PSYCHOLOGY OF PERSUASION

- Influencing others - science of human behaviour that can be used to help improve the success of your business.

- Users need to be convinced before taking action on any website.

- Gain and maintain satisfied users, the Psychology of Persuasion powerful approaches.

- Dr. Robert Cialdini in his book, *"Influence: The Psychology of Persuasion"* -- 6 Principles of Influence

- Reciprocity, Authority, Liking, Social Proof, Scarcity,

PSYCHOLOGY OF PERSUASION

- *Reciprocity* - Offering something of value upfront to your users.

- A common example of this is offering free ebooks, blog posts, podcasts in return for the user's email address.

- Website offers free newsletters containing giveaways in exchange for the users email address, creating a high benefit to low cost. http://everydaycarry.com

  Authority – People tend to obey experts and authoritative figures of high-status --highly trustworthy.

- Authority is usually conveyed through titles (Dr., Prof., CEO), visual appearance and success of a brand.

PSYCHOLOGY OF PERSUASION

- **Academic and high-status titles** - people rely on others by assuming that they have an extensive knowledge of the field.

- **Associations with successful companies** --establish a certain level of respect and credibility of the company.

- authority by providing leading brand clients to **establish a sense of trust reliability with their services**

Equipping the best.

Designers all around the world use Atomic.

trivago   UBER   SHARP

The Best Design Teams use Principle

Apple   CN   facebook   Google   IDEO   amazon.com

Starbucks   NIKE   Adobe   cooper   NETFLIX   Microsoft
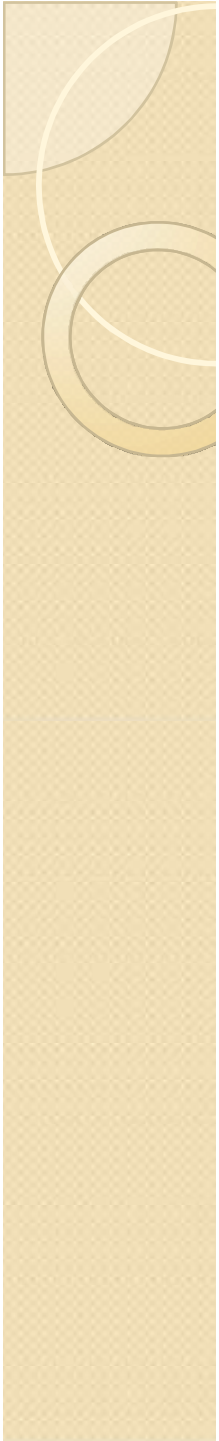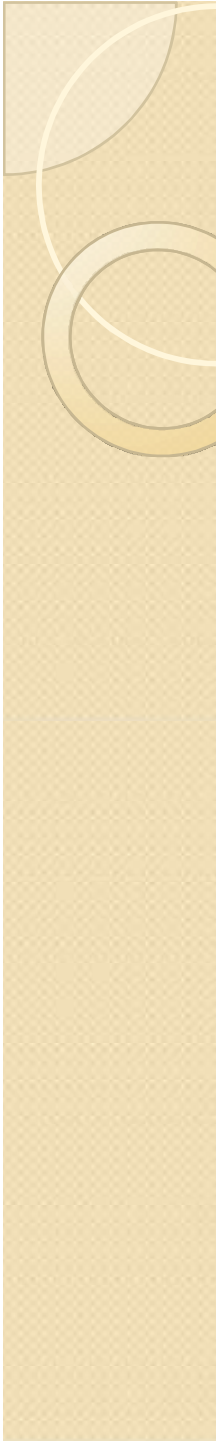
lyft   HUGE   nest   Etsy

- ***www.atomic.io***

www.principleformac.com

- *Scarcity* - More value to things that are limited in number or are available for a limited time.

- Limited inclusion, creating a sense of exclusivity – by making the service "invite-only" or previewing limited information without a signup, is also a major aspect of the scarcity principle.

- Psychological phenomenon known as FOMO, "Fear of Missing Out".

- Booking.com -- how many rooms are left - creating a sense of urgency to make a decision before it's too late.

- Groupon , online ecommerce websites also use the scarcity principle by providing a countdown to the deadline of the offer.

- Displaying the limited number of remaining rooms makes the user more likely to take an action before there are none left. www.booking.com

- online store uses a countdown timer for a limited time sale - create a sense of urgency in the user to take action before they miss out on the savings. www.extrastores.com
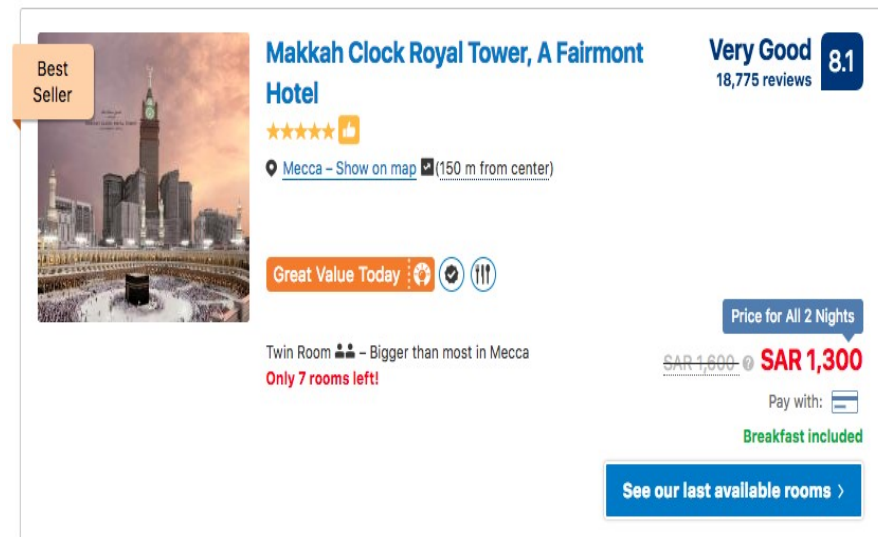
- *Liking* - You are more likely to agree to requests made by the people you like.

- closest friends to complete strangers who you are attracted to.

- Major brands -- celebrities, athletes and models to make products and services more favorable.

- Turkish Airlines --two admirable athletes loved by millions

- People agree , follow others that are similar to them --interests, opinions, personality and other traits.

- Interacting with your users through different channels of social media --establish a relatable feeling -- improves reviews and ratings.

- www.turkishairlines.com

- ***Social proof***

- People don't always know why they behave the way they do.

- look to others to guide our behaviour and decide what the "right" thing to do is.

- look for validation for our actions ; decisions from experts, celebrities, previous users, large groups or peers.

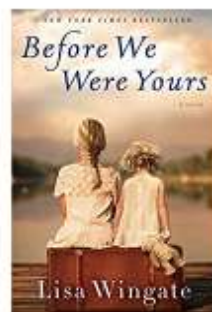## Customers who bought this item also bought

Beneath a Scarlet Sky: A Novel
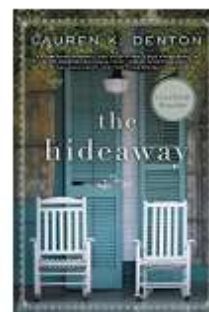› Mark Sullivan
★★★★★ 16,521
Paperback
$8.63 ✓prime

Before We Were Yours: A Novel
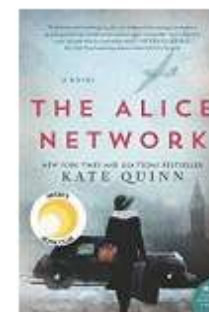› Lisa Wingate
★★★★☆ 5,629
Hardcover
$15.60 ✓prime

The Hideaway
Lauren K. Denton
★★★★☆ 1,916
Paperback
$9.23 ✓prime

The Alice Network: A Novel
› Kate Quinn
★★★★☆ 1,512
Paperback
$10.70 ✓prime

www.extrastores.com

Review Summary

💬 Write a review

4.6
based on
4655 reviews

5	(3907)
4	(437)
3	(92)
2	(48)
1	(171)

⊕ **Pros**
Easy to use, Good camera, Long battery life, Large screen, Fast

⊖ **Cons**
Pricey, Poor battery life

Highlights	Specifications	Expert Reviews (41)	Reviews (840)	Related Items

★★★★★ Good phone working fine without any problem.

extra
10/09/2017
Mohammad Ajmal

⊕ **Pros**
every thing good

⊖ **Cons**
Nothing

★★★★★ Wonderful Phone with all things you need in one... A very good offer by Extra as well. Thanks

extra

⊕ **Pros**

⊖ **Cons**

The Psychology of Colors

- *"Color is a power which directly influences the soul."* – Wassily Kandinsky

- Color psychology -- science of how color affects human behaviour.

- User ability to see color - highly complex process.

- eyes and the brain work together in order to translate what we see in colored images.

- translation is subjectively associated with feelings and thoughts -- marketing mechanism in many industries.

- Studies -- 80% of consumers think that color increases brand recognition.

- understand your target audience, purpose and timing to maximize efficiency of your design

- elicit certain emotions associated with your brand.

- But making things look nice also matters

- Cognitive psychology research --

- **more attractive a product is,**

the more usable it is perceived to be

- known as the *Aesthetic Usability Effect.*
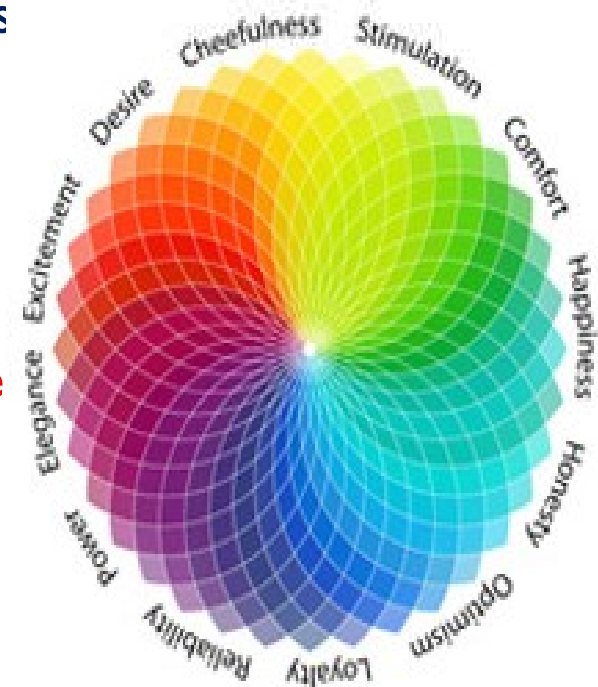
- Positive feelings and attraction -- higher quality, users like what they see, sales will increase.

- usability issues can be balanced by pleasant aesthetics.

- **general characteristics of each color.**

- **Blue:**   *strong, honest, calm, loyal, trustworthy, secure*

- Corporate businesses -- a neutral sense of trustworthiness.

- **Facebook's blue color scheme** -- secure, strong social network.

- **Red:** *energy, love, exciting, action, bold, passionate*

- Coca-Cola --has used red in its branding to communicate how exciting and energetic it is as a product.

- **Orange:** *happy, sociable, friendly, affordable, enthusiasm*

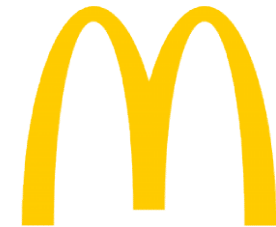- -- draw attention and is considered a color of enthusiasm. Children's channel Nickelodeon uses orange in their branding -

- - - give the impression of a happy, playful environment.

Yellow: *logical, optimistic, forward-thinking, confidence, playful*

-- stimulates our mental abilities;

-- offers uplifting feelings and cheerfulness.

-- most highly visible of all colors, which is why it can't go

  unnoticed.

- **Pink:** *feminine, passion, youthful, fun, gentle, nurturing*

- Pink - powerful red softened with the purity of white.

- tenderness paired with excitement.

- **Purple:** *imaginative, creative, nostalgic, royalty,*

Spirituality - stimulates imagination, emotions of

energy of red in combination with spirituality of blue.

- **Green:** *growth, organic, natural, fresh, stability, positivity, comfort*

- balanced color -- easily relatable --natural occurrence - Whole Foods -- for the connection with its products to nature and freshness.

- **Brown: *earthy, simple, honesty, security, protection***

- -- down-to-earth color ; represents structure

stability. friendliness and loyalty.

- Courier service, UPS elicits user trust through it's brown branding scheme.

- **Black:** *sophistication, luxury, formal, authority, strength*

- high-end brands - portray their sophistication and luxurious products and services. BBC -- authority.

- White: *simplicity, purity, light, innocence, goodness*

- --lightest - most complete and pure.

- Apple --simple white branding -- creating increased sense of sophistication -- yet simple-to-use products.

- Multi-color: *multi-channel, positive, playful, bold, boundless, diversity*

- suggests that they offer a wide choice of products and services.

- Google - classic example of a multi-channel, playful company **--** communicates it effectively through its use of the multi-color scheme.
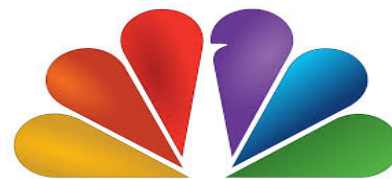
The Von Restorff Effect

- "Isolation Effect" - principle states that distinctive items are more likely to be remembered than ordinary items.

- Distinction -- a noticeably different **visual, context or experience.**
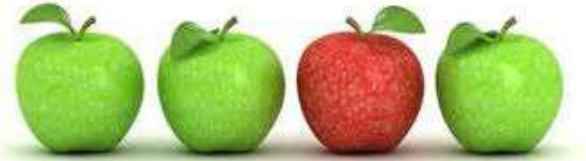
- stand out from rest, designs

should create a memorable experience for your users.

- Attention to important design elements / concepts to make it easier for **users to process ; retain what they see and do**.

- Emphasize important details - altering light, color, size, image, font, animation, words and sounds.

The Von Restorff Effect

- *Medium -- green CTA button that contrasts with the background colors - draw attention   www.medium.com*

- Von Restorff principle must be used in moderation.

- Trying to make several things stand out can cause your users to become overwhelmed on the screen - lose focus.

- **Cardinal Usability Principle " less is more"**
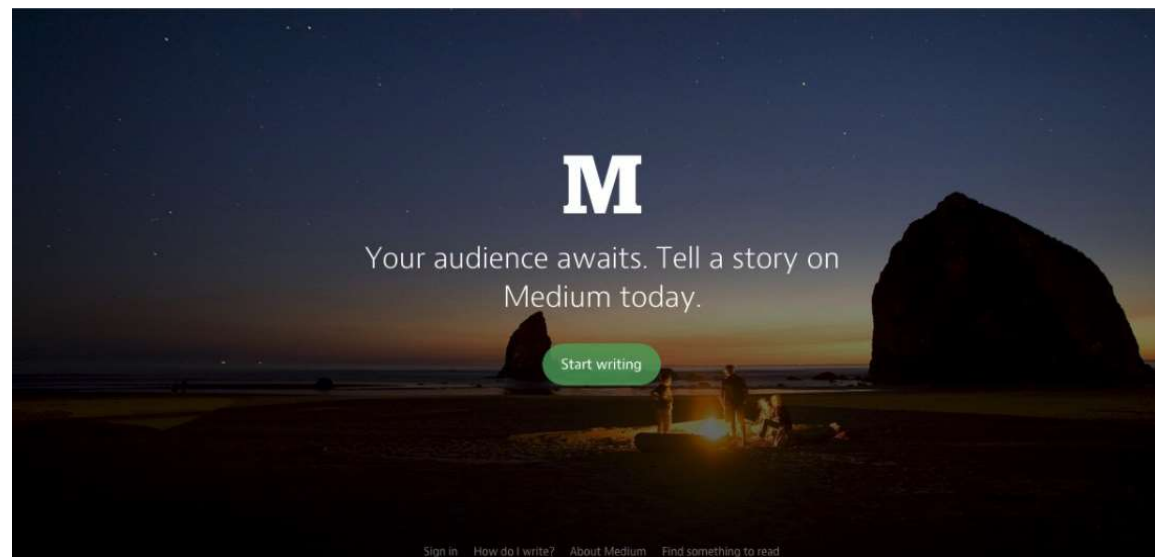
Visceral Reactions

- Some websites you just don't want to leave because of how beautiful it is? -- **visceral reaction**.

- instinctive response to a stimulus or experience created by chemical messengers in our brain.

- Such reactions through design - visitors coming back for more.

- User Decision on a Design is a **Split Second One**!!.

- A site with not an appealing layout – **user exit imminent**!!

- Positive Behavorial Visceral Reactions – helps to gain loyalty and support ,-- **better image for your brand**.

- Simple design elements - fonts, colors, imagery, and icons can be determining factors

- Users comfortable with things they can relate to

- Creating a unique experience -- maintain an underlying familiarity.

- *Airbnb -- imagery of destinations - a positive visceral reaction*
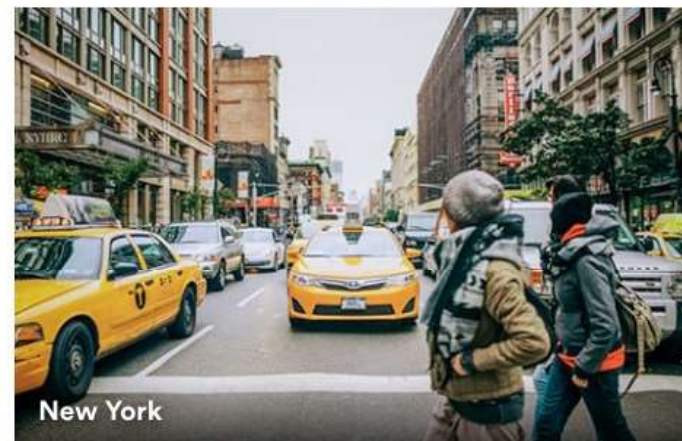
Dual-Coding Theory

- Dual Coding enables easier **Remembrance** / **Recall**

- Suggests - memory has two distinct - interconnected systems,
  - verbal information & non-verbal information.

- Relationship between these two channels affects memory and learning.

- User creates visual images for words in your mind based on your experiences and perception of the real world.

- word "tree" -- brain automatically imagines a brown trunk and green leaves, etc. .

- Pairing words with images, makes easier to recall

- children's books - visual appeal, but it also helps to learn words by imprinting the images associated with them.

- Pair an article of text with a visual representation to allow readers to grasp the idea faster, engraving it into their memory.

- Infographics - use of the dual-coding system.

- Designers - focus on the design of content itself and not just the layout to both convey messages and ease of learnability creating intuitive experiences.