

UX Strategy Means Business

Jared M. Spool
@jmspool

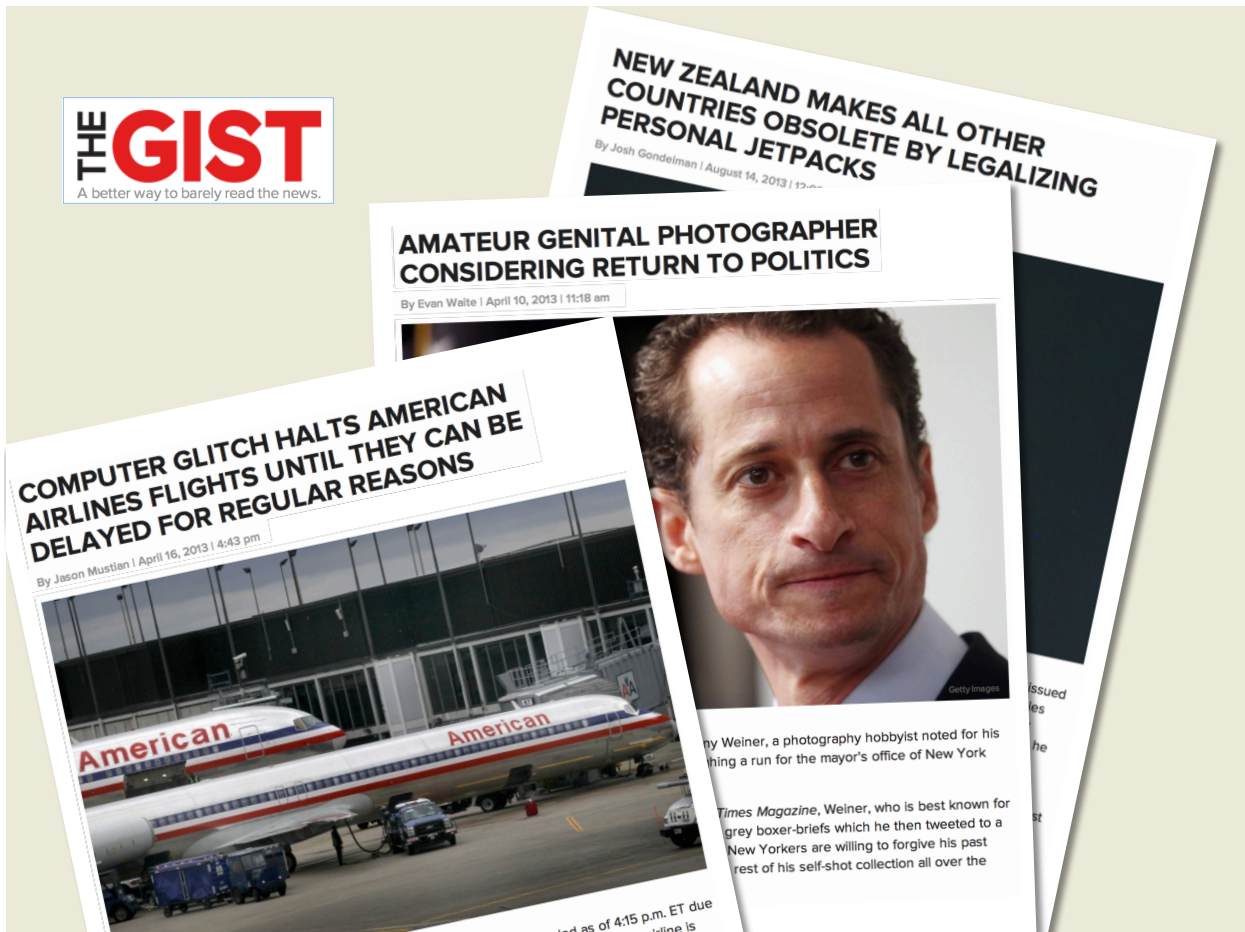


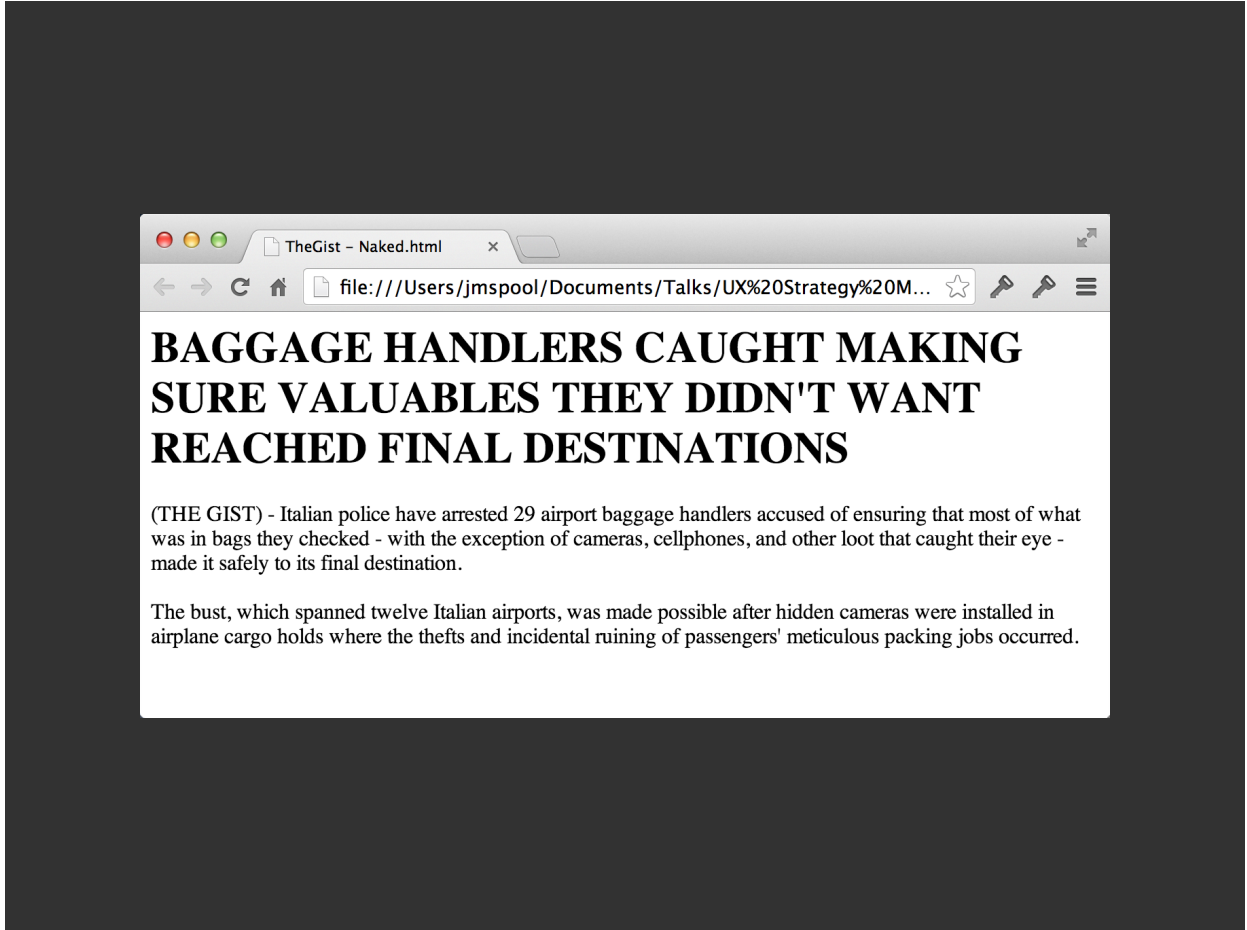
1

What I really
want to do is
Strategy

113 days







BAGGAGE HANDLERS CAUGHT MAKING SURE VALUABLES THEY DIDN'T WANT REACHED FINAL DESTINATIONS

By Dave Kornfeld | May 8, 2013 | 11:53 am

Like 92

Tweet 6



(THE GIST) — Italian police have arrested 29 airport baggage handlers accused of ensuring that most of what was in bags they checked — with the exception of cameras, cellphones, and



THESE THINGS → [Social media icons]

MOST PLEASING TO THE MASSES 🔥

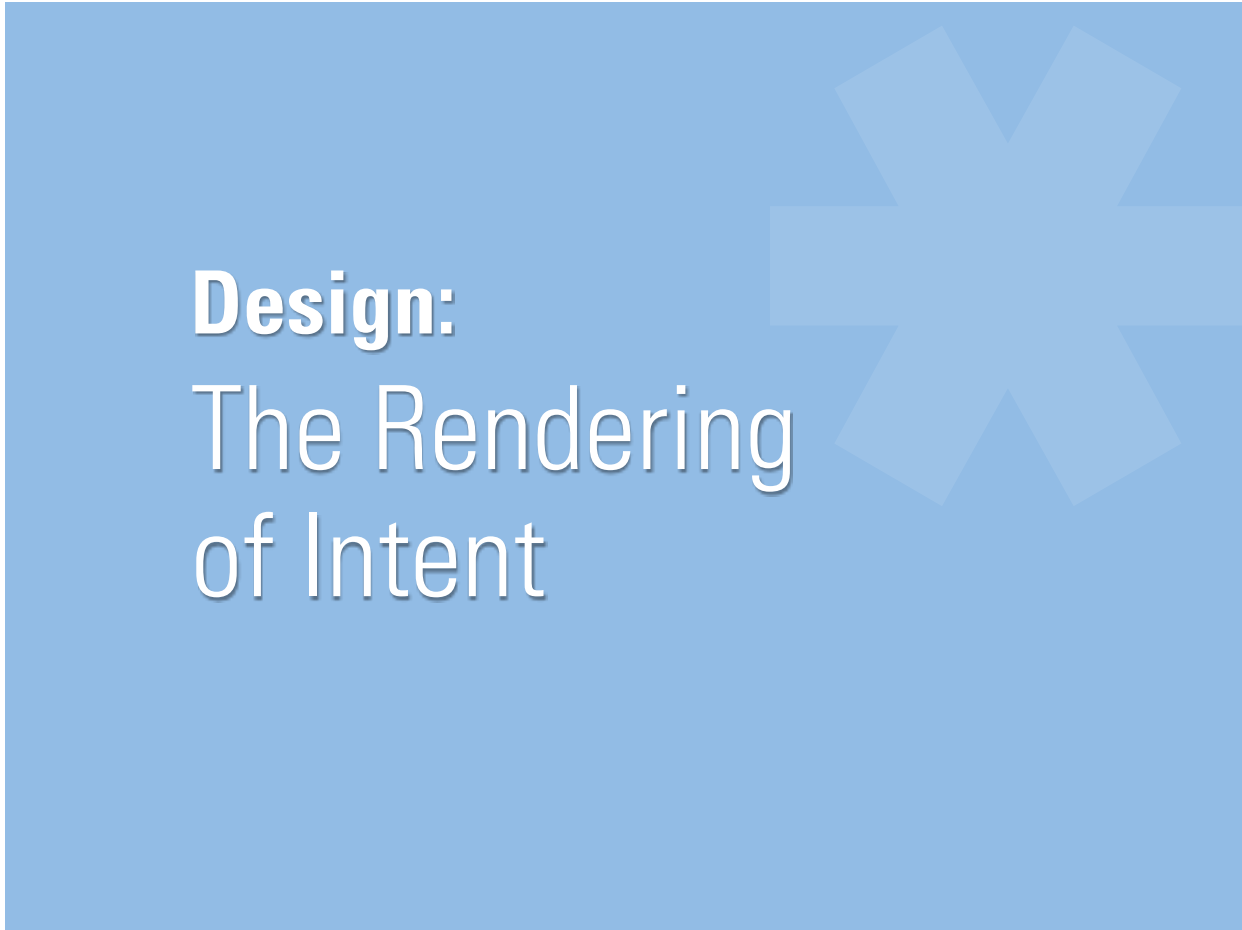
REVOLUTION-RAVAGED EGYPT OPTIMISTICALLY DECLARES STATE OF EMERGENCY FOR ONLY ONE MONTH

Like 3 Tweet 0

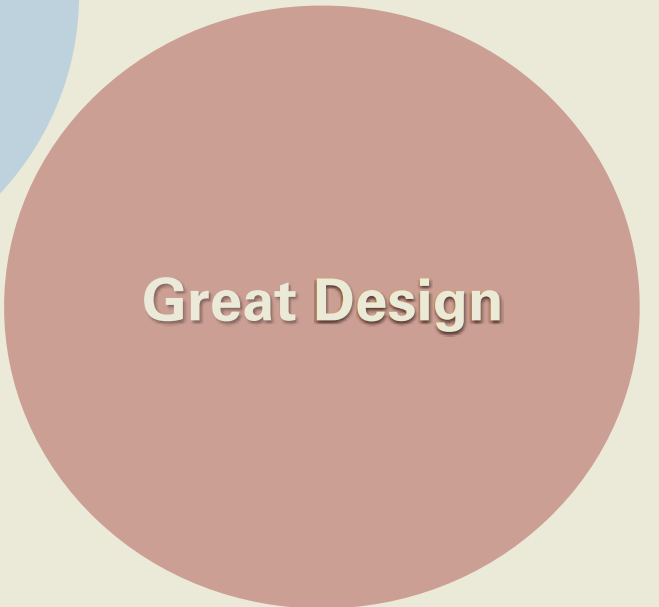
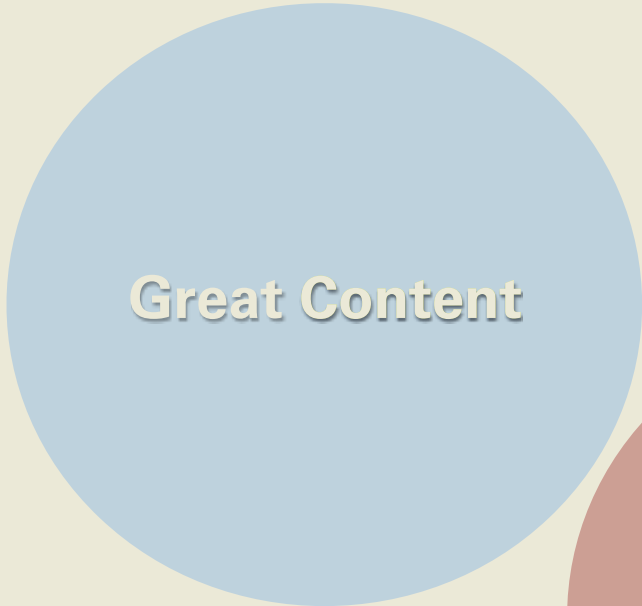
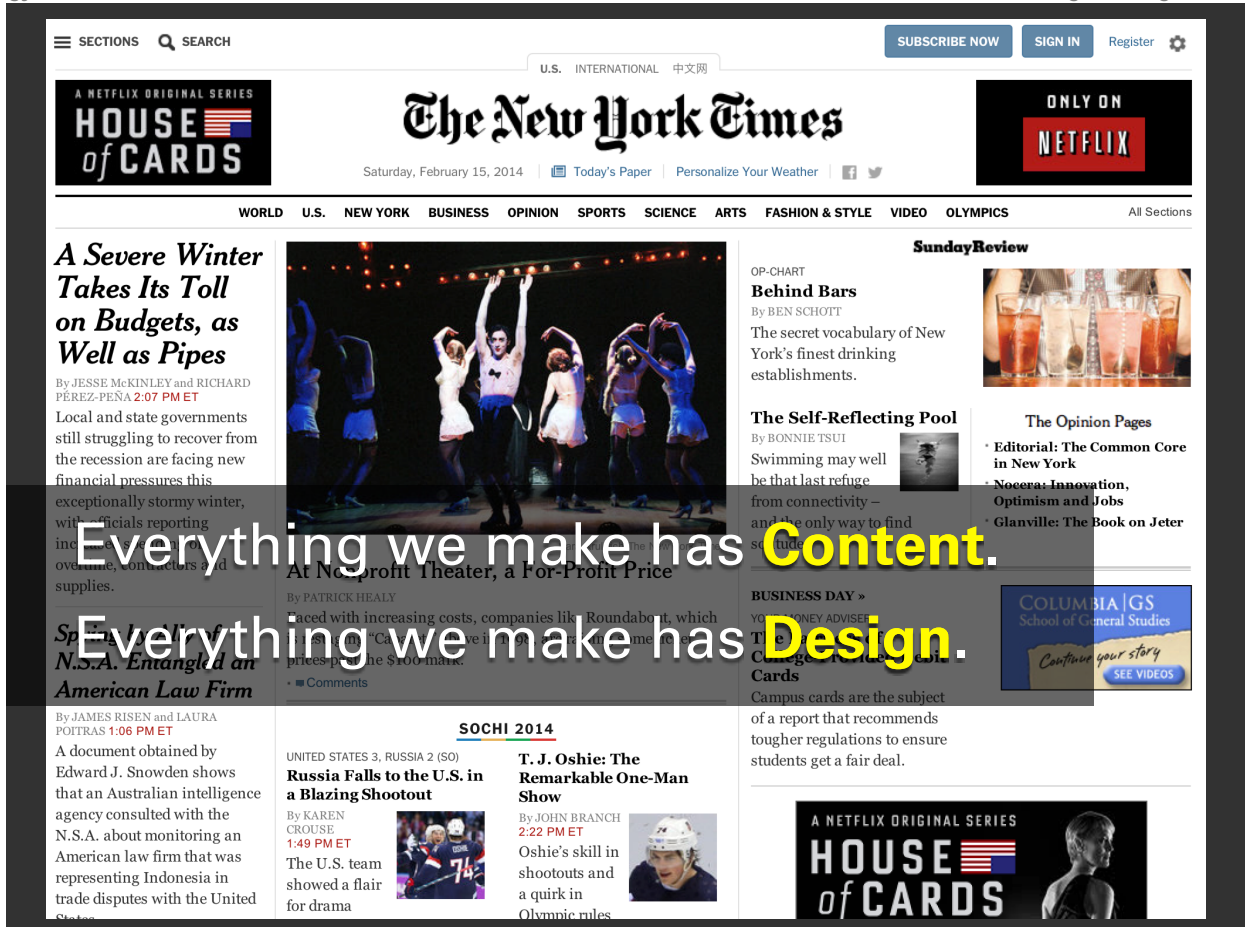
STUDY: SMART PEOPLE ARE JUST AS RACIST AS EVERYONE ELSE, JUST NOT DUMB ENOUGH TO ADVERTISE IT

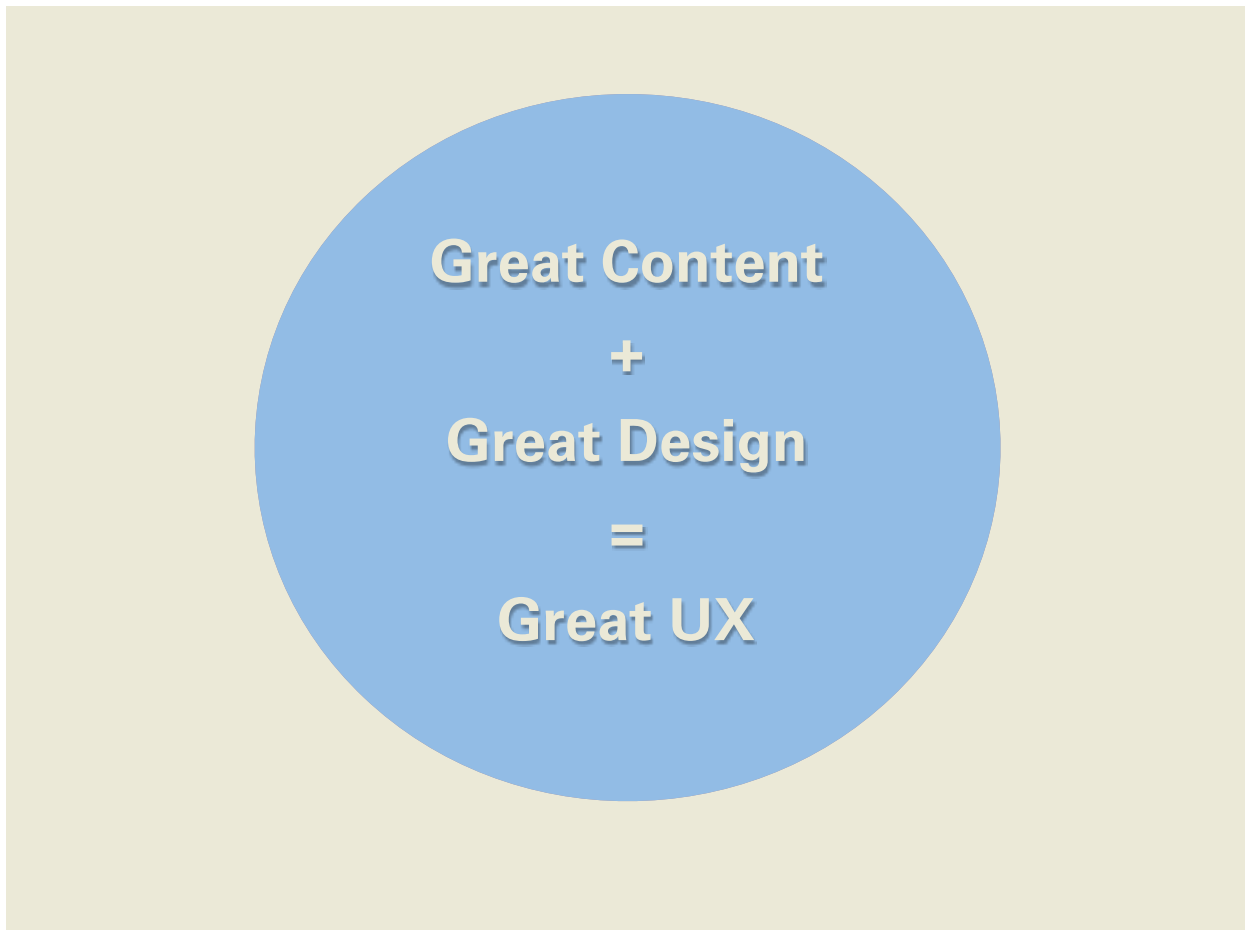
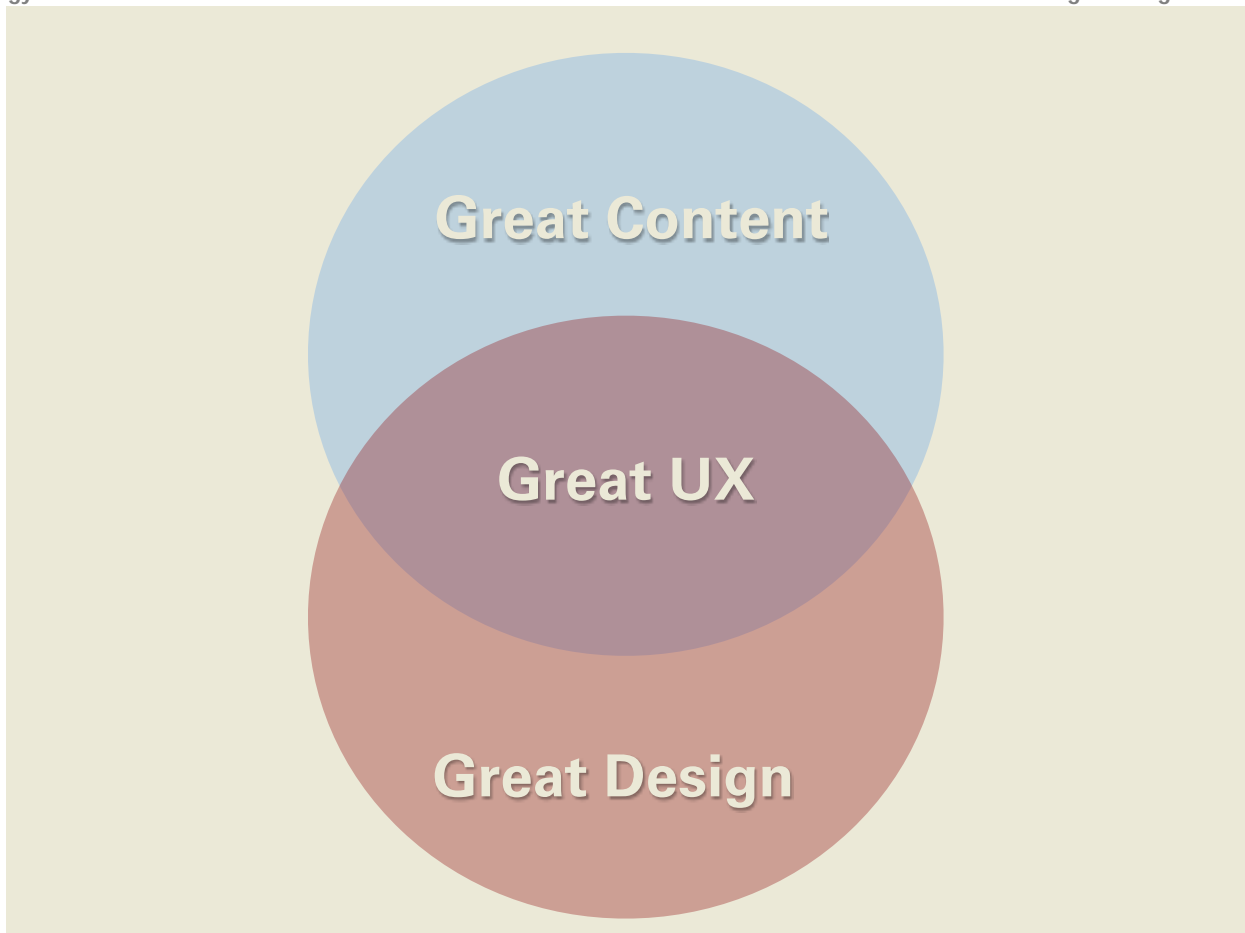
Like 62 Tweet 0

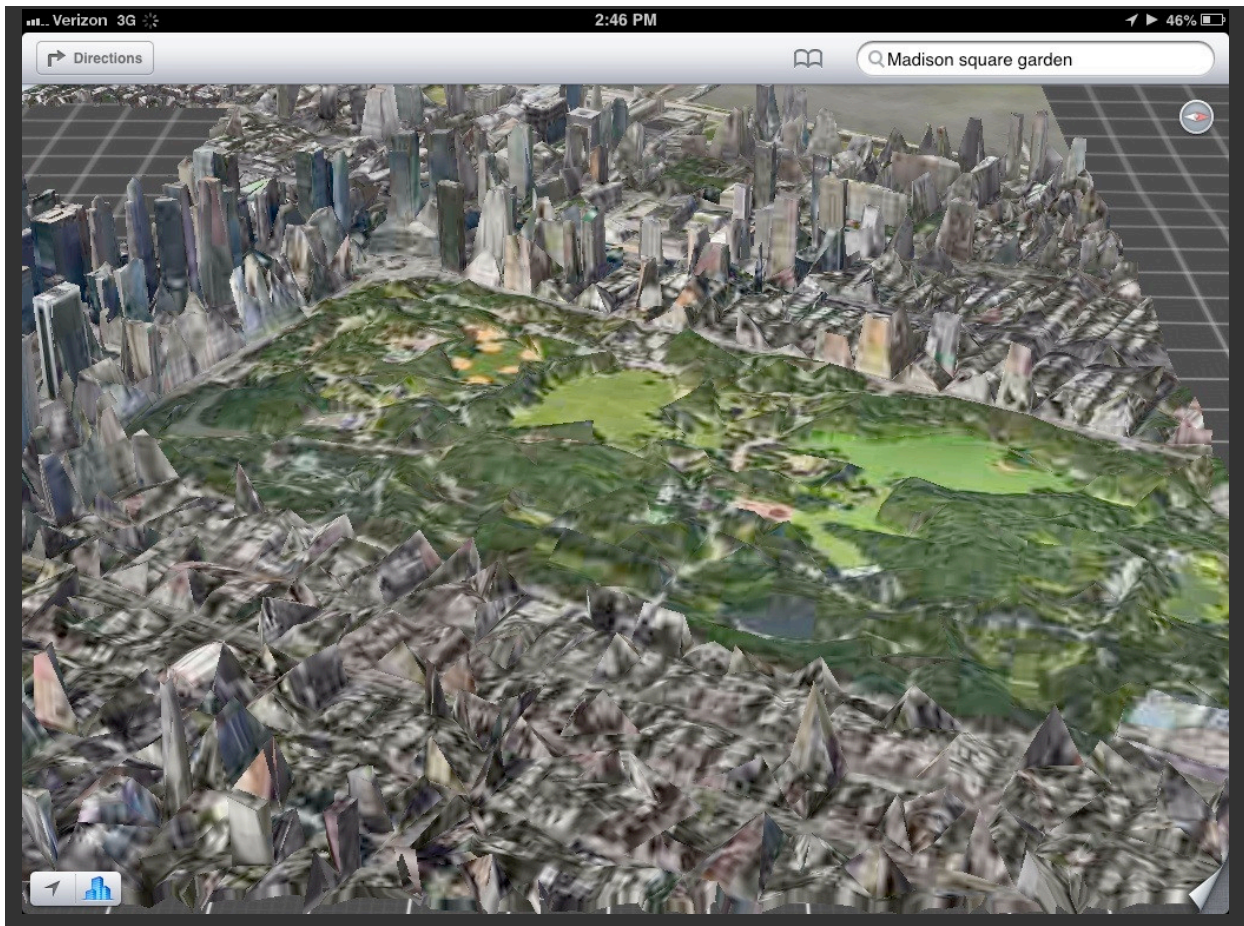
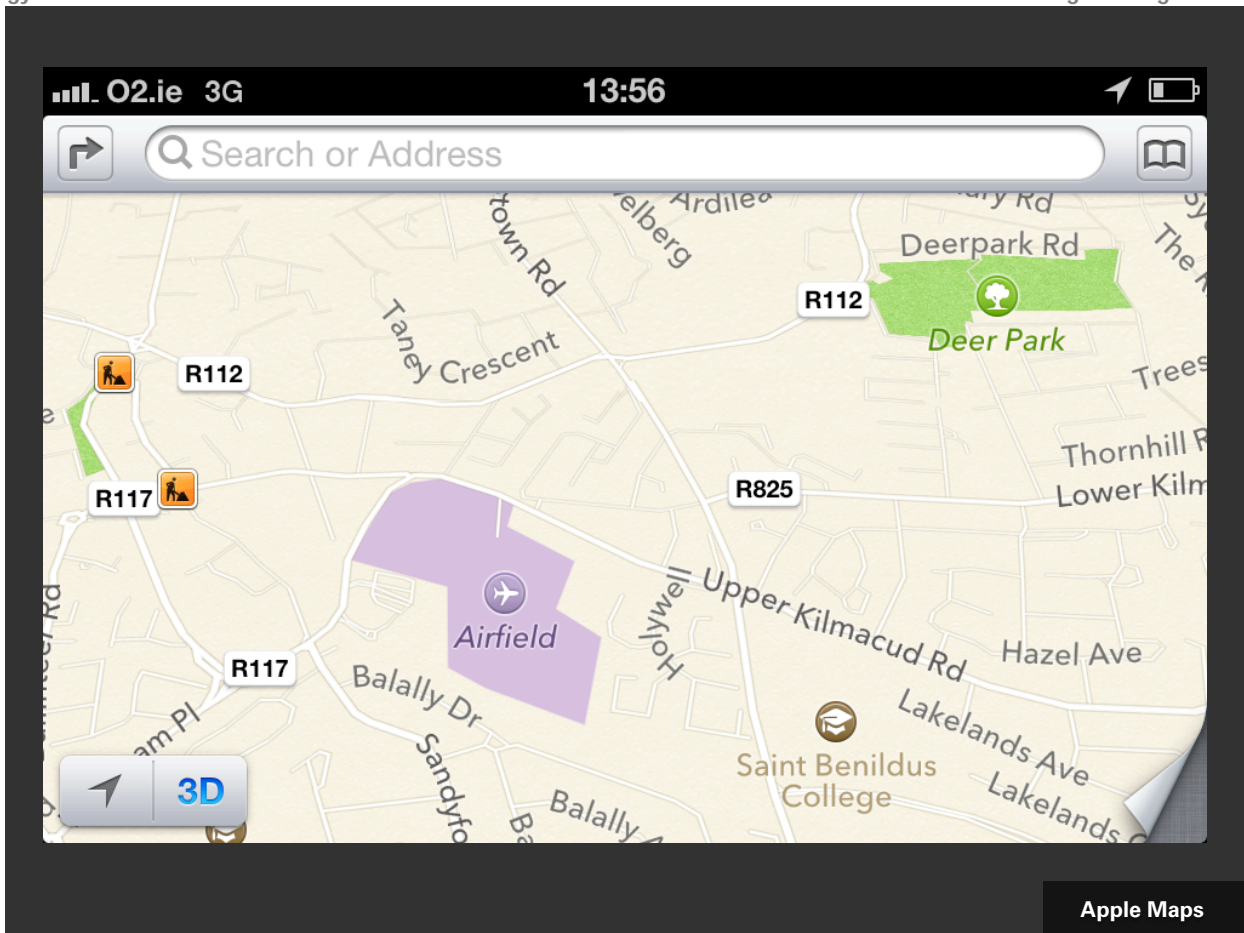
SUPER SERIOUS OBAMA ANNOUNCES HE WON'T LET HIS



Design: The Rendering of Intent







Delivering the content
is as important as the
content itself.

Montreal Gazette **Win**

The Gist **Win**

iOS6 Apple Maps **Fail**

Content Strategy
Mobile Strategy
E-commerce Strategy
Design Strategy
Experience Strategy

Strategy

We use *Strategy*
to achieve a desired
outcome.

Apple

Acquired 3
mapping
companies

Used 10 data
sources

Google

Used 1,300
data sources

1,000 people x
10 years of
correcting map
errors

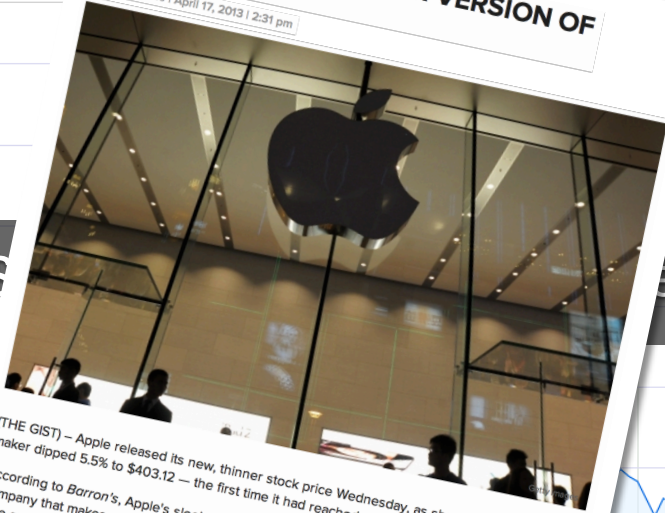
Business Names
and Logos

Sep 20, 2012 - Apr 23, 2013



APPLE UNVEILS SMALLER VERSION OF STOCK PRICE

By Jake Currie | April 17, 2013 | 2:31 pm



(THE GIST) – Apple released its new, thinner stock price Wednesday, as shares of the gadget maker dipped 5.5% to \$403.12 – the first time it had reached such levels in over a year.

According to *Barron's*, Apple's sleek new price is tied to revenue warnings by Cirrus Logic, a company that makes audio chips for Chinese sweatshop workers to put into Apple products at ultra-compact wages of \$2 per hour.

The Gazette

montrealgazette.com

Fantasy Hockey: Canadiens edge Leafs 3-2 in shootout

BY PAT HICKEY, THE GAZETTE JANUARY 5, 2013

Andrei Markov (#79) of the Montreal Canadiens clears the puck from the front of the net as goalie Carey Price (#31) looks on during the third period in NHL action on March 10, 2012. Photograph by: Rich Lam, Getty Images File Photo


Suffering Canadiens withdrawal? The Gazette has the answer with the ultimate fantasy hockey experience as beat writer Pat Hickey and Gazette techie Eric Tobon employ EA Sports NHL 13 to produce *The Season That Isn't*. Here's how things might have looked in Saturday night's game between the Canadiens and the Toronto Maple Leafs at the Bell Centre.

Shootout?

No problem for the Canadiens as long as they have defenceman Andrei Markov in the lineup.

Markov was the only player to score in the shootout Saturday night as the Canadiens defeated the Toronto Maple Leafs 3-2. It marked the third time this season that Markov has scored the game-winner in a shootout.

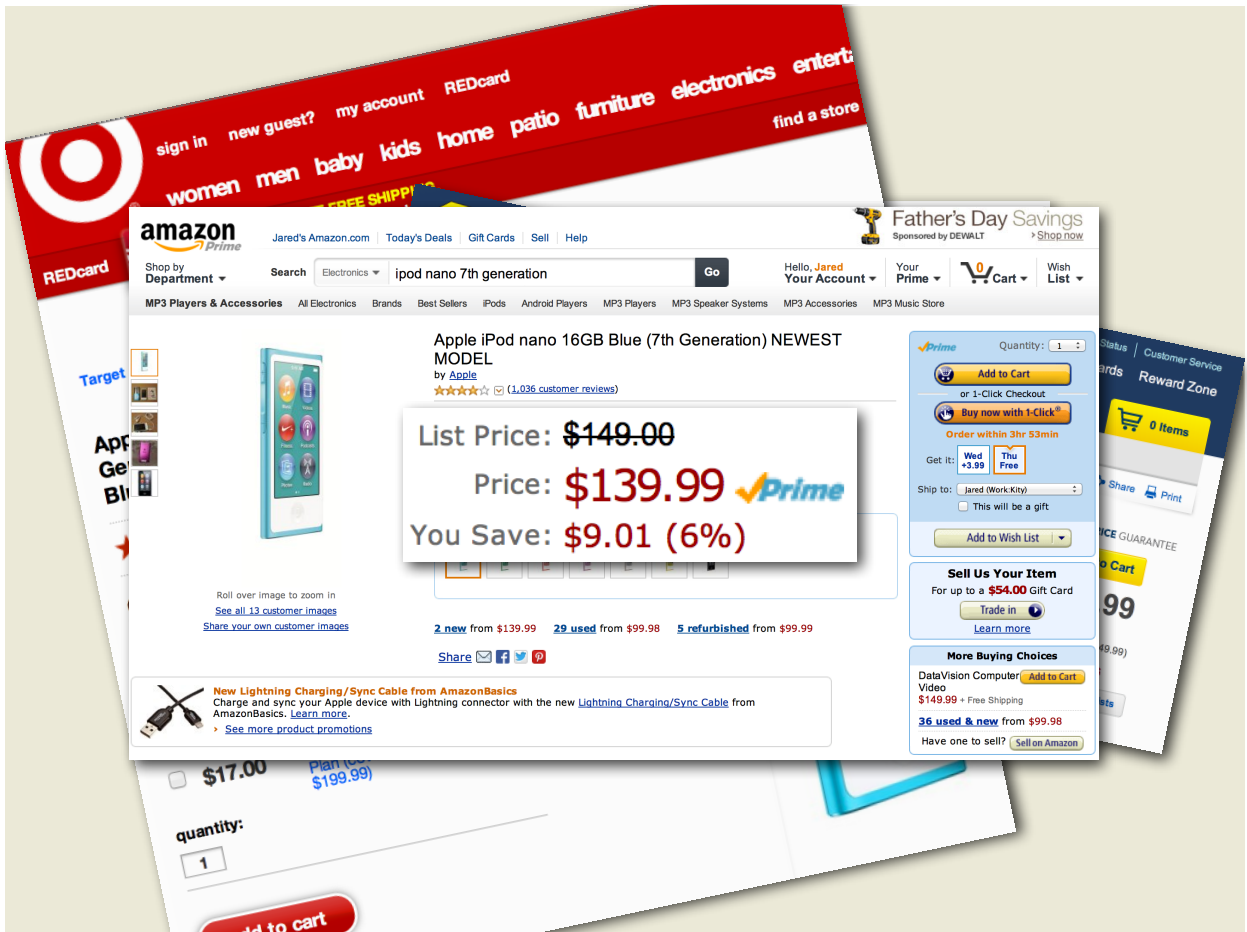
UX strategy
can't predict
outcomes.



UX strategy
is broken.



Designing Business Models

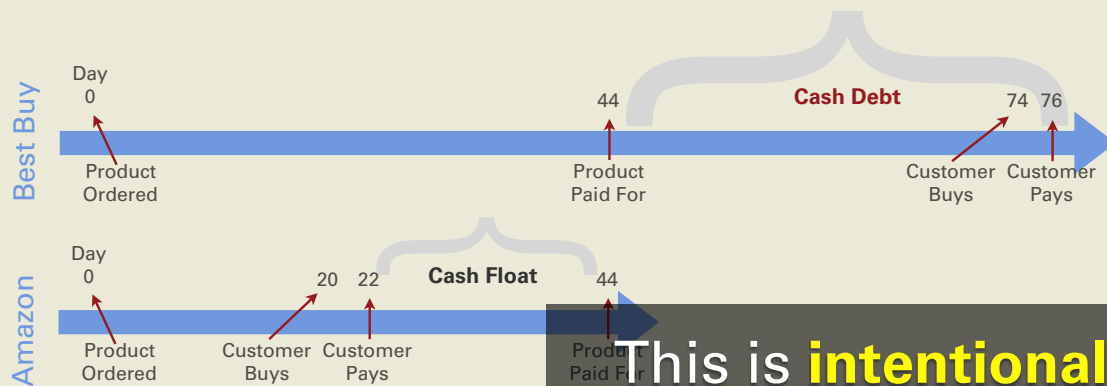


Amazon Cash Float Model

Amazon turns inventory every 20 days

Best Buy turns inventory every 74 days

Standard retail payment terms are 45 days

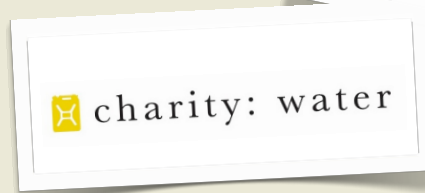


This is **intentional**.
This is **designed**.

Great business models are designed.

Are business models relevant to non-profit organizations?






Yes



What are our business model options?








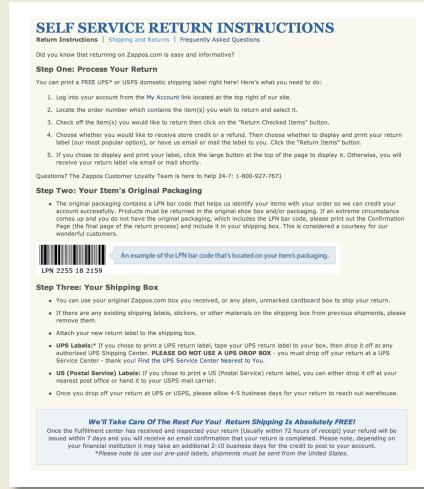
Business Strategic Priorities

-  Increase Revenue
-  Decrease Costs
-  Increase New Business
-  Increase Existing Business
-  Increase Shareholder Value



Business Strategic Priorities

-  **Increase Revenue**
-  **Decrease Costs**
-  **Increase New Business**
-  **Increase Existing Business**
-  **Increase Shareholder Value**



Decrease Costs



Decrease Costs
 Increase Existing Business
 Increase Revenue
 Increase Shareholder Value





Vanguard®

MARKETS & ECONOMY

Ken Volpert on the current bond landscape

REV COST NEW EXIST VALUE

Phase 2: ?

Business Strategic Priorities



Increase Revenue



Decrease Costs



Increase New Business



Increase Existing Business



Increase Shareholder Value

University Strategic Priorities



Increase Revenue

Increase enrollment, alumni donations, & other fees



Decrease Costs

Decrease operating costs



Increase New Business

Increase tuition from new programs



Increase Existing Business

Increase tuition from existing programs






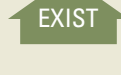
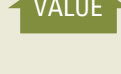
Increase Shareholder Value

Increase endowments

Government Strategic Priorities

- 
Increase Revenue
Increase overall constituent participation
- 
Decrease Costs
Decrease service costs
- 
Increase New Business
Increase reach to new constituents
- 
Increase Existing Business
Increase reach to existing constituents
- 
Increase Shareholder Value
Increase Congressional value

Business Strategic Priorities

- 
Increase Revenue
- 
Decrease Costs
- 
Increase New Business
- 
Increase Existing Business
- 
Increase Shareholder Value

Advertising is a Business Model Failure

The screenshot shows the Dictionary.com interface. At the top, there are navigation tabs for Dictionary, Thesaurus, Flashcards, Quotes, Encyclopedia, Translator, and Spanish. A search bar contains the word "clutter". Below the search bar, there are several sections:

- Related Searches:** Clutter control, Organizing tips, Clutter hoarding, Getting house organiz..., Getting rid of clutte..., Free ideas for organi..., Printable to do lists..., Clutter family, Getting rid of clutte..., Home organization, Personal organization, Organize.
- Synonyms:** hodgepodge, confusion, disorder, scramble, melange, rummage, shuffle.
- Nearby Words:** (empty)
- Did you know?:** What does the "X" stand for in x-ray?
- clutter - 3 dictionary results:**
 - Declutter Fast and Easy:** Clutter-free and comfortable home. Declutter solutions are easy. www.howtodealwithclutter.com
 - "How Do I Get Organized?":** With Expert Guidance, It's Simple - They Laughed at Me Until it Worked! try.organizeyourselfonline.com
 - Dictionary.com Free Toolbar:** Define Clutter Instantly. Faster Page Loads With Fewer Ads. Dictionary.com
- clut-ter** [kluht-er] **Show IPA**
- verb (used with object)**
 - to fill or litter with things in a disorderly manner: *All kinds of papers cluttered the top of his desk.*
- verb (used without object)**
 - British Dialect* . to run in disorder; move with bustle and confusion.
- Today's Word Picks on Dictionary.com:**
 - gourmand, gipon, bedraggle, bollix
- 1 Tip for a tiny belly :** Cut down a bit of your belly everyday by following this 1 weird old tip. (Includes an image of a woman's midsection).
- Resources on Dictionary.com:**
 - Free tools, Style guide, Blog, Confusing words

Advertising disrupts
the users' experience
supposedly to benefit
the advertiser.

Fun facts about banner ads

A typical internet user sees

1,707

ads in a year.

Comscore

An average ad is clicked

0.1%

of the times it is shown

DoubleClick

A 468x60 banner is clicked

0.04%

of the times it is shown

DoubleClick

Users can't see

31%

of ads.

Comscore

Users click on

50%

of mobile ads by accident.

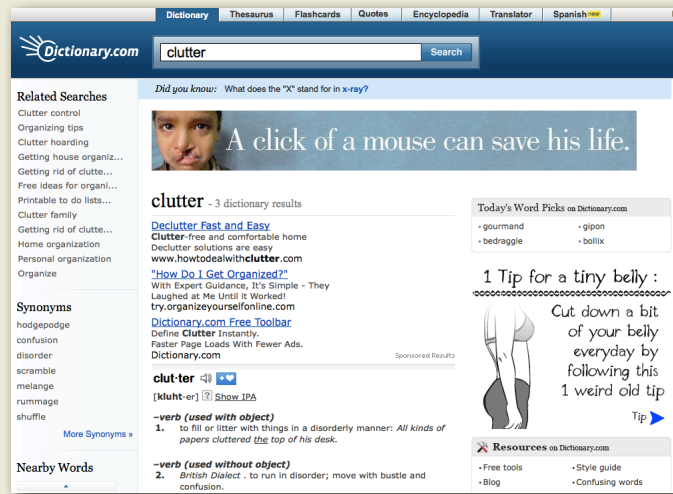
Goldspot Media

You are
475.29
times more likely to survive
a plane crash than click on a
banner ad in your lifetime.

Solve Media

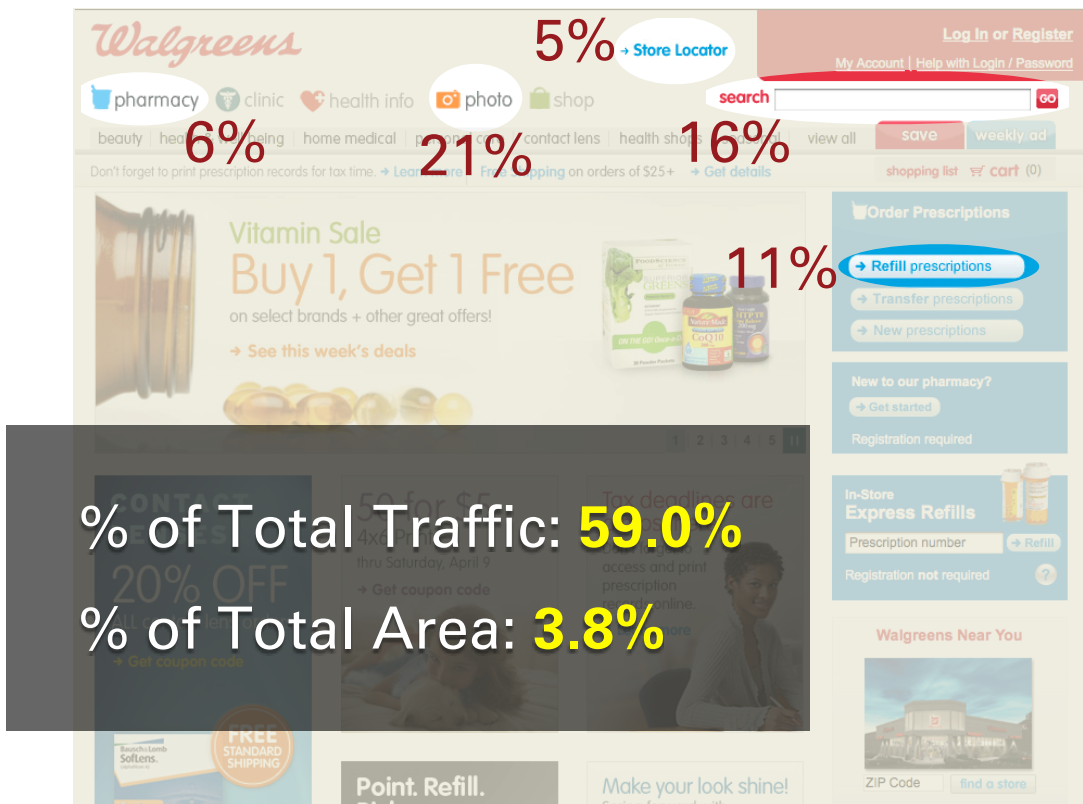


Kmart



Increase Revenue

When you don't *pay*
for the product —
you *are* the product.



The screenshot shows the Walgreens website homepage. At the top, there is a navigation bar with the Walgreens logo, a 'Store Locator' link, and a 'Log In or Register' button. Below this is a search bar and a menu with categories like 'pharmacy', 'clinic', 'health info', 'photo', and 'shop'. A secondary navigation bar includes 'beauty', 'health & well being', 'home medical', 'personal care', 'contact lens', 'health shops', 'seasonal', 'view all', 'save', and 'weekly ad'. A banner for 'Vitamin Sale Buy 1, Get 1 Free' is prominent. To the right, there are buttons for 'Order Prescriptions', 'In-Store Express Refills', and 'Walgreens Near You'. Other promotional tiles include 'CONTACT LENSES 20% OFF', '50 for \$5 4x6 Prints', 'Tax deadlines are almost here.', 'Point. Refill. Pick up.', 'Make your look shine!', and 'Join Walk with Walgreens'.

Words with Friends



Free



\$4.99 Buy

Producing an ad: \$10,000s

Avoid all ads: \$4.99

Uninterrupted experience: Priceless

The screenshot shows a web page from About.com titled "Pregnancy Week Fourteen - Pregnancy Week by Week - Pregnancy Calendar". The page includes a navigation menu, a search bar, and a newsletter sign-up form. The main content area features a "Mother:" section with text about hormonal changes and skin changes. A large, tilted advertisement for "Your Pregnancy week by week" is overlaid on the page, featuring a pregnant woman and the authors' names: Glade B. Curtis, M.D., M.P.H. and Judith Schuler, M.S. The advertisement also includes a link to "Common Symptoms of Pregnancy".

Seducible Moment

Advertising: Corporate Centered;
Broadcast

Experience: In the moment of what
the user is doing

Advertising should be
the business model
choice of last resort.

4 Business models beyond advertising

SECTIONS HOME SEARCH SUBSCRIBE LOG IN


[Cheating Accusations Among Officers Overseeing Nuclear Arms](#)


[In Defeat for Tea Party, House Passes \\$1.1 Trillion Spending Bill](#)

[Federal Judge Upholds Health Care Subsidies](#)


[Justices Seem S Abortion Clinic Zones, but Cruc Silent](#)

TIME TO UNROLL A NEW HOME EQUITY LINE OF CREDIT. As low as 2.99% APR* FIRST Ipswich BANK

POLITICS

Cheating Accusations Among Officers Overseeing Nuclear Arms

By HELENE COOPER JAN. 15, 2014

EMAIL FACEBOOK TWITTER SAVE MORE

THE GRAND BUDAPEST HOTEL

WASHINGTON — The Air Force said on Wednesday that 34 officers responsible for launching the nation's nuclear missiles had been suspended, and their security clearances revoked, for cheating on monthly proficiency tests that assess their knowledge of how to operate the warheads.

At a news conference, Deborah Lee James, the secretary of the Air Force, said the officers, at Malmstrom Air Force Base in Montana, either knew about or took part in texting answers to the



Cooper Union to Charge Undergraduate Tuition

Metered Paywall

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What's Popular Now

The Jobless Trap

Richie Havens, Guitarist and Singer, Dies at 72

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Most Viewed » Tuesday, April 23, 2013

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2. ...
3. ...
4. Syria Used Chemical Arms Repeatedly, Israel asserts

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Increase New Business
 Increase Existing Business
 Increase Revenue
 Increase Shareholder Value



Inside Andrew Sullivan's Attempt To Turn The Digital Media Business Model On Its Head

Josh Luger | Apr. 2, 2013, 3:20 PM | 4,405 | 5

This January, noted blogger Andrew Sullivan left his perch at *The Daily Beast* to embark upon a highly visible and seemingly risky enterprise. He took his blog, *The Dish*, independent and decided to test whether it was possible for the operation to sustain itself entirely through a subscription-based revenue model.

Sullivan initially set a revenue goal of \$900,000 a year to maintain the standard of the blog. He specifically set out to reach his revenue goal without the help of any advertising revenue, saying "it provides a vital revenue stream for almost all media products. But we know from your emails how distracting and intrusive it can be; and how it often slows down the page painfully."

Sullivan also declined to take any venture capital. He threw himself entirely at the mercy of his



Sullivan earned \$330,000 in the first 24 hours.
 He earned \$660,000 in the first 3 months.



Metered paywalls demand excellent content.



The Gist

Join our mailing list for exclusive offers!

The New York Times Store



Rare and Newsworthy Items

Order Status | My Account | Wishlist | View Cart

Search by product name, keyword or SKU

- New Arrivals
- Best Sellers
- Personalized Books
- Gifts
- Art
- Photography
- Collectibles
- Page Reprints
- Sports Memorabilia
- Books & Crosswords
- New York Times Merchandise
- Sale

Home > Premium Photography > New York City > Buildings > Rockefeller Center

Construction Workers Lunching on a Crossbeam - 1932



Mouse over image to zoom. Left click to view larger. Any watermark seen on image does not appear on actual item.

\$169.00

Choose Size:

- 11" x 14" Unframed - \$169.00
- 11" x 14" Framed - \$319.00
- 16" x 20" Unframed - \$299.00
- 16" x 20" Framed - \$479.00
- 20" x 24" Unframed - \$429.00
- 20" x 24" Framed - \$699.00

CHOOSE YOUR FRAME

Qty:

1

Add to Cart

Add to Wish List

Availability: In Stock

SKU: NSAPMI11

Pin it Email a friend

NEED HELP? 1-800-459-3037 TRACK YOUR ORDER

MY FAVORITES

CONDÉ NAST COLLECTION

PRESENTED BY ART.COM

SIGN UP FOR SPECIAL OFFERS AND NEWSLETTERS

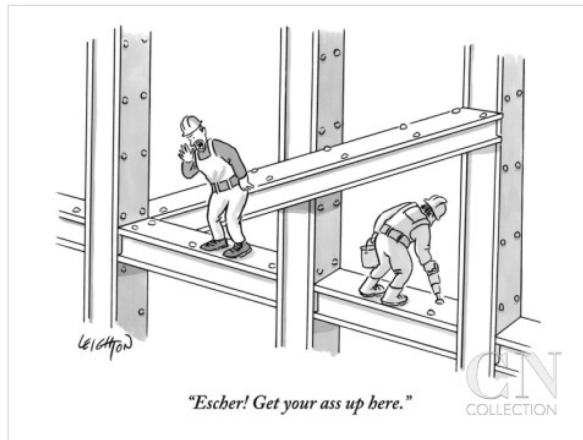
Search all magazines SEARCH

- THE NEW YORKER
- CARTOONS
- VOGUE
- VANITY FAIR
- GOLF DIGEST
- TOP BRANDS
- COLLECTIONS
- GIFTS
- CART (0)

Product Types Cartoons Cartoon Collections Best Selling Cartoons

"Escher! Get your ass up here." - New Yorker Cartoon

By: Robert Leighton Item #: 9373588



Print



Canvas



Wood Mount



Laminate

SIZE

12 x 9 in

PRODUCT TYPE

Premium Giclee Print

The premium giclée print is produced on thick (310 gsm), textured watercolor paper made from alpha cellulosic wood pulp that is acid free. It shares the same vivid colors, accuracy, and exceptional resolution that make giclée prints the standard for museums and galleries around the world.

\$125.00

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Usually ships in 1-2 days

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Why Would Anyone Use The Chicago Manual of Style?

Episode : 364 And ...

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Grammar Girl's Quick and Dirty Tips for Better Writing

MIGNON FOGARTY
CREATOR OF THE #1 RANKED GRAMMAR GIRL PODCAST

LET'S GET ZESTY
KRAFT

Repurposed Content

FROM THE STORE

Should you "Facebook Friend" an employee or colleague?

Find out in a 75-minute live webinar and Q&A

April 4, 2013
Bad Portmanteau Examples
Clorox asked me to create new words for their lock-tionary. I failed miserably!

April 3, 2013
Doors, White, Dicks

Grammar Girl and Dirty Tips. Prior to becoming a grammar guru, Mignon was a magazine and technical writer, and an entrepreneur. Mignon has a B.A. in English from the University of Washington in Seattle and an M.S. in biology from Stanford University.

MacBook Pro 15" Retina

TEARDOWN

TEARDOWN

Step 1 — MacBook Pro 15" Retina Display Late 2013 Teardown

- This top-tier machine from Apple packs some impressive specs:
 - 2.0 GHz quad-core Intel Core i7
 - 8 GB of 1600 MHz DDR3L onboard memory
 - 256 GB of PCIe SSD goodness
 - Intel Iris Pro Graphics
 - 720p FaceTime HD camera
 - 802.11ac Wi-Fi wireless networking
 - Bluetooth 4.0

[View Original Image metadata](#)

Step 2

- As we saw earlier this year with the MacBook Air refreshes, Apple is switching to PCIe-based solid state drives across the board.
- The slightly-revamped MacBook Pro 15" Retina was finally invited to this speed-gains party, with a new Samsung PCIe SSD.
- The Samtastic players involved in making this SSD a speedy storer:
 - Samsung K1P4G324EB-EGC2 512 MB Mobile

Store



Join

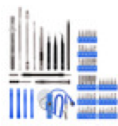
Log In

My Cart 0

Repair Tools



Most Popular



Pro Tech Toolkit

\$69.95

The industry standard for electronics and computer repair technicians and businesses. All the tools needed to repair iPhones, iPads, smartphones, tablets, Mac laptops, PC...



54 Bit Driver Kit

\$24.95 - \$59.95

All the screwdriver bits you need to repair electronics, smartphones, tablets, computers, and game consoles in one handy toolkit. Kit includes

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Craft Supplies / Knitting & Crochet

Needles & Hooks

Digital Downloads

Needles & Hooks

Patterns

Roving

Spinning

Stitch Markers

Storage

Tutorials & Kits

Yarn

More

Supporting Product Sales

Custom order Polymer clay crochet ...
lisashandmakes \$8.59 USD

Afghan, Tunisian, 9 inch, Boye, Mad...
DIVintageBlessi... \$5.00 USD

Five Continents - set of 8 stitch mark...
littleskein \$10.00 USD

Super Stix Jumbo Knitting Set - US s...
HavenwoodFarms \$45.00 USD

Vintage knitting needle lot button to...

Words with Friends



Free



In-App Purchases

\$4.99 Buy

TOP IN-APP PURCHASES

- | | | |
|-----|--------------------|---------|
| 1. | Word-O-Meter | \$2.99 |
| 2. | Vision (x10) | \$0.99 |
| 3. | Tile Pile | \$0.99 |
| 4. | Pack of Retries | \$0.99 |
| 5. | Stats | \$4.99 |
| 6. | 40 Tokens | \$4.99 |
| 7. | 7 Tokens | \$0.99 |
| 8. | 15 Tokens | \$1.99 |
| 9. | Ultimate Play Pack | \$14.99 |
| 10. | 80 Tokens | \$9.99 |





Weekend Movie Guide
10 Handpicked Titles

50 THE BEATLES
Historic TV Performance + More

New Music | This Week | Recent Releases | See All >

- The Outsiders** - Eric Church
- Lent At Ephesus** - Benedictines of Mary...
- One (Awards Show Rehearsal Version)...** - Metallica
- Heart Tells Your Head** - Tim Halperin
- Crosses** - ttt (Crosses)
- Love Death Immortality** - The Glitch Mob
- We Dem Boyz - Single** - Wiz Khalifa
- You're Mine (Eternal) - Single** - Mariah Carey
- Dizzy Heights (Bonus Track Version)** - Neil Finn
- Ledges** - Noah Gundersen

QUICK LINKS

- Account | Redeem
- Purchased | Support
- iTunes Radio
- iTunes Match
- My Wish List
- My Alerts
- Recommended For You
- Complete My Album
- Browse
- Send iTunes Gifts
- iTunes LP
- Free on iTunes
- Mastered for iTunes
- The Beatles: Yellow Submarine

TOP SINGLES >

- Songs | Music Videos
- 1. **HAPPY** - Apple iTunes



TESCO


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Introducing the new hudl* Content Distribution



A smart new addition to your family, Hudl packs all your entertainment into one sleek, easy to use Android™ tablet. Surfing the web is a breeze, movies come alive in crystal-clear HD, you can easily read books, stream movies and music on blinkbox and shoot photos and video. Hudl comes with easy access to the Tesco world and your favourite Google™ Apps. [Watch the exclusive unboxing of the Hudl here](#)

Hudl comes top of BBC One's 'The One Show' family tablet test

A family on BBC One's The One Show put 5 tablets to the test: Argos Mytablet, Kindle HD, Lenovo, Nook and Hudl. They gave up their own

Business Model Options

Metered Paywalls

Repurposed Content

Supporting Product Sales

In-App Purchases

Alternative Channel Revenue

Content Distribution

Advertising  Please, don't do advertising!

Business Strategic Priorities



Increase Revenue



Decrease Costs



Increase New Business



Increase Existing Business



Increase Shareholder Value

5

Delightful
content adds
real value



Significant Objects

...and how they got that way

Figurine of St. Vralkomir (glass cover not included)

This is an icon of the fourteenth-century Saint Vralkomir of Dnobst, the patron extremely fast dancing. Handcrafted in a snowbound convent by the nimble-footed Sisters of the Vralkomirian Order, it was given to my grandmother—then a nine-year-old girl—as she boarded the ship that would take her to America from Dnobst, a narrow pie-wedge of land bounded by the Dnobst River, the Grkgát Mountains, and the Great Western Fence of Count Pyør the Litigious.

Vralkomir was a competent cobbler, but he was brusque and taciturn, conversing to the extent he was required to for business. His fellow citizens found him odd, and they would hurry back out into the year-round cold as quickly as they could. Some said his towering jet-black hat, which he'd knitted of his own hair, would trigger vertigo in those who stared up at it for too long. Many were annoyed by his incessant tuneless humming.

In the autumn of 1347, in response to a perceived slight from a Dnobstian maiden, the recently enthroned Tsar Nýrdrag the Irascible (also known as "The Cowbird Tsar," a Scandinavian founding whom the previous Tsar and Tsarina unknowingly raised as their own) issued an edict banning fire in Dnobst. His armies confiscated every piece of flint and all the available kindling. When winter blew in, it was as if Nýrdrag himself. Icy gusts sent massive musk-elk rolling out of the forest, and as the snow piled up for weeks on end. Desperate and from the lack of fire, the people (minus Vralkomir) huddled in the marketplace, which at least still had a roof. The temperature kept dropping, and the snow was coming, and they could do nothing but wait.

One day, through a high window, someone saw Vralkomir leave his shop, glance around the empty village square, then trudge into the forest. He returned hauling a freshly cut tree. In the square, he sawed the wood into discs like the one you see on the icon. Vralkomir then hopped onto one of the discs and began dancing, dancing, dancing to the tuneless music in his head. He danced faster and faster. The villagers watched as he wheeled and spun and tappatapped, his legs and feet a blur in the subarctic gloom. A plume of smoke rose from under his feet, and he kept dancing, and then there was more smoke, and he danced on, and soon the wooden disc was ablaze. Vralkomir leapt to the next disc and set it alight, and the next, and the next, and then there was a fire. The bearded man danced round the fires, driving the villagers to duplicate his feet.

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Item Description

Top of Page

Enjoy professional EOS features in an easy-to-use, lightweight digital SLR that's a joy to use. The EOS Rebel T3i DSLR Camera from Canon features an 18.0MP CMOS sensor and DIGIC 4 image processing for high image quality and speed. Its improved EOS Full HD Movie Mode lets you record full high definition video and even provides you with digital zoom and Video Snapshot for enhanced movie shooting options. Plus, its high-speed, reliable 9-point AF system ensures that your subject is at the forefront of your shots, and the 3.0" Clear View LCD screen (with Live View) lets you explore the Canon EOS Rebel T3i's menus and review your photos with stunning clarity.

Canon EOS Rebel T3i Digital SLR Camera:

- 18 megapixel resolution with high-quality still images and video recordings
- Featuring Full HD video, Scene Intelligent Auto mode, Picture Style Auto, Enhanced metering with a 63-zone, Dual-layer metering system for accurate metering between exposures, 9-point AF system utilizing a high precision, f/2.8 cross-type center point, 3.7 fps continuous shooting up to approx. 34 JPEGs or 6 RAW
- Canon EF-S 18-55mm IS II lens
- With optical image stabilization and Aspherical lens element
- 3" TFT LCD screen with image editing features
- Featuring 7-level brightness adjustment, vari-angle for shooting at high or low angles, 1.04 million dot VGA, reflection reduction
- Built-in flash with up to 17mm focal length

Additional Features:

- 1 SD/SDHC/SDXC memory card slot (memory card not included)
- Rechargeable Lithium-Ion battery for up to 550 shots
- ISO 100 - 6400 in whole-stop increments
- File Formats Supported: JPEG, RAW, MOV
- 5.2" x 3.9" x 3.1"; 18.2 oz

Compatibility and Warranty:

- Compatible with PC or Mac
- 1-year limited manufacturer warranty

What's in the Box:

- Canon Rebel T3i Digital SLR Camera
- Canon EF-S 18-55mm IS II Lens
- Eyecup Ef
- Wide Strap EW-100DBIII
- USB Interface Cable IFC-130U
- Battery Pack LP-E8
- Battery Charger LC-E8E
- EOS Digital Solution Disc and Instruction Manuals
- "Great Photography is Easy" Booklet and "Do More with Macro" Booklet



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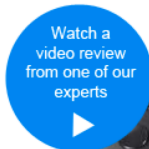
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Hands-on research from the Crutchfield Labs (what are the Labs?)

[Features and specs chart](#) | [What's in the box?](#) | [In-depth notes](#)

Features and Specs

General	
LCD Screen Size	3"
Adjustable-angle LCD	Yes
Wi-Fi	No
GPS-enabled	No
Lens 35mm Equivalent	29-88mm
Optical Zoom	3x
Digital Zoom	N/A
Filter Diameter	58mm
Aperture Range	f/3.5 (W) - 5.6 (T)
Manual Focusing	Yes
Manual Exposure	Yes
Built-in Flash	Yes
HDMI Output	Mini
Memory	
Internal Memory	None

Product Research

Our Product Research Team

At Crutchfield, you'll get detailed, accurate information that's hard to find elsewhere. That's because we have our own in-house Product Research team — they open the box, verify contents, check the owner's manual, and record dimensions, features and specs. We stay on top of new products and technologies to help people make informed choices.

- [Features](#)
- [Supplied Software](#)
- [Lens Features](#)

Features

Overview: This Canon EOS Rebel T3i kit includes the EOS Rebel T3i camera body and the EF-S 18-55mm IS II zoom lens. It has a standard Canon EF mount, and is compatible with Canon EF lenses, including EF-S lenses.

Viewfinder: The Canon EOS Rebel T3i uses an eye-level SLR viewfinder with pentamirror with 0.85x magnification (w/50mm lens) for approximately 95% vertical and horizontal coverage. It has a -3.0 to +1.0 diopter adjustment so you can focus the viewfinder to suit your eyesight (with or without eyeglasses). When using the self-timer or remote control, when your eye does not cover the viewfinder eyepiece, stray light may enter the eyepiece and affect the exposure when the image is captured. To prevent this, you can use the supplied eyepiece cover, attached to the neck strap, to cover the eyepiece.

3" Clear View LCD Monitor: The EOS Rebel T3i features a flip-out, Vari-angle 3" Clear View TFT color LCD monitor that allows you to shoot at a variety of angles. It has a 3:2 aspect ratio and approximately 1,040,000 dots for Live View composition and viewing recorded images. In normal shooting mode, the monitor displays the shooting settings. A proximity sensor just above the turns off the shooting settings display automatically when your eye nears the viewfinder eyepiece. The LCD monitor offers 100% viewing coverage and 7 brightness levels to choose from.

Live View: The Live View Function enables viewing your subjects directly on the camera's 3" LCD monitor. The camera allows you to magnify any part of the scene 5x or 10x for precise manual focusing. You can access a number of Auto Focusing modes including Quick Mode, Live Mode, and Face Detection Live Mode. Exposure simulation displays and simulates how the brightness of the actual image will look. You can choose one of two grid overlay options for the LCD screen to help you line up vertical and horizontal lines. The camera can be controlled remotely via a computer through a USB connection, or wirelessly with the optional RC-6 remote control (CRAB06) sold separately.

What's in the box?

[Download owner's manual](#)

- Digital camera body (with body cap installed)
- EF-S 18-55mm 3.5-5.6 IS II lens (with lens caps installed on both ends)
- LP-E8 Lithium-Ion rechargeable battery with plastic terminal cover installed (7.2V/1120 mAh)
- LC-E8E Battery charger (8.4V / 0.72A)
- 40.5" AC power cord
- 52" USB cable with in-line noise filter (USB type A connector on one end and a male mini-USB-Ver 2.0 on the other)
- 52" A/V cable with in-line noise filter (male mini-USB-Ver 2.0 connector on one end and stereo RCA audio plugs and RCA composite video plug on the other end)
- Adjustable cloth neck strap (with attached eyepiece cover)
- Canon EOS Digital Solution Disk CD-ROM Ver.24.0
- Canon EOS Digital Software Instruction Manual CD-ROM
- Instruction Manual (English)
- Instruction Manual (Spanish)
- Camera Warranty Card
- Lens Warranty Card
- Do More with Macro! booklet
- Great Photography IS Easy! booklet
- Flash Classroom booklet
- Online registration card
- USB warning note
- Manual correction sheet

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Canon EOS Rebel T3i Kit

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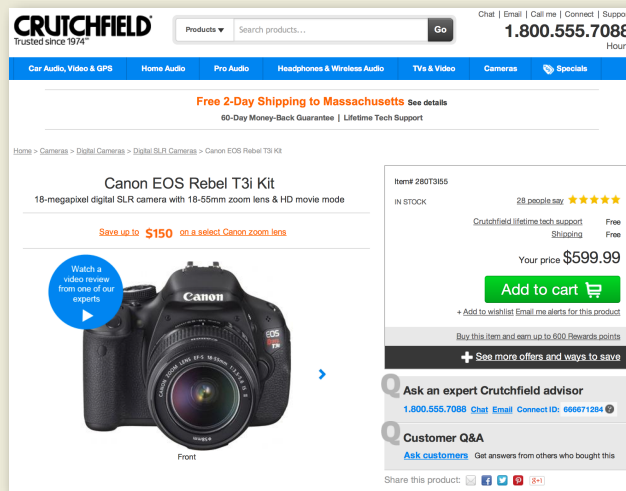
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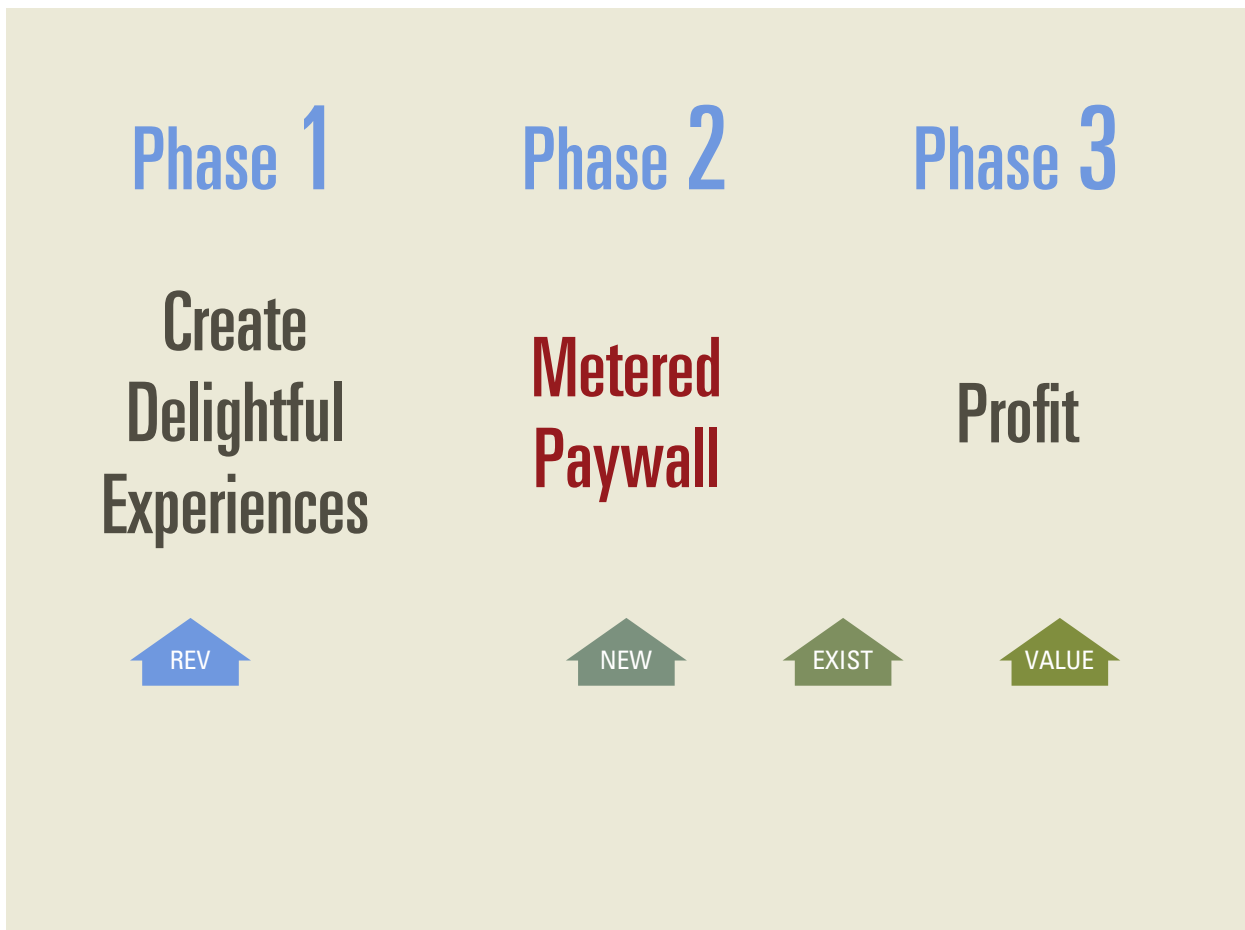
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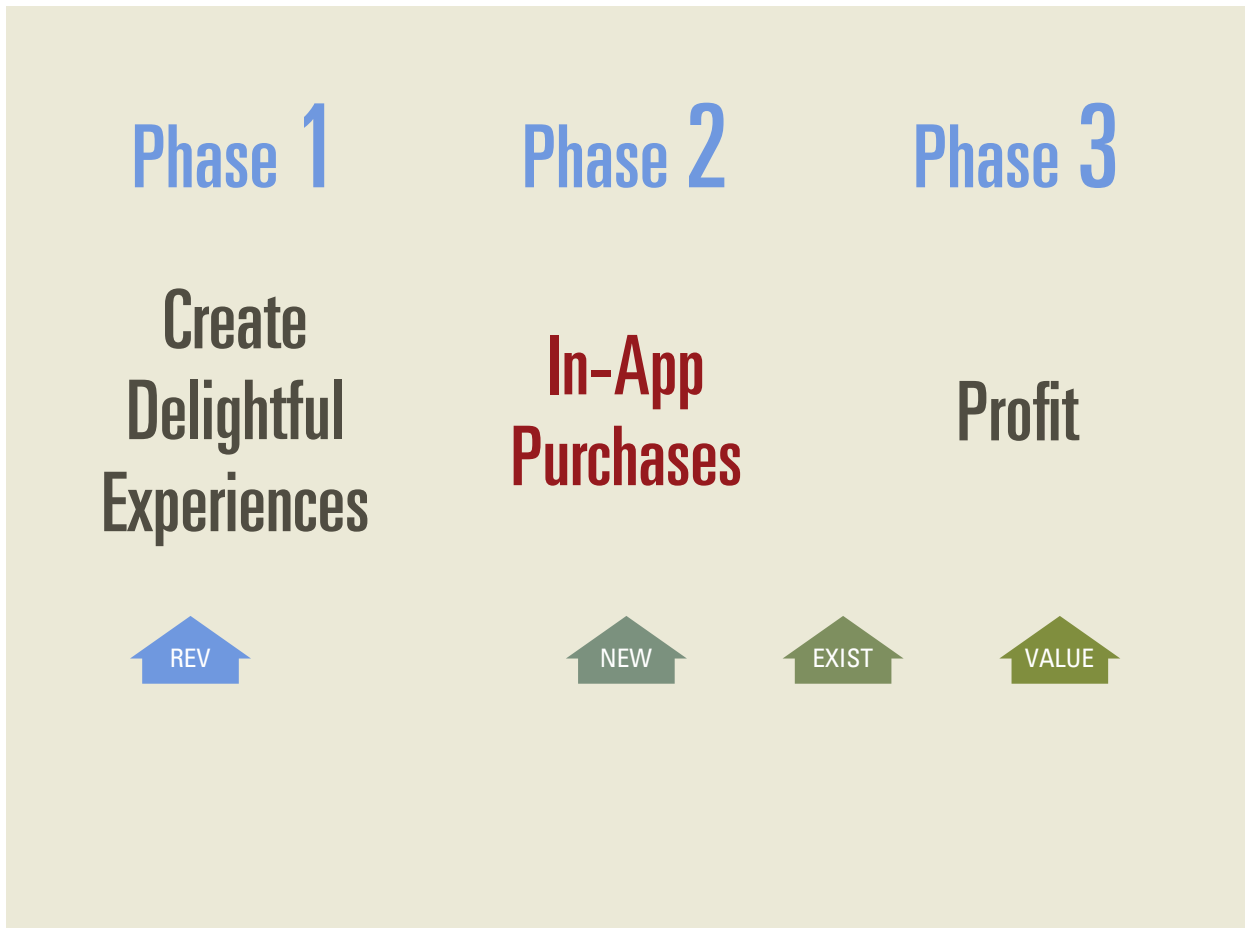
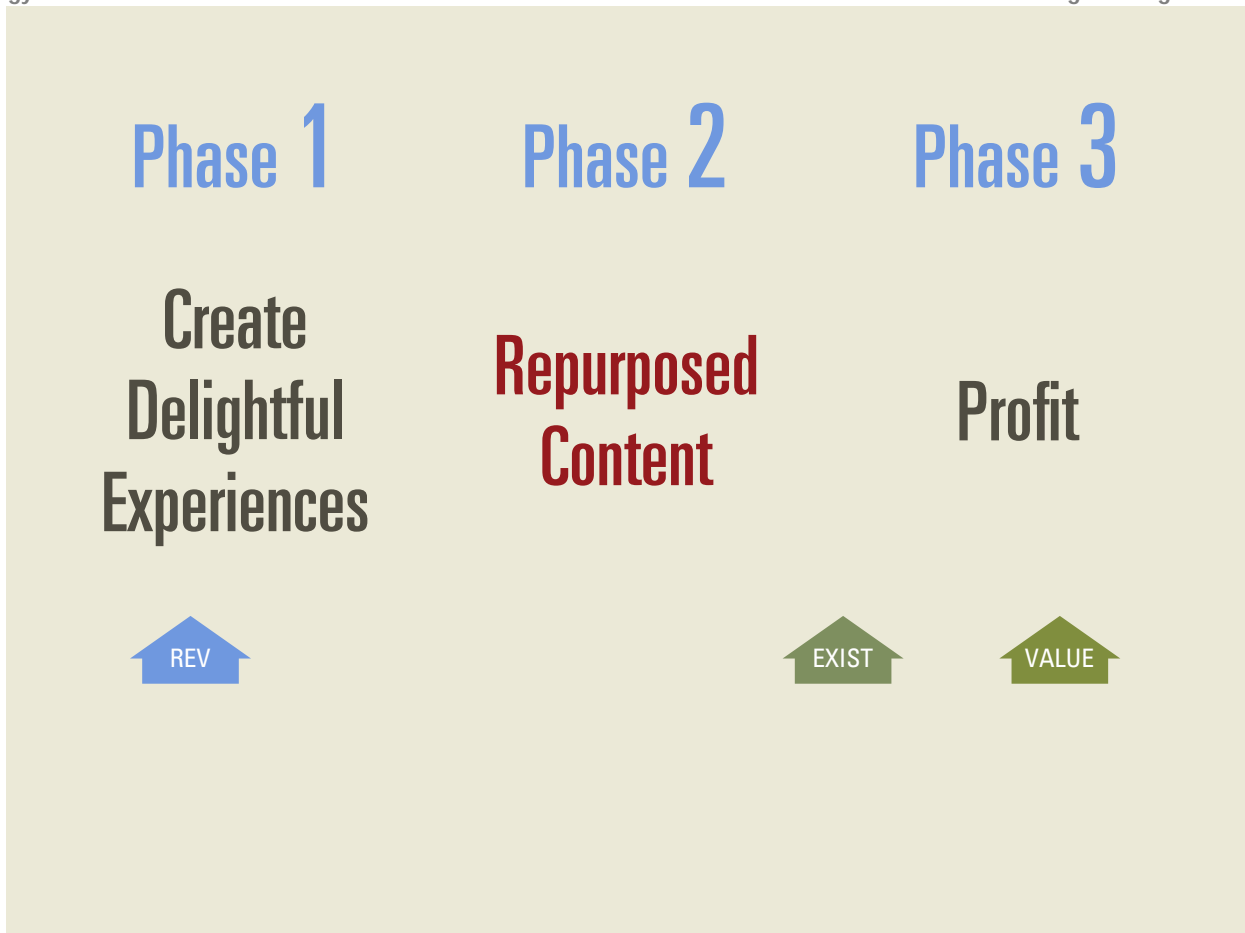
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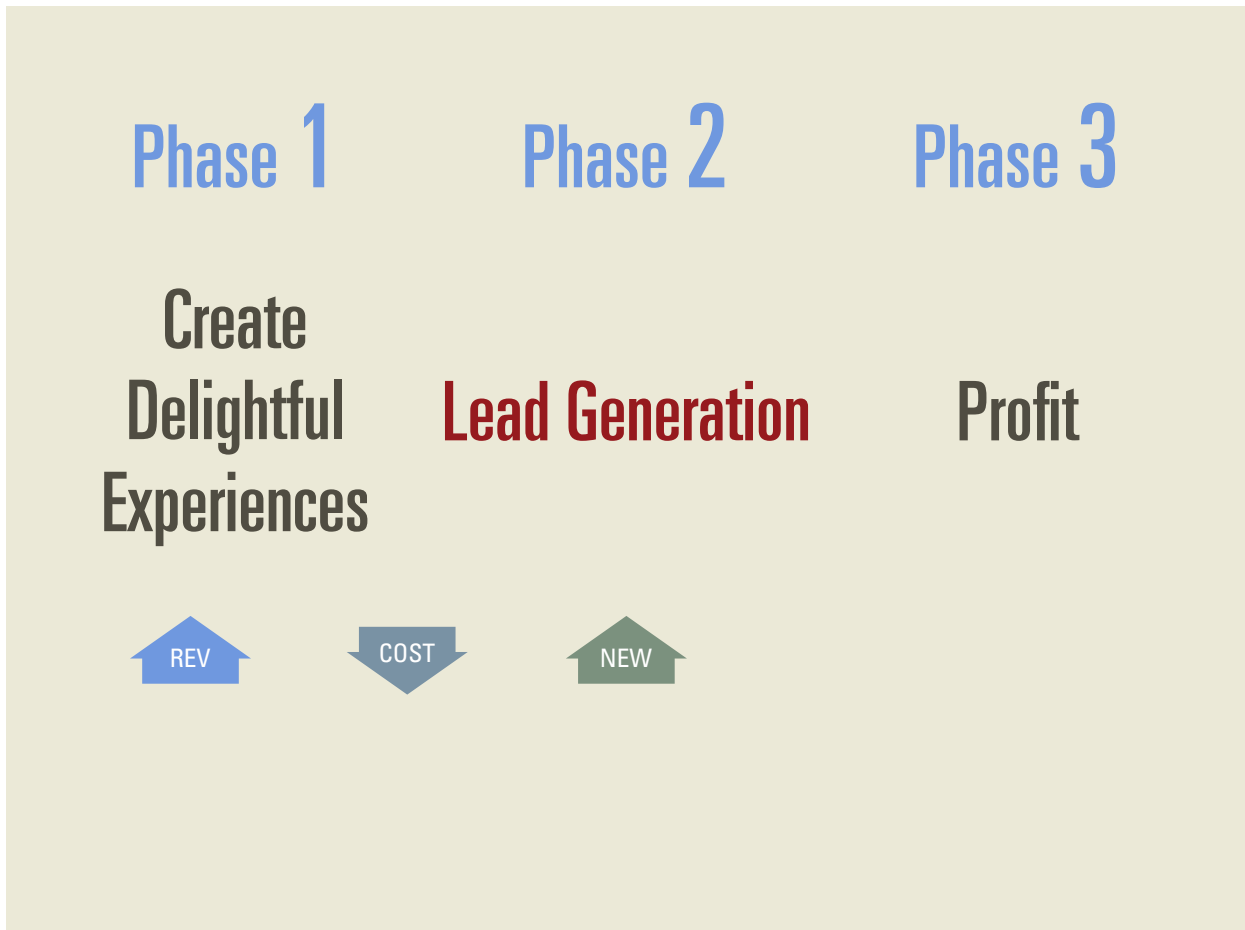
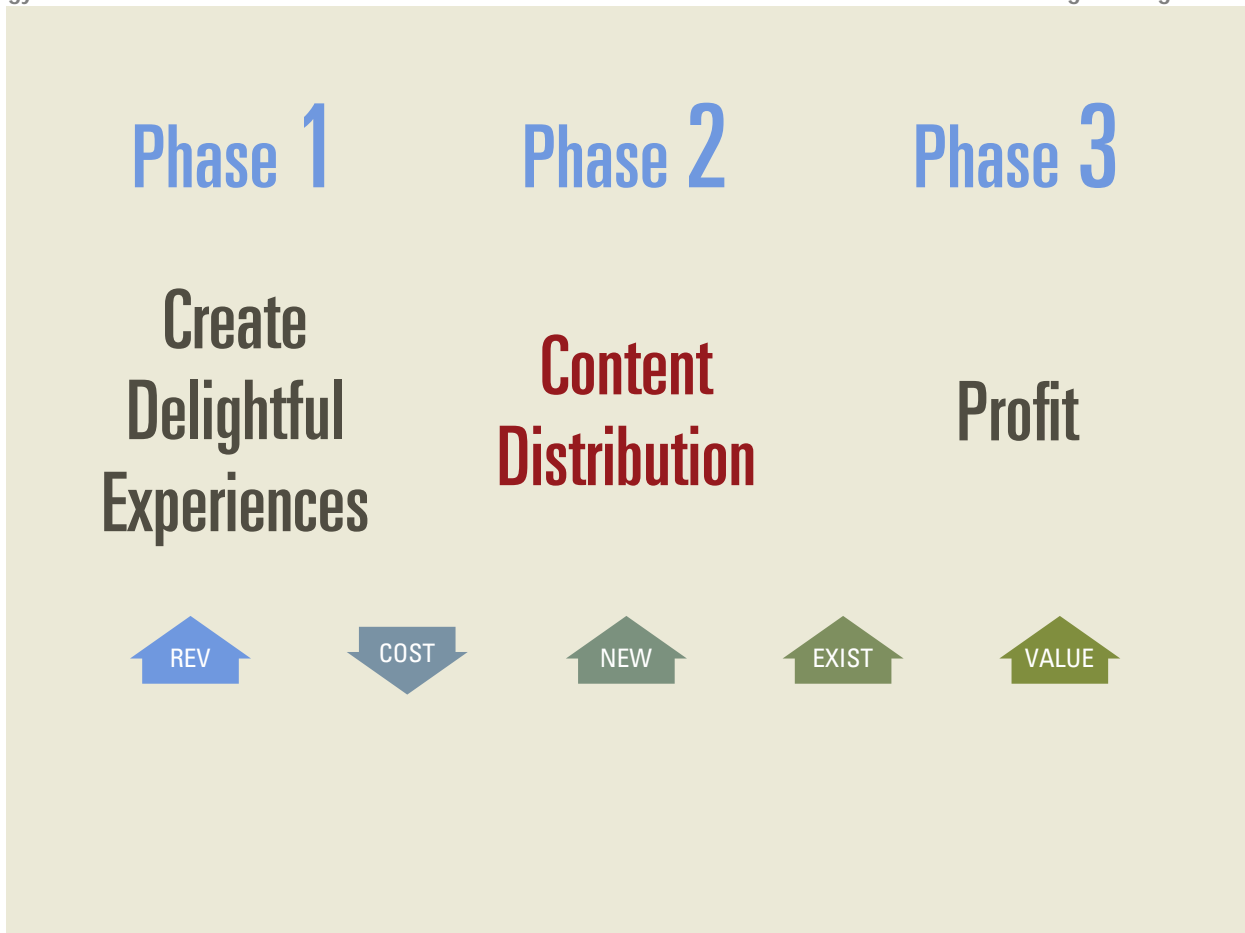
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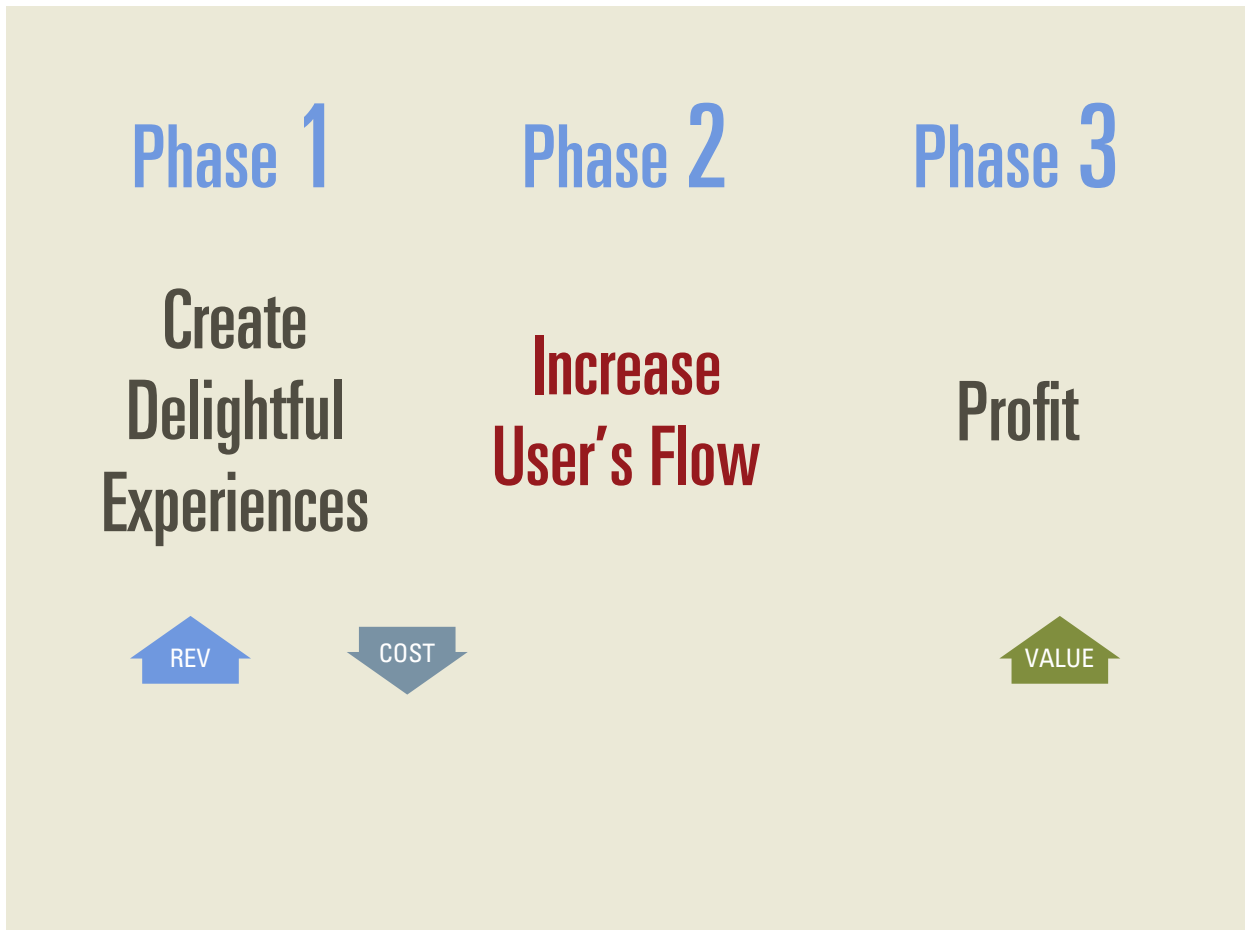
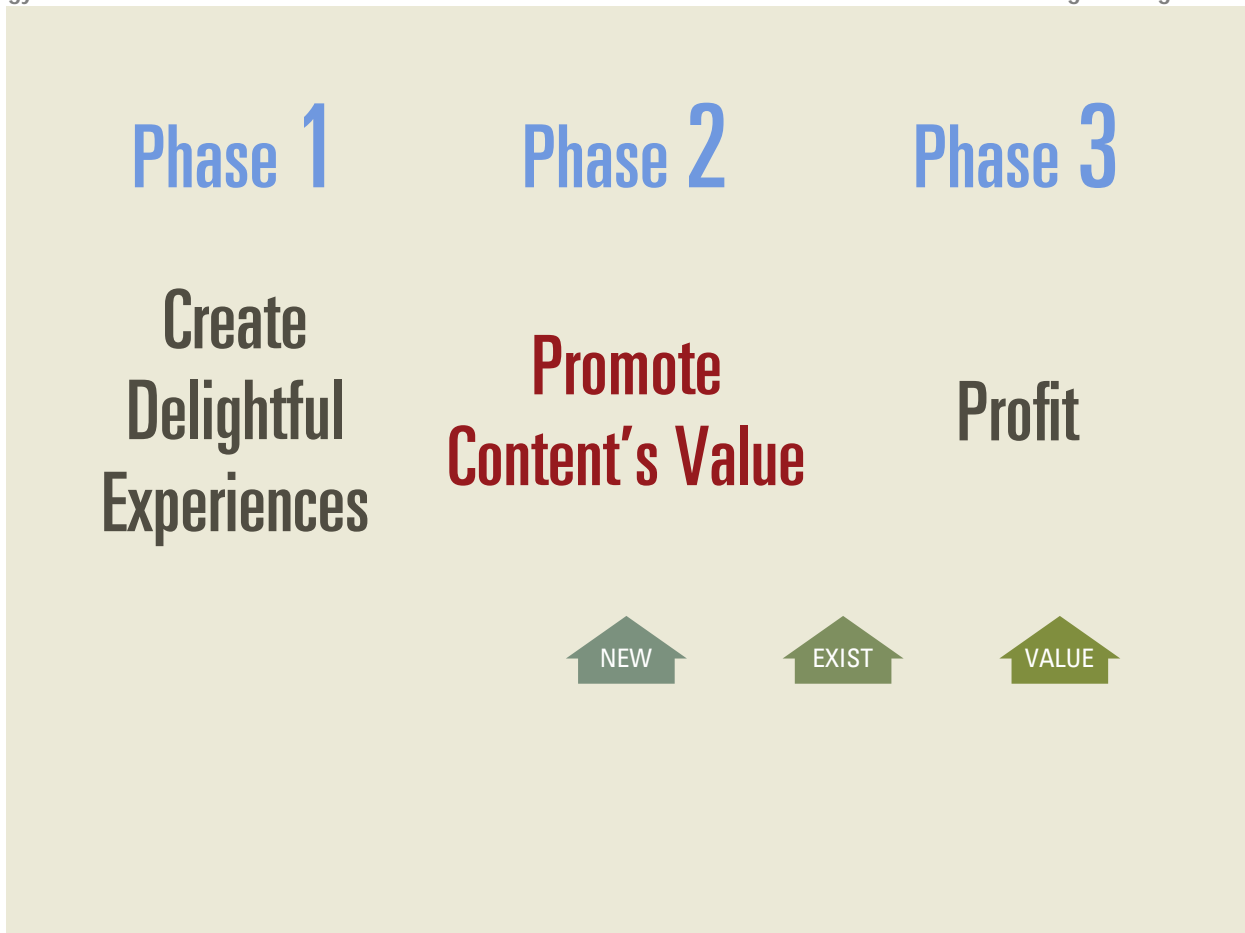


Increase Revenue
Decrease Costs
Increase New Business
Increase Existing Business
Increase Shareholder Value
















Strategic Priorities

-  Increase Revenue
-  Decrease Costs
-  Increase New Business
-  Increase Existing Business
-  Increase Shareholder Value

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UX Strategy Means Business

- ▶ Design is the rendering of intent.
- ▶ We can design intentional business models.
- ▶ The 5 strategic priorities are a tool for mapping our design intent into business objectives.
 - ▶ And to map business objectives into design intention.
- ▶ We need to study business models.

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