, O’Neill also examines the underlying meaning of place, as well as the abundant metaphors of place already in use in digital experience, and how we can shape our audiences’ experiences more meaningfully in alignment with our own business objectives.

Executives, strategists, marketers, city planners, and anyone who creates experiences for humans will take away valuable insights from this book.



Key discussion topics

1. Integrated Customer Experience

Core Concept	How organizations can create seamless experiences that bridge physical and digital spaces
Discussion Points	<ul style="list-style-type: none">• Creating contextually relevant and meaningful customer interactions• Integration of physical and digital touchpoints• Meeting customer expectations for seamless experiences

2. Digital Place Metaphors

Core Concept	How we use physical space concepts to structure digital experiences
Discussion Points	<ul style="list-style-type: none">• Use of spatial terminology (windows, pages, traffic)• How these metaphors shape user behavior and understanding• Impact on digital design and navigation

***“Analytics** are people. And relevance, in terms of offering targeted messages and experiences, is a form of showing respect for your customer’s time and interests. So is discretion regarding their privacy.”*

Key discussion topics

3. Metaverse and Future Applications

Core Concept	How the book's concepts apply to emerging virtual spaces and digital strategy
Discussion Points	<ul style="list-style-type: none">• Role of identity in digital spaces• Creating meaningful experiences in virtual environments• Bridging physical and digital in the metaverse era

4. Context-Aware Digital Interactions

Core Concept	Serving relevant digital content while considering physical surroundings
Discussion Points	<ul style="list-style-type: none">• Creating more memorable experiences• Understanding contextual relevance• Designing for integrated human experiences

Quotable insights

“Our need to be shown respect can override our appreciation for things like efficiency, simplicity, or even low cost.”

“We also need to be reminded that there are implications of meaning within data, both in terms of how we look at data meaningfully (as in how it informs our decisions and interactions) and how we see meaning in data (as in how we recognize patterns that tell us if people value what we’re doing).”

“The meaningful design of experiences in physical space now regularly overlaps with the meaningful design of experiences in digital space.”

“To consider meaning at any level implies a search for the depth and dimensions of what is significant, what truly matters.”

“The best way for marketing to “know the customer” now is to truly function as a knowledge center, iterating through efforts to connect with customers, optimizing for insight, seeking to create more meaningful relationships with customers by getting clearer and clearer about what different people value for different reasons.”

Quotable insights

“Analytics are people. And relevance, in terms of offering targeted messages and experiences, is a form of showing respect for your customer’s time and interests. So is discretion regarding their privacy.”

“I’m not here to say that analytics are bad. I’m here to say that analytics are human. Or at least, they represent the real needs and genuine interests of actual human beings; they’re proxies for people. And as such, we are honor bound to be respectful with them, to consider them with nuance and care, to let them guide us toward creating experiences of delight or at least outcomes that fulfill mutual needs, not to use them, manipulate them, and exploit them.”

*“Because if analytics are people, it stands to reason that **transactions are relationships**.”*

Quotable insights

"There are fundamental ways that meaning informs our lives and work, if we are conscious of it and recognize its shape."

"The shape meaning takes in marketing is empathy. All relevant customer understanding and communications flow from being aware of and aligned with the customer's needs and motivations. In business in a broader sense, the shape meaning takes is strategy. It guides every decision and action. In technology and data science, meaning can drive the pursuit of applied knowledge toward that which improves our experiences and our lives. Creative work becomes more meaningful the more it conveys truth. And in our lives overall, an understanding of what is meaningful to us provides us with purpose, clarity, and intention."

*"That's perhaps the easiest way to distill what makes something (especially an experience, in this case) **meaningful**: the ease with which it fits into our idea of purpose and aligns with what is relevant to us."*

Testimonials



*"**Kate O'Neill's Pixels and Place is a must read** for those of us fascinated by the tidal shift taking place around us in the way we envision the world and our experiences within it."*

— Mitch Lowe, startup advisor, CEO of MoviePass, former president of RedBox, and a founding executive of Netflix



*"We all straddle our "real" and "online" lives with various degrees of success. The rules are being made up as we go along, and it is very difficult to remain completely off the grid and still participate in modern life. Kate O'Neill explores what we are gaining and losing in this transition, and **what it means to be human in the digital age.**"*

— Tim Ash, CEO of SiteTuners, Author of *Landing Page Optimization*, and Founder of Conversion Conference



*"The blending of digital experiences into our physical surroundings is one of the trends that will significantly change not only the business landscape but also our culture. With a keen eye, Kate O'Neill examines the momentum and the implications, and offers **strategic insight for businesses to succeed in the new environment.**"*

— Faith Popcorn, best-selling author of *The Popcorn Report*, *Clicking*, *EVEolution*, and *Dictionary of the Future*, as well as founder and CEO of Faith Popcorn's BrainReserve



*"The convergence of physical place with digital experience through our human data is poised to transform not only business, but also culture and society. Kate O'Neill digs into these layers and provides us with **a far-reaching inquiry into the changes ahead in every industry for marketing, design, and technology.**"*

— Faisal Hoque, #1 Wall Street Journal best-selling author of *REINVENT* and founder of Shadoka

Testimonials



"Kate O'Neill understands that the **"Internet of Things" is first and foremost an Internet of people.** Let her guide you toward your brand's greatest opportunity to stand out and succeed by designing intentionally for meaningful human experiences in the space where "online" and the real world converge."

— Jeffrey Zeldman, author of *Designing With Web Standards*



*"You might have kick-ass advertising, retail, customer service, data analysis, mobile development, and digital teams. If you do, then congratulations! While they may all do a great job, your customers experience your brand differently. They expect their interaction with you to be seamless and uniform. Their buyer journey skips around between pixels, devices, and places. Kate O'Neill's *Pixels and Place* is an important book that will introduce you to the concept of Human Experience Design. Buy this book, read it, share it with your colleagues, and **learn how to integrate data and empathy to build deeper relationships with your customers.**"*

— Jeffrey Eisenberg, Author of NY Times Bestsellers *Waiting For Your Cat To Bark?* and *Call To Action*



*"The age-old push and pull between form and function in design conversations usually misses a key question: function for whom? Now as the intermingling of online and physical worlds becomes a constant in modern life, it's time to address our ability to answer that question. The constant data trail streaming from individual experience can power ever-greater meaning, utility, and profit in daily life—if we can just drop the tech buzzwords and realize that through all of it, people just want to do things, feel something, connect, and remember. This is **a topic that needs exploring right now and I can't think of a better explorer than Kate O'Neill.**"*

— Gavin Ivester, founding partner at FLO | Thinkery; former product, design, brand, and innovation leader at Gibson Guitar, Nike, and Apple



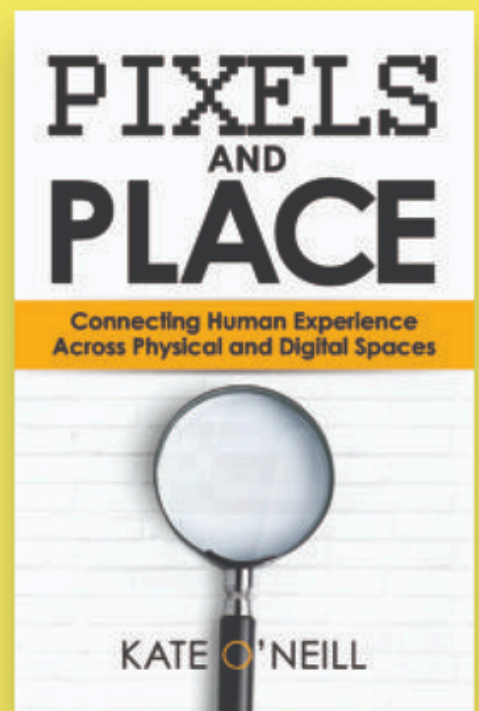
Book listing at [koinsights.com](https://www.koinsights.com/books/metaverse-book/)

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