What perfumers can teach us about UI/UX in the age of AI

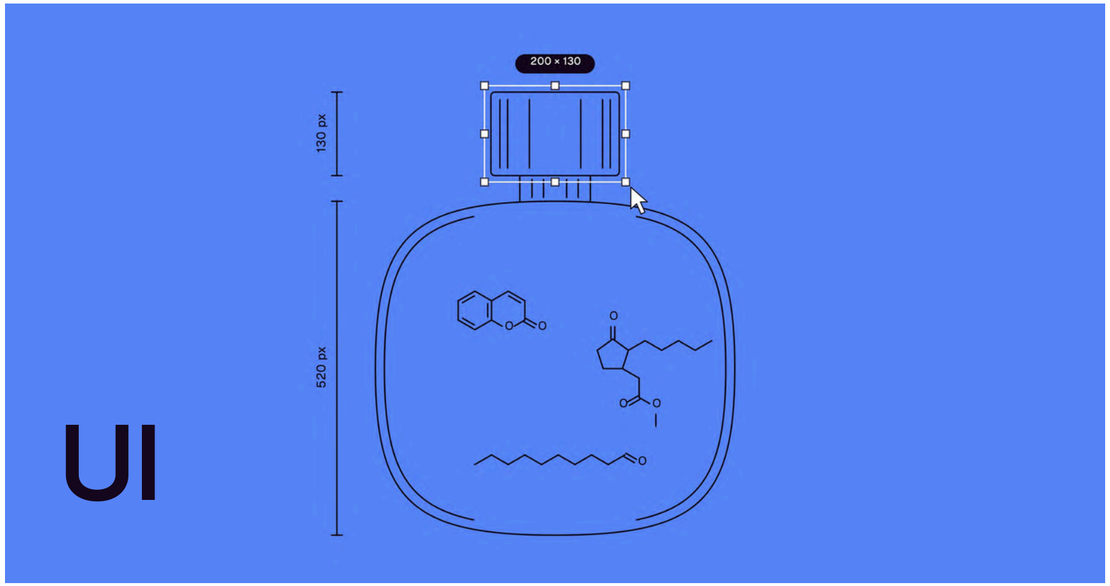
Ioana Negulescu, Head of Creative Innovation, Articulate

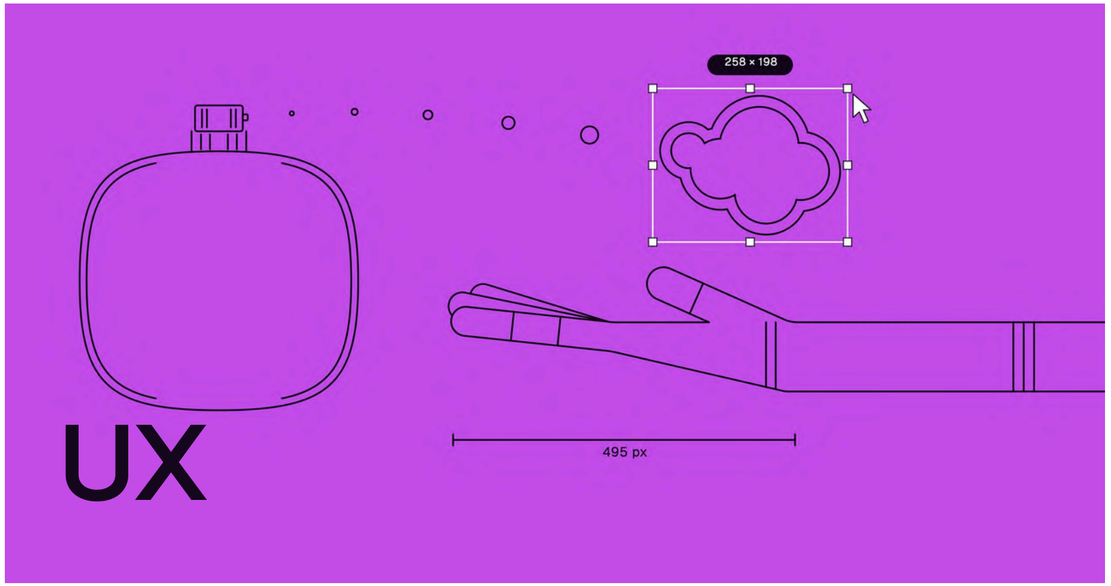


35+ perfumes later



UI is what's in the bottle. UX is how it wears.





The molecules	How it feels on skin
The alcohol or oil that carries them	How it changes
The bottle	How long it lasts

Synthetics arrived in 1882

1882

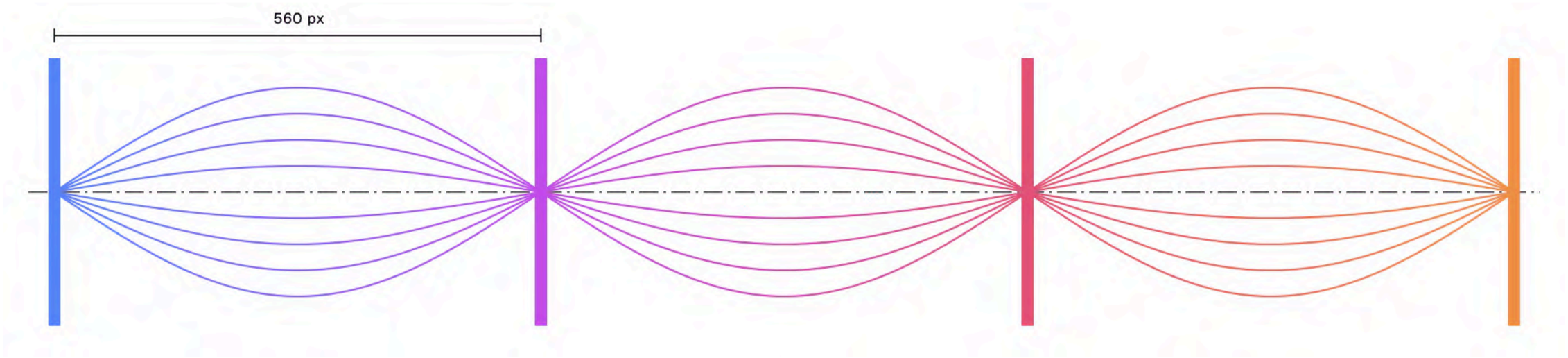
Fougère Royale · coumarin

1921

Chanel No. 5 · aldehydes

Not everyone trusted the new ingredient

Synthetics didn't replace nature. They widened the palette.



Same laws, more room to play

01



Prototype and test faster

02



Read behaviour data sooner

03



Personalise for each visitor

Fast, clear, considered

3x

more conversions on B2B sites that load in 1 second instead of 5

87% vs 46%

task success when the first click is right, versus wrong

94%

of reasons people gave for rejecting a website were about design

PORTENT 2022 · BAILEY AND WOLFSON 2006 · SILLENCE ET AL. 2004

Everything is forgettable until it's not

EBBINGHAUS 1885 · MURRE AND DROS 2015

Every perfume is built in three layers

Your website has notes too

KANO ET AL. 1984

Crowd it by accident and nothing sticks

20%

of the words on a web page actually get read

17 ms

to decide a cluttered page looks worse. Faster than a blink.

2.4x

heavier home pages than in 2014. We keep adding.

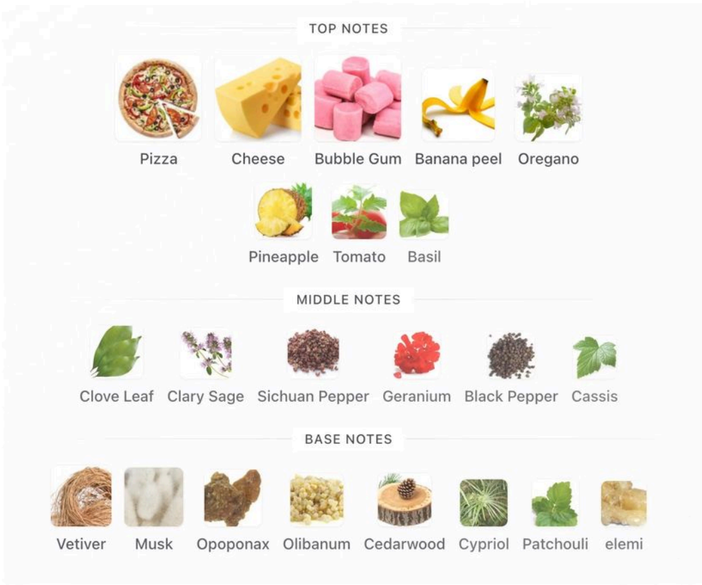
NN/G 2008 · TUCH ET AL. 2012 · HTTP ARCHIVE 2025

Who is it for?



Jo Malone, Wood Sage & Sea Salt

Sage · sea salt · ambrette seed



Zoologist, Raccoon Urban Edition

Hawaiian pizza · banana peel · bubblegum · vegetable scraps

Curate your website: five decisions to make today

1. One navigation layer
2. One main call to action. Everything else is secondary
3. Short, scannable copy
4. One chunk at a time. No carousel in the hero
5. Five or six sections per page



NN/G 2018

Design for the real shelf, not the showroom



The bottle makes a promise before you smell anything



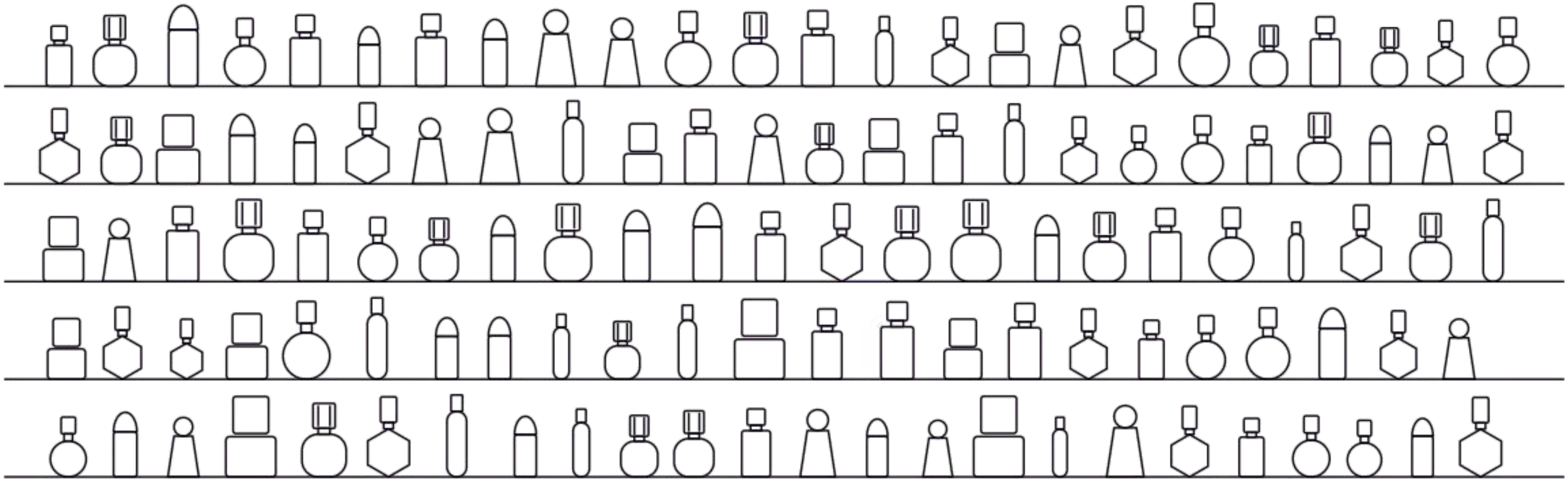
Sillage is what stays above the threshold

HERZ AND SCHOOLER 2002

The website of the future is built for feelings

How should people feel on your website?

Choice paralysis no more!



CHERNEV, BÖCKENHOLT AND GOODMAN 2015

You can't smell your own perfume. Or see your own website.

DALTON 2000 · GROSOFSKY ET AL. 2011

Want a fresh nose on your website?

Marketing Strategy Session: 30 minutes with Matthew Stibbe. Free.

articulatemarketing.com/marketing-review



Guava.
Smoke.
New Year's in Mérida.

If your website were a perfume,
what would it smell like?



More webinars on websites people remember

IOANA

The amuse-bouche: hero banners

IOANA

How to design a website like the most epic event

IOANA

What the greatest chefs teach us about building successful websites

MATTHEW

Is your website invisible to AI search?

MATTHEW

The ultimate B2B homepage

IOANA

How to use lateral thinking to write memorable website copy

MATTHEW

What trusted B2B websites do differently

MATTHEW

The questions your website should answer

MATTHEW

Why your website isn't converting

IOANA

How to write copy like a UI/UX genius

IOANA

The backstage pass: how to make your demo page irresistible (future)

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