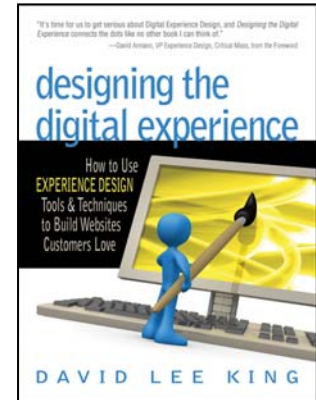# NEWS RELEASE

Information Today, Inc.

For Immediate Release
Contact: Rob Colding
Information Today, Inc.
(609) 654-6266, ext. 330

Designing the Digital Experience

Library Journal "Mover & Shaker" David Lee King's Book Is a Guide to Using Digital Experience Design to Build Websites Customers Love—and Love to Talk About

October 20, 2008, Monterey, CA—At the 12th annual Internet Librarian Conference and Exhibition, Information Today, Inc. (ITI) announced the release of *Designing the Digital Experience: How to Use Experience Design Tools and Techniques to Build Websites Customers Love* by David Lee King.

With the emergence of Web 2.0 technologies and social networking tools, today's web marketers and designers can apply "experience design" techniques in the online environment, creating memorable experiences for website visitors and customers. In his cutting edge book, author King explains digital experience design, showcases sites that utilize it to greatest advantage, and offers strategies for building websites customers not only love but feel motivated to share with others.

While other authors have written conceptually about experience design, and still others have suggested ways to make websites more user friendly, King is the first to connect the dots between these approaches. Digital experience design is all about giving web users what they want, according to King, who says he wrote the book to help organizations "distinguish themselves from the competition and uncork the viral marketing genie."

"If you have ever read a restaurant review or paid a bill online, you've had a digital experience," says Rohit Bhargava, Senior VP of Marketing at Ogilvy. "The problem is, many of these experiences stink." Bhargava described *Designing the Digital Experience* as an essential guide to creating "an authentic digital experience for your customers. Read [it] and give it to every member of your web team if you finally want to have a website your customers will rave about."

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"Websites, communities, services, companies, and individuals who provide their visitors with an enjoyable, memorable experience have a distinct, noticeable advantage over those that do not," said Patrick O'Keefe, principal of iFroggy Network and author of *Managing Online Forums*. "*Designing the Digital Experience* presents solid ideas and strategies that can help you to gain that advantage."

Following a foreword by David Armano, VP Experience Design at Critical Mass and author of the popular blog, Logic+Emotion, *Designing the Digital Experience* features an Introduction by the author and the following chapters:

1. Welcome to the Experience Economy
2. What Is Structural Focus?
3. Elements of Digital Design Experience
4. Information Architecture and Usability: Experience-Focused Design
5. What Is Community Focus
6. Emerging Tools for the Digital Community
7. Community Building Through Invitation
8. Community Building Through Social Networking
9. What Is Customer Focus?
10. Staging and Theming Digital Experiences
11. Customer Journey Mapping and Personas
12. Customer Focus Ideas
13. The Next Step

Additional features include a list of resources and recommended reading, a glossary, and an index. As a reader bonus, the author offers content related to the book on his blog at www.davidleeking.com/digital experience, including live links to recommended websites and resources.

Book Launch at Internet Librarian 2008
To celebrate publication of *Designing the Digital Experience*, David Lee King will sign copies at the Information Today, Inc. booth at the Internet Librarian Conference on Monday, October 20, from 5:00–6:00 PM. For more information about the conference venue, visit www.infotoday.com/il2008.

About the Author
David Lee King is the Digital Branch and Services Manager at the Topeka & Shawnee County (Kansas) Public Library, where he plans, implements, and experiments with emerging technology and trends. He has spoken at information industry events in the U.S. and internationally about emerging tech trends, website usability and management, digital experience design and planning, and managing tech staff. He was named a 2008 "Mover & Shaker" by *Library Journal.*

Designing the Digital Experience: How to Use Experience Design Tools and Techniques to Build Websites Customers Love (200pp/softbound/$24.95/ISBN 978-0-910965-83-5) is a CyberAge Book from Information Today, Inc. It is available in bookstores through Independent Publishers Group (IPG) or by calling (800) 300-9868 [outside U.S. call (609) 654-6266]; faxing (609) 654-4309; emailing custserv@infotoday.com; or on the web at www.infotoday.com.

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