

## Spa Moulay Getaway

[CHECK AVAILABILITY](#)

6/20/05 - 1/29/06

Relax with our Spa Moulay Getaway which includes one night's deluxe accommodations, two Select\* 50 minute Spa treatments and a Welcome Amenity. Valid thru 1/29/06.

\*Select spa treatments include your choice of the following services: 50 minute Raindrop, Swedish, or Aromatherapy massage, 50 minute Holistic Facial, A haircut and style, 80 minute Spa Moulay Manicure & Pedicure.

# Itemized lists

◆ Improve user satisfaction by...

◆ **+47% (!)**

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# When it's better to use them?

- ◆ Typically, itemized lists can be successfully used then we have...
- ◆ ... at least 4 elements

# Example: lists and lists...

- ◆ The efficiency of a bulleted list decreases ***linearly*** with the number of lists arranged vertically, and...
- ◆ ***Exponentially*** with the number of lists arranged horizontally (!)





## Goods you buy in the EU

**You do not have to pay any tax or duty in the UK on goods you have bought tax paid in other EU countries for your own use and transported by you, but please remember the following:**

- 'Own use' includes goods which are for your own consumption and gifts. You cannot bring back goods for payment, even payment in kind, or for re-sale. These would then be regarded as held for a commercial purpose.
- You may be breaking the law if you sell goods that you have bought. If you are caught selling the goods, they will be taken off you and for serious offences you could get up to seven years in prison.

If you bring back large quantities of alcohol or tobacco, a Customs Officer may ask you about the purposes for which you hold the goods. This particularly applies if you have with you more than the following amounts:

- |                      |   |
|----------------------|---|
| • 3200 cigarettes    | • 400 cigarillos  |
| • 200 cigars         | • 3 kg of smoking tobacco                                 |
| • 110 litres of beer | • 10 litres of spirits                                    |
| • 90 litres of wine  | • 20 litres of fortified wine<br>(such as port or sherry) |

These questions and checks could be about:

- The frequency of your travel
- The amount and type of goods purchased
- The reason for purchasing goods
- The method of payment used
- Levels of consumption
- Whether all your goods are openly displayed or concealed.
- Any other relevant circumstances.

The Officer will take into account all the factors of the situation and your explanation. If you are unable or you refuse to provide a satisfactory explanation the Officer may well conclude that those goods are for commercial purposes and not for your own use.

# Amsao.it ...



CAMPIONATO MAESTRI - GPG 2009  
FINALI NAZIONALI -  
SESTRIERE/SANSICARIO

REGOLE DI CONDOTTA

VIDEO INTERSKI

AMSCI GOLF

L'ASSOCIAZIONE

VIDEO LEZIONI

LE LOCALITA'

G.P.GIOVANISSIMI 2009 LIMONE P.TE

NEWS

DOVE SIAMO

CONTATTACI

RICHIESTE/OFFERTE

LINK

AREA RISERVATA

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Previous

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Custom Show >

Show Presenter View

Screen >

Printer Options >

Start Subtitles

Subtitle Settings >

Keep Slides Updated

Update Slides

Help

Pause

End Show



**Maestri di Sci - Titolo (21/04/2009)**

DI SCI esprime le più vive congratulazioni a LUCA (Bionecchia) che mercoledì 1° ...

[dettagli](#)

**Grande successo le finali del Gran Premio Giovanissimi! (07/04/2009)**

Si sono concluse sulle piste di San Sicario le finali nazionali del Gran Premio Giovanissimi 2009.

I migliori bimbi, pro...

[dettagli](#)

**Svolta a Limone P.te la gara regionale del 32° GPG 2009 (19/03/2009)**

Il grande impegno degli organizzatori della Scuola Sci Limone Piemonte unito ad una meravigliosa giornata di sole, hanno favori...

[dettagli](#)

**DIVISA NAZIONALE ALPINO E SNOW 2009 (17/03/2009)**

Informiamo i maestri di sci liberi professionisti, che è possibile ordinare la divisa nazionale da sci alpino e snowboard per l...

[dettagli](#)

Altro



## CASUAL DINING

- Atlas Grill & Bar
- Bimini Road
- Café at the Great Hall of Waters
- Johnny Rockets
- Lagoon Bar & Grill
- Murray's Delicatessen
- The Point Restaurant & Bar



*Bimini Road*



► TRAVEL SPECIALS

Savor the islands by discovering Caribbean fare in this fun, casual and colorful restaurant with ocean-inspired interiors and an outdoor bar. The grand open kitchen features a conch station where fresh Bahamian conch is prepared to order. Uniquely spiced entrees such as tamarind-glazed pork chop, grilled mahi mahi and mojo-marinated chicken are tamed by sweet 'tings' like pineapple bread pudding, tropical sorbets and cookie-bash pie. Enjoy live entertainment

# Let's see another example...

- ◆ ... Where knowing all the structuring rules sometimes is not enough...





# Attention...

- ◆ Let's see: \*b
- ◆ The so-called «blonde effect»



# So...

- ◆ In the blonde effect, the user scanning abilities are exploited, but the final result is the opposite!





# Let's pass now to a certain category of sites...

- ◆ Among the various «generalist» sites, there is a very important category that deserves a discussion apart

# The commercial ones



# (e-)commerce sites...

- ◆ Have some peculiarities: being more specific sites we can be more precise on their guidelines





# Easy question

- ◆ What is the most important thing in an (e-)commerce site?
- ◆ Answer: obvious, the **product!**
- ◆ And in fact we will talk about it
- ◆ But it's not the only answer!!



# The complete answer

- ◆ For the average user there is another most important component, on par (equally) to the product:
- ◆ **The price (!)**



# Fundamental rule

- ◆ Users ***want to know the price of a product***
- ◆ And obviously in an easy way
- ◆ Remembering the timers, and the rules on the associative mental map... (on which we will be back): where is the best place for the price?





# Answer

- ◆ The price has to stay ***near the product!***



**Office DEPOT**

InFocus® LP120 Ultra-Portable Digital Projector

**\$1,599.99**

Yes

**BUY** →ProjectorCenter.com

InFocus LP120

**\$1,599.00**

Yes

**BUY** →COMPUSA  
WHERE AMERICA BUYS TECHNOLOGY

InFocus LP120 Projector, XGA, 1000 Lumens, DLP

**\$1,599.99**

Yes

**BUY** →ProjectorPro.com

InFocus LP120

**\$1,599.00**

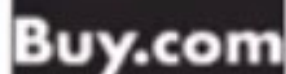
Yes

**BUY** →Projector  
People

LP120 Projector

**See Site**


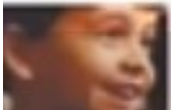
Yes

**BUY** →Buy.com

InFocus LP-120 1100 Lumens DLP Projector

**\$1,600.02**

No

**BUY** →U.S. Government Purchase Programs**MORE** →Education Purchase Program**MORE** →

# Simple?

- ◆ Not so much: in reality many designers don't even realize...(!)



## ACCOMMODATIONS

- Seasonal Rates
- Royal Towers
- Royal Towers Imperial Club
- Coral Towers
- Beach Tower
- Harborside Resort
- Suites
- Hotel Services

From world-class luxury to moderately-priced comfort, Atlantis gives you a range of choice. Regardless of which accommodations you choose, you have all the exciting experiences of Atlantis at your disposal.

► ROYAL TOWERS



► BEACH TOWER



► CORAL TOWERS



► HARBORSIDE RESORT

# Or, designers fall...

- ◆ ... into the famous trap of «hyper-association»







Sign up for email special offers

**Special Offer: 50% off the "Heat-Sensitive Foam Neck Support Pillow!"**

## PERSONAL CARE

### ■ MEN'S PERSONAL CARE

- WOMEN'S PERSONAL CARE
- AIR CLEANERS & AIR PURIFIERS
- HEAT-SENSITIVE PILLOWS
- HEALTH & FITNESS
- BED & BATH
- MASSAGE & RELAXATION
- MAGNETIC THERAPY
- SAFETY & SECURITY



[Turbo-Groomer  
5.0](#)



[Panasonic Pivot  
Linear Wet/Dry  
Shaver](#)



[Philips Sonicare  
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[Traveler's  
Personal Care Kit](#)



["CD" Shower  
Companion  
Stereo AM/FM &  
CD-MP3 with  
Aluminum Cone  
Speaker  
Technology](#)



[Automatic  
Eyeglass Cleaner](#)



[Original Fog-Free  
Shower Mirror](#)



[Salon Pro Ionic  
Conditioning Hair  
Dryer](#)



[Quiet Power  
Motorized Tie  
Rack](#)



[Electric Shoe  
Buffer](#)

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# So...

- ◆ Hyper-association causes a loss of primary information, and a user who wants to know more is forced to a click «hoping» that things will go well



# Gambling Clicks



- ◆ These clicks are called **gambling**, because users do a kind of risky gamble
- ◆ Such clicks, however, don't attract users!
- ◆ They cause mental stress: about **-40%** site satisfaction
- ◆ ... and moreover they tend not to be clicked (only about **30%** use gambling clicks...)

# Prices? But what prices?

- ◆ One of the problems with prices is that sometimes there is not a definite price at all
- ◆ For instance, in case of products that are not sold online but by other shops (online or physical)





**MENS****DRESSING ROOM**

**Lee**  
**DUNGAREES**  
CAN'T BUST 'EM  
Since 1889



- HOME
- FIND MY SIZE
- GET UPDATES

**Dunbar Loose Fit Boot Cut**

Loose fit, low rise, bootcut jean with 21 1/2" leg opening. Loose seat & thigh. 5 pocket styling with hidden watch pocket. All finishes are handsanded for a worn in look & feel.

**SELECT A STYLE**

- Dunbar Loose Fit Boot Cut
- Regular Fit Boot Cut
- Relaxed Fit Tapered Leg
- Relaxed Fit - Men's Fit
- Carpenter Jean
- Regular Fit - Men's Fit
- Regular Fit
- Loose Straight Leg Original Blue Jean
- Low Rise Straight Leg Jean

**SHOW ME MORE****Sanded Ink Denim****VIEW SIZE CHART****VIEW SWATCHES****fit finder****WHERE TO BUY**

For more information  
on how to purchase,  
call 1-800-453-3348

**VISIT LEEJEANS.COM**

# And so what?

- ◆ To the user there are no «justifications»: he wants the price!!
- ◆ So, we have to somehow apply the same rules seen before



# How??

- ◆ The solution is in any case to ***give a price!***
- ◆ When the exact price is not available, we can give an ***approximate*** price (best), or a ***range*** of prices (second best)





# Classic advertisement

- ◆ In these media, the user is in contact with the advertisement message just for a little time
- ◆ → he has to be impressed and hit

# Classic tricks

- ◆ There are at least a couple of classic tricks used in advertisement



# The “fishing price” trick

- ◆ → Using a «bait price», which is actually different than the real price





# The «net price» trick

- ◆ → Using a net price that doesn't correspond to the «all-included», the final overall price





# In both cases

- ◆ The price that is shown is different (lower) than the final price that the user will have to pay



# Advertisement and shop...

- ◆ The fact Internet is a «virtual» place brings many to confound these concepts, and think that users can be dealt with by using classic advertisement tricks

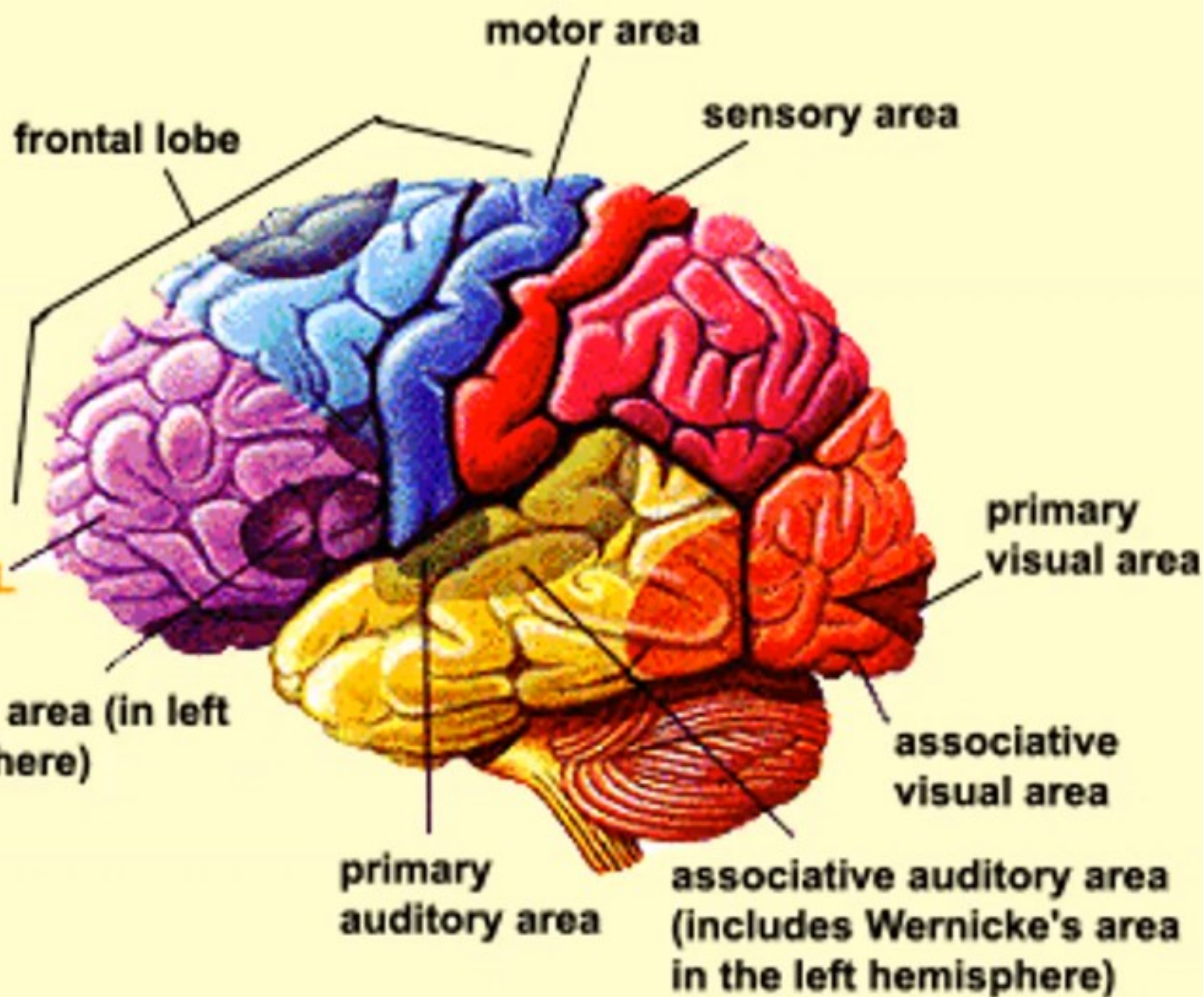


# What would you think...

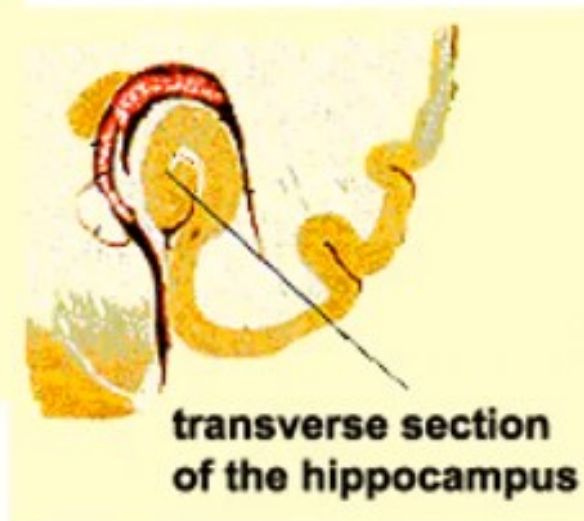
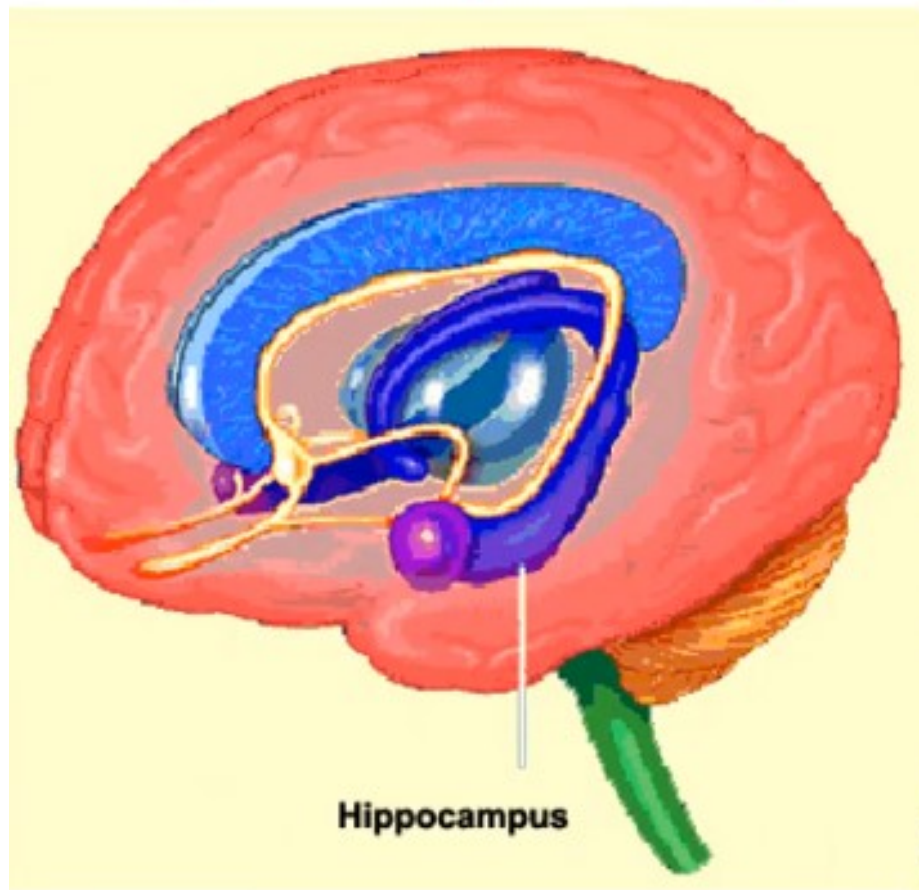
- ◆ ... if inside a shoes store, you would find a certain price on the box, and when going to the check-out be told that the price didn't include VAT, the cost of the shoe box and the cost of the bag?







# Short and long term memory (RAM / HD)





# So in the normal «physical» world...

- ◆ ... Advertisement is needed to attract someone into the shop
- ◆ → we can exploit the ***short-term*** memory typical of average users





# That is to say...

- ◆ The ***primary recall*** (product and good price) tends to stick to memory (it passes into ***primary memory***)...
- ◆ whereas the ***detail*** (exact price) tends to fade staying the ***short-term memory***



# But...

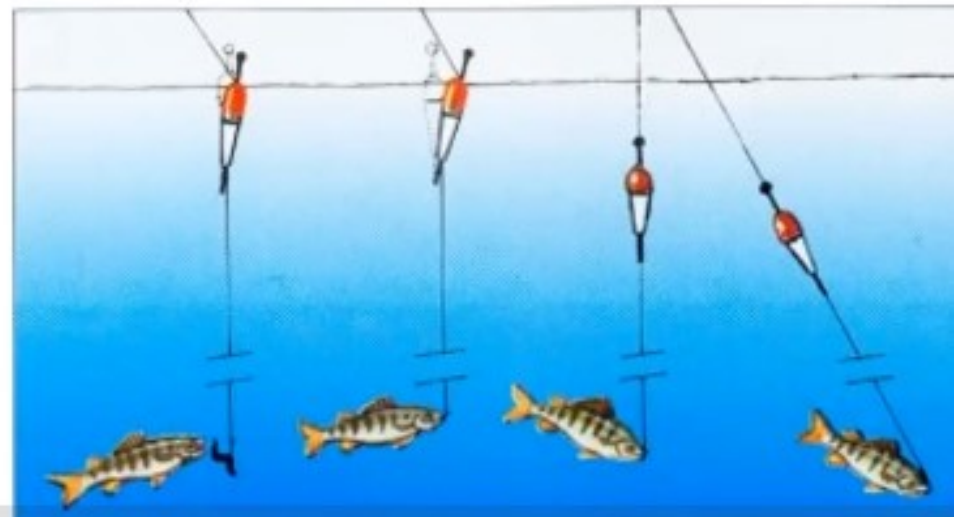
- ◆ Inside a shop, we cannot use such tricks, because the short-term memory is effective



# Effects of the «fishing price» trick

◆ How many users leave right away the site...?

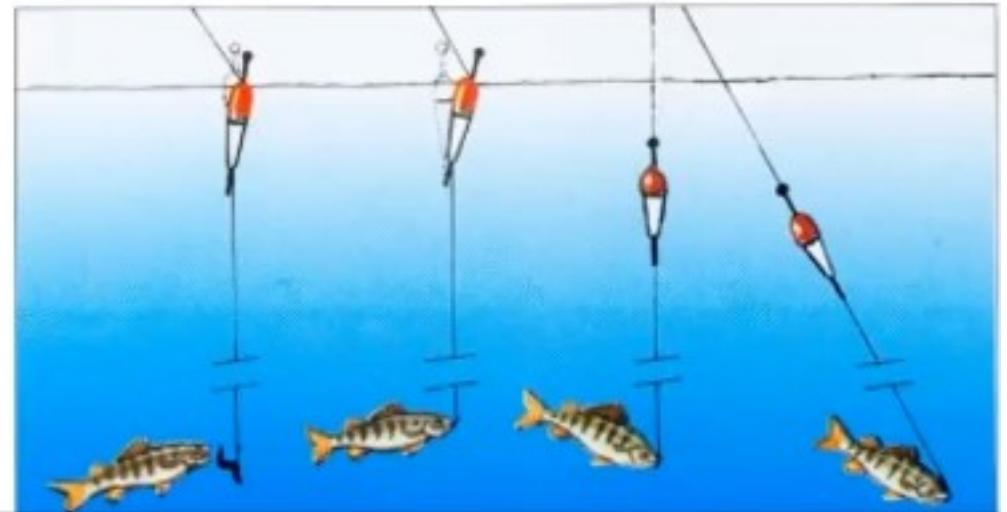
◆ **90%** of users (!)





# Not only...

- ◆ The remaining 10% that stays...
- ◆ ... has a trust decrease for the site (→ frustration etc)



# The other trick, the net price

- ◆ This works by not indicating VAT in prices
- ◆ What is the effect on users?
- ◆ → Users who go away:  
**85% (!!)**



# On the net price...

- ◆ Omitting VAT is not the only way to use the net price technique
- ◆ Voluntarily or not...
- ◆ The fact is an online shop has usually expenses that a normal shop doesn't have: ***transport*** (and sometimes *insurance*)



# These expenses...

- ◆ ... even if justified, are anyway part of the price, and needs to be explicitated





Last Chance! site-wide \$1 shipping extended! \*

ship BIG. save BIG.

Special Offers:

[Free Shipping on all  
Vacuums! Dyson, Hoover,  
and More!](#)

[Designer Jean Closeouts,  
Bid Safely at O-Auctions!](#)

Browse Departments:

[Home & Garden](#)

[Bedding & Bath](#)

[Furniture](#)

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[Home Decor](#)

[Home Improvement](#)

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► \$1.00 STANDARD SHIPPING

► 40% - 80% OFF RETAIL

► BEST PRICE GUARANTEE



**BIG AND BULKY  
SHIPS FOR A BUCK!**

[click here](#)



deeply discounted  
**DIAMONDS**

[click here](#)

outstanding bedding  
**SHOP NOW**

[click here](#)

fall styles  
**CASHMERE IS HERE**

[click here](#)



14-kt. White Gold  
1/4 Ct. Diamond  
Earrings

List Price: \$400.00  
Our Price: \$99.99



**Great Deals on Area Rugs!**



► [shop now!](#)

# Besides the extremes, the middle land...



- ◆ Where typically, the final price is obtained by completing the transaction (the so-called ***checkout***)
- ◆ This looks ok, but is not an optimal solution!
- ◆ → We are obliging the users to do gambling clicks...



# The «free» («gratis»...)!



sharperimage.com™



[View Basket](#)

[Order Status](#)

[Sign In](#)

[Register](#)

Total: \$0.00

[Home](#)

[Customer Service](#)

[Corporate Sales](#)

[Gift Registry](#)

[Special Offers](#)

[Auction](#)

[Catalog Quick Order](#)

[Outlet Store](#)

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Sign up for email special offers

[Special Offer: 50% off the "Body-Fat Analyzer/Scale with Blue LCD!"](#)

## CUSTOMER SERVICE

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### How do I get a Sharper Image Catalog?

To request a catalog, click on the "Request a Catalog" link at the bottom of every screen. This will take you to a brief form to fill out. When the form is complete, click "Submit" and the catalog request will be sent to our catalog department. You should receive a catalog by mail in about 3-4 weeks. Please note that a catalog will automatically come with any order you place.