

STELLAR UX TOOLKIT

Information mapping & Pre-prototyping
tools for your digital product team.

BETA

ENGAGEMENT FORMULA EXERCISE

THE FORMULA FOR MESMERIZING EXPERIENCES.

A checklist for maximum impact.

People only remember emotionally
charged experiences.

Mesmerizing experiences are vital
for your brand image.

Want to learn more?

[VISIT NIELSKIJF.COM](https://nielskiijf.com)

STELLARUXDESIGNSYSTEM

ENGAGEMENT FORMULA

Interest × Interaction × Mesmerizing Moments
× Vulnerability × Positive Energy × Insight/Education ×
Authenticity × Gift/Reward.

BUILDING BLOCKS FOR A MESMERIZING EXPERIENCE: EXPERIENCE.

| | | | |
|---|--|--|--|
| <div>Interest</div> <div>Want, inspire, Need, Desire, Curiosity</div> | <div>Interaction</div> <div>Meaningful Task Completion, Questions.</div> | <div>Mesmerizing moments</div> <div>Art, Fun, Humor, Wow, Joy, Shock, Surprise</div> | <div>Vulnerability</div> <div>Open, honest, transparent, emotional available.</div> |
| <div>Positive Energy</div> <div>Drive, Ambition & Passion. Positive Outcome</div> | <div>Insight/ Education</div> <div>Combine action & learning</div> | <div>Authenticity</div> <div>Character Map, Quircks</div> | <div>Gift/ Reward</div> <div>Gamification, Experience points, valuable output.</div> |

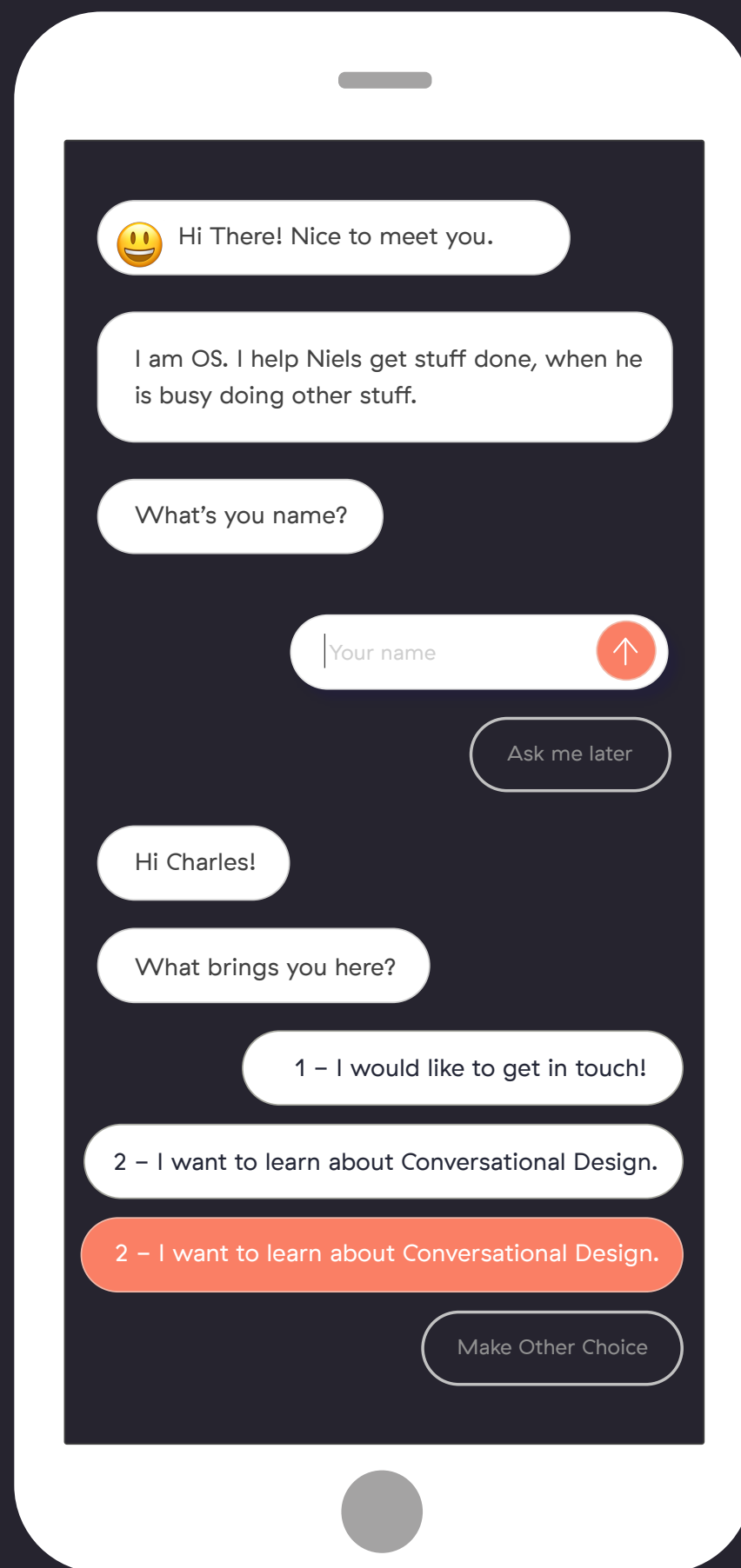
If one our more blocks are missing or suboptimal the experience will not be memorable.

SCORE 1/5

| | |
|---------------------|-------|
| Trust & Credibility | 4 / 5 |
| Hospitality | 1 / 5 |
| Responsibility | 1 / 5 |
| Accountability | 3 / 5 |
| Reputation | 4 / 5 |

KEYWORDS

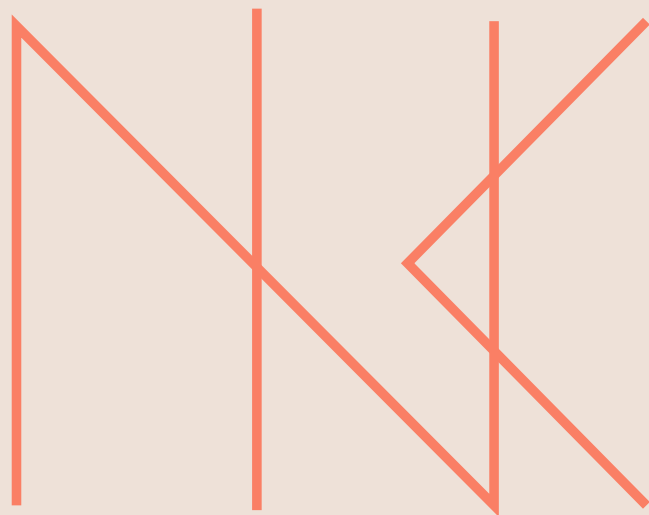
Harsh, Functional, Static,
Seamless, Frictionless, Fluid,
Obstacles, Frustrations,
UX KPI's, Moments.



DEFINE YOUR BRAND ASSISTANT

Build relationships with your audiences.

LEARN MORE



THE TRUTH IS IN OUR CONVERSATIONS

SOCIAL INNOVATION STUDIO

HOME OF

STELLAR UX

Co-design experience maps with your digital product teams and
pre-prototype better solutions before you start coding.

Build relationships with your customers, partners, and employees
through your conversational brand assistant.

Niels Kijf

System & Conversation Designer

stellerux@nielskijf.com