

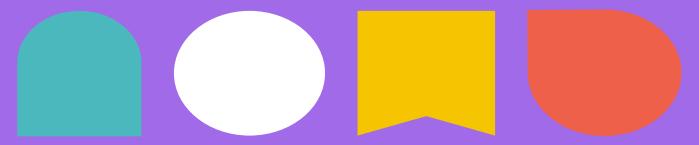
Principles of Psychology, Design and Web Usability

for your business



Sabina Laurisch





Agenda



- 9:00 – 9:15 Welcome & intro
- 9:15 – 10:00 Sales Psychology
- 10:00 – 10:15 Coffee Break
- 10:15 – 11:15 Conversion-Centered Design
 Psychology Principles
 Design Principles
- 11:15 – 11:30 Coffee Break
- 11:30 – 12:00 Web Usability
- 12:00 – 12:30 Hands-on Online Research
- 12:30 – 13:00 Wrap-up and Discussion

The Psychology of Sales: Unlocking Customer Behaviour

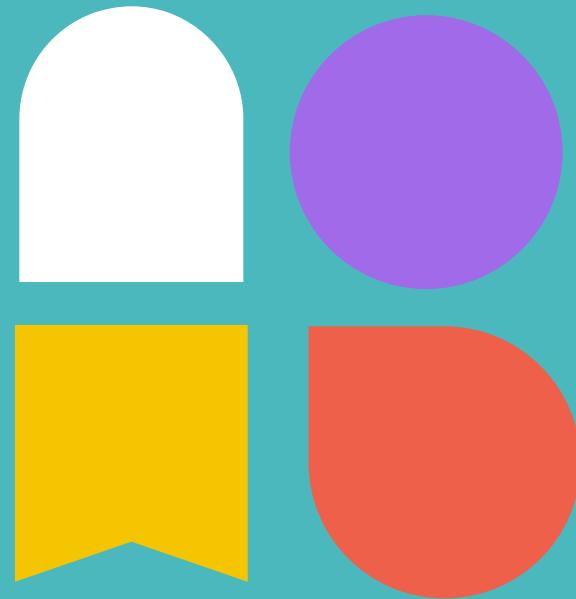
Sales psychology is the study of how psychological principles influence buying behaviour and decision making in sales.

95% of purchasing decisions are subconscious (Harvard Business School)





Key Psychological Principles in Sales



Build Genuine Connections

Personalization can increase sales by 19% (Infosys)

Example: "Welcome back, Sarah! We've curated these autumn-themed bouquets based on your previous purchases."



Leverage Social Proof

92% of consumers trust peer recommendations over advertising (Nielsen)

Example: "Join over 10,000 happy customers who've brightened their homes with our dried flower bouquets!"



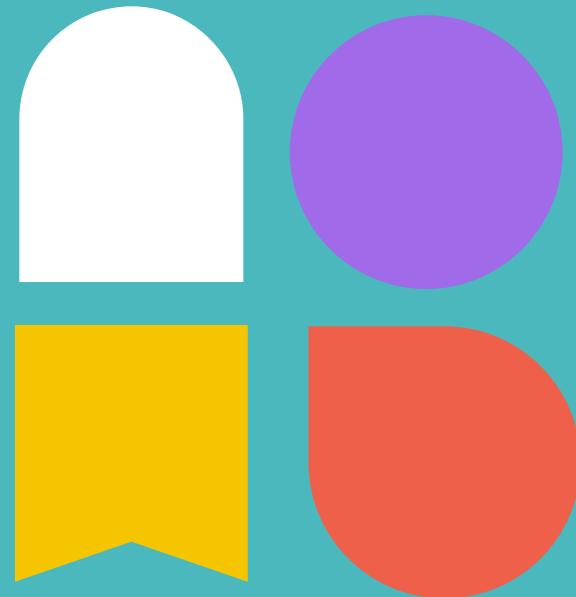
Establish Authority

65% of consumers say that expert recommendations influence their purchase decisions (BrightLocal)

Example: "Our head florist, with 20 years of experience, recommends this preservation technique for your bouquet."



Key Psychological Principles in Sales



Simplify Choice

To many choices can lead to decision paralysis

Example: Offer three curated collections: "Rustic Charm," "Modern Minimalist," and "Bohemian Bliss"

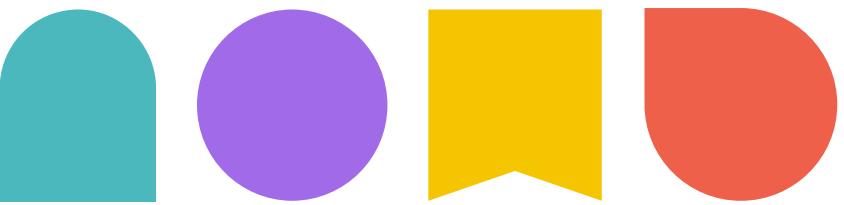
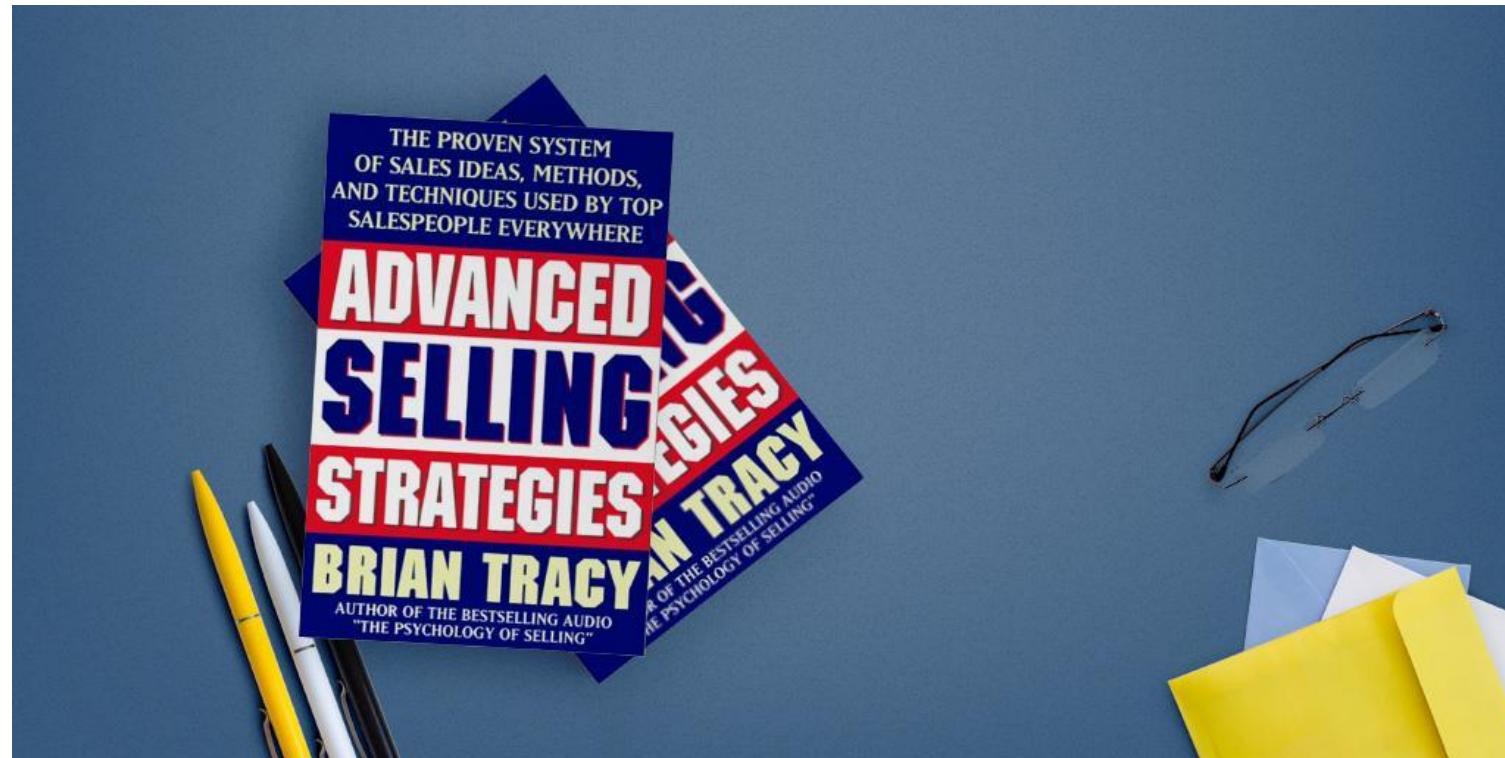


Offer Value First

The principle of reciprocity increases the likelihood of a purchase (Cialdini's Principles of Persuasion)

Example: "Download our free guide '5 Ways to Incorporate Dried Flowers in Home Decor' and get 10% off your first order!"

Advanced Sales Psychology Techniques



Stay Memorable with Consistent Exposure

It takes 5-7 impressions for people to remember a brand (Pam Moore)

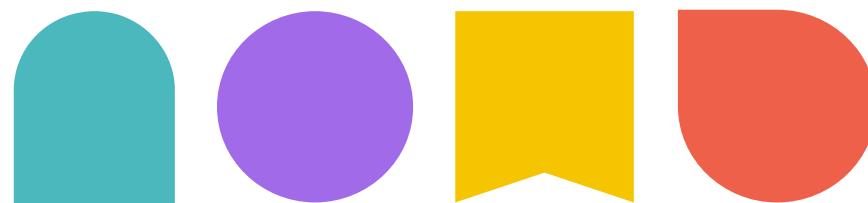
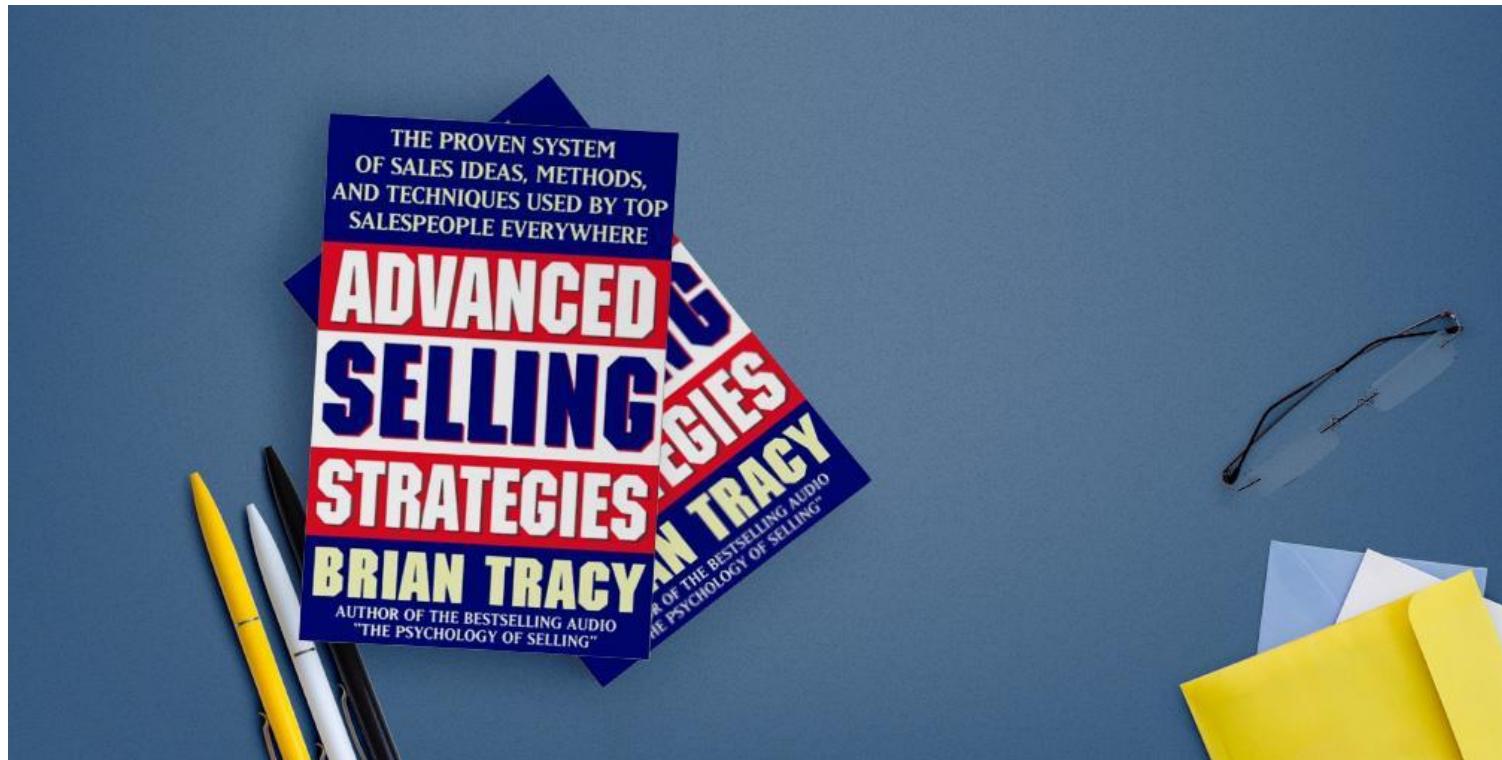
Example: Weekly Instagram posts featuring customer homes decorated with your dried flower bouquets

Use Anchoring to Your Advantage

Anchoring can influence willingness to pay by up to 50% (Ariely, Loewenstein, & Prelec, 2003)

Example: Display a premium "Luxury Collection" bouquet at €150, making the standard €75 bouquets seem more affordable

Advanced Sales Psychology Techniques



Create Urgency Through Scarcity

Scarcity can increase perceived value by up to 26% (Worchel, Lee, and Adewole, 197)

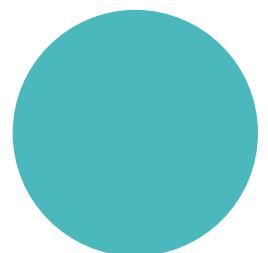
Example: "Our Limited Edition 'Summer Sunset' bouquet is only available for the next 48 hours!"

unveil the Product Gradually

The curiosity gap can increase click-through rates by 927% (Copyhackers)

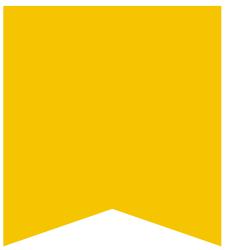
Example: "We're launching a revolutionary preserved flower technique next week. Sign up to be the first to know!"

Putting Sales Psychology into Action



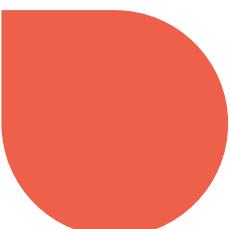
Tailor your approach

Use data analytics to segment customers and personalize recommendation



Use storytelling

Share the journey of how each bouquet is crafted, from flower selection to preservation



Implement social proof

Feature customer photos and testimonials prominently on your website



Pitfalls to Avoid in Sales Psychology

Don't manipulate

Be transparent about product qualities and avoid false scarcity

Don't neglect relationships

Implement a loyalty program to reward repeat customers

Remember the customer Problems

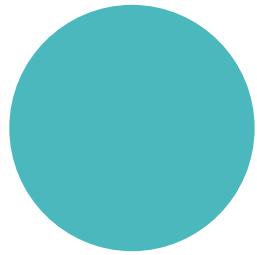
Focus on solving customer problems, rather than just pushing products



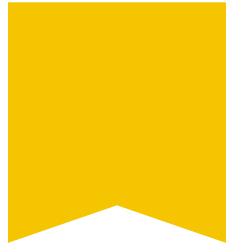
Conversion-Centered Design



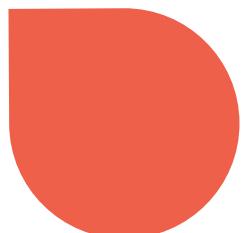
What is Conversion-Centered Design?



A framework for creating high-converting marketing campaigns using landing pages.



It seeks to guide the visitor toward completing one specific action on your landing page.

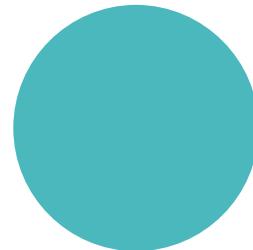


Using

- psychological triggers
- persuasive design



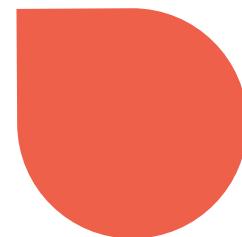
Landing Pages



Landing pages sit at the heart
of conversion-centered design.



Landing pages can convert 2x
better than online stores.



Landing page visitors have been shown to spend twice
as much as those sent to a typical ecommerce store.*



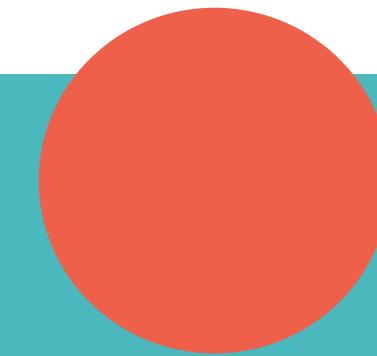
Storefronts are for
browsing.
Landing pages are
for buying.

* Source: Monetate, [Monetate Ecommerce Quarterly](#)

The 7 Principles of Conversion-Centered Design

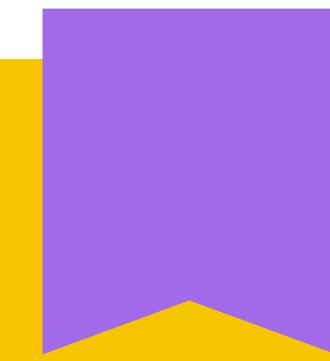
Design

- Encapsulation
- Contrast and Color
- Directional Cues
- White Space



Psychology

- Urgency and Scarcity
- Try Before You Buy
- Social Proof



Encapsulation

- **Hijack your visitors' eyes and create a tunnel vision effect.**
- **Place your CTA here: create a window on your landing page where your call-to-action is the view.**



Encapsulation

Landing Page Tip

- Use strong dynamic shapes to constrain your points of interest.



Contrast & Color

- Using contrast is a fairly simple concept that applies across the entire color spectrum.
- Employ visual contrast to make call-to-action buttons stand out.



Contrast & Color

Landing Page Tip

- The more you can make your call-to-action stand out from its surroundings, the easier it will be to see.
- Let your primary conversion target dominate the page.

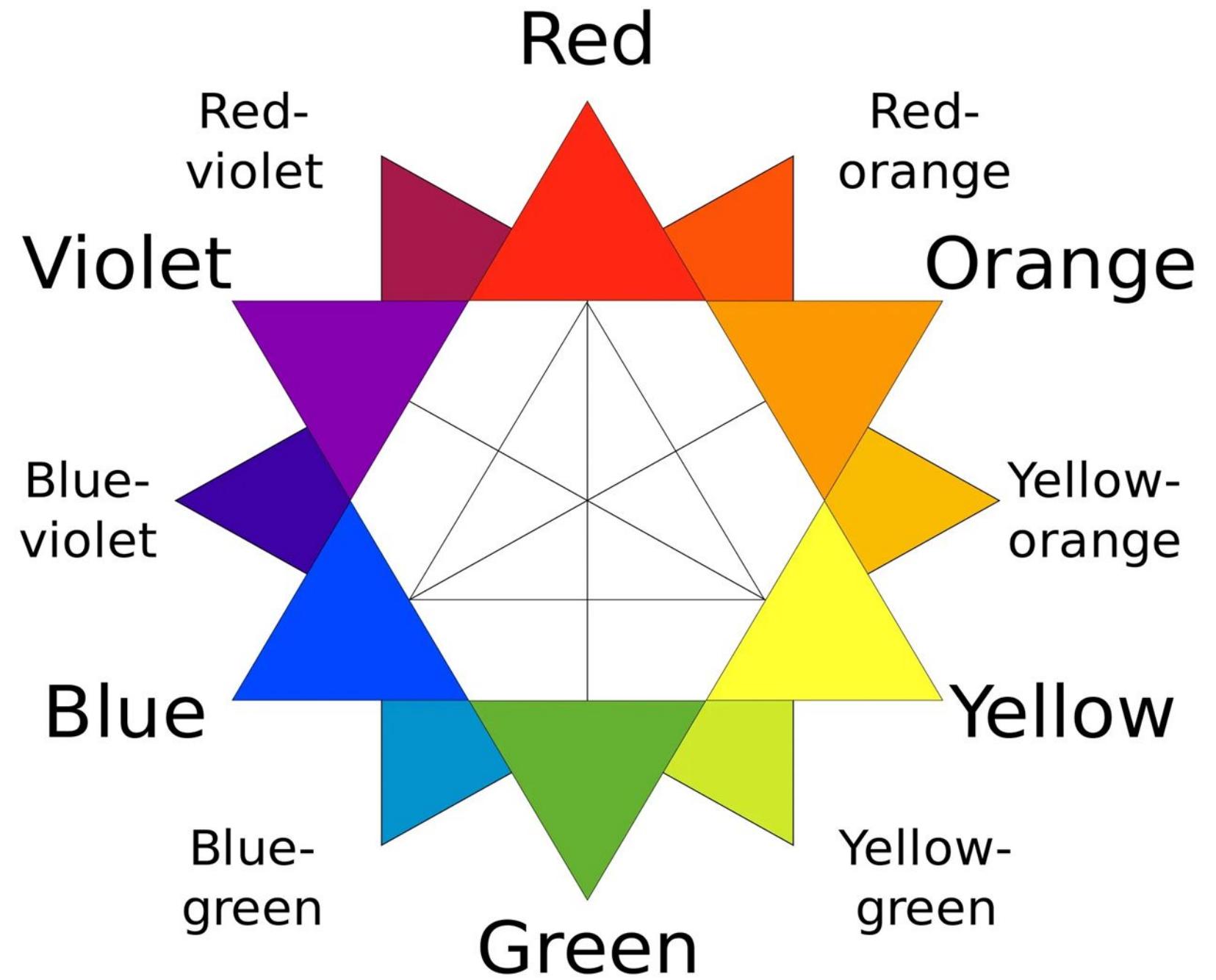


I dare you to click on anything but the moon.

Contrast & Color

Psychological impact of color

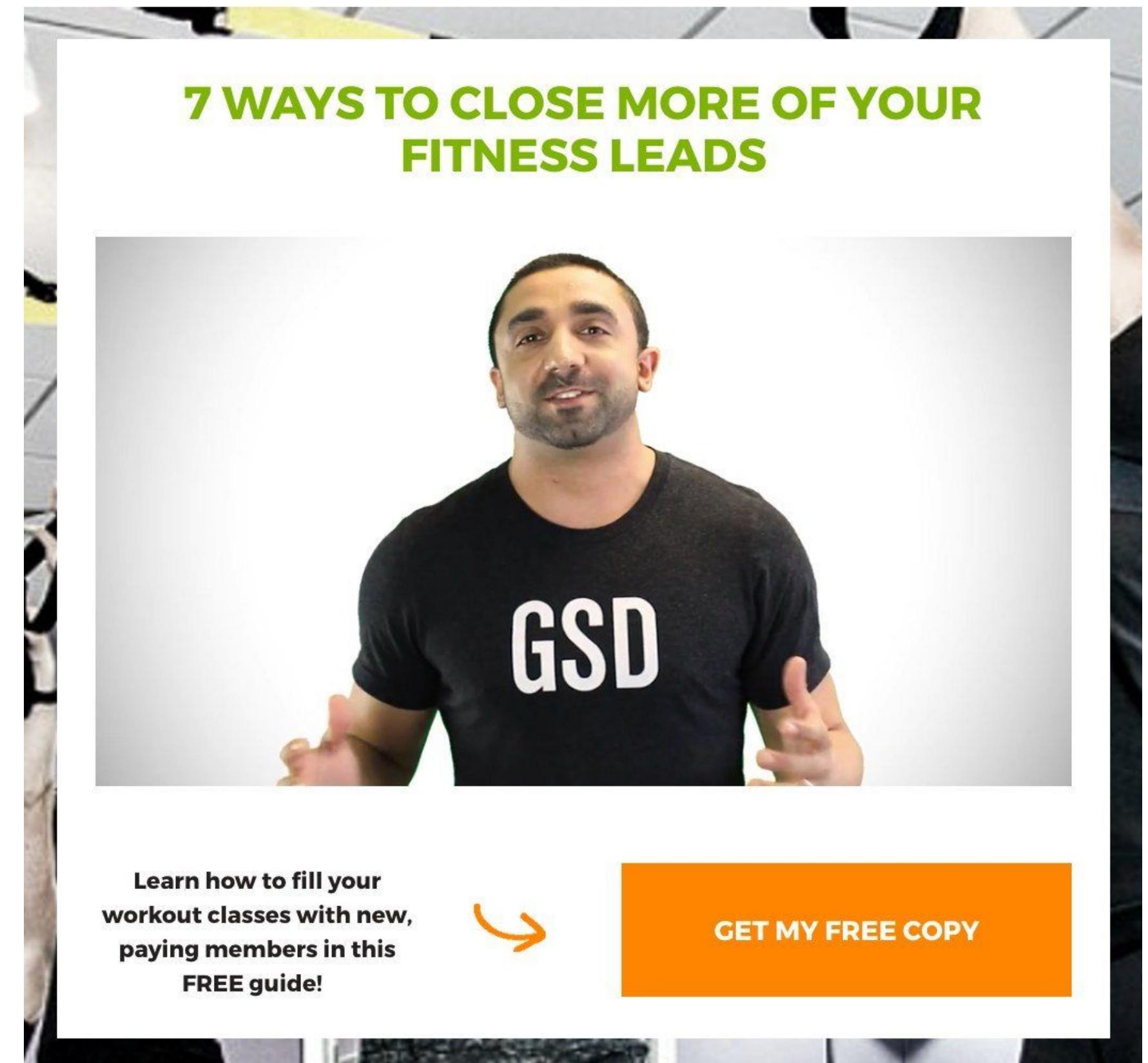
- **Red:** danger, stop, negative, excitement.
- **Dark Blue:** stable, calming, trustworthy, mature
- **Light Blue:** youthful, masculine, cool
- **Green:** growth, positive, organic, go, comforting
- **White:** pure, clean, honest
- **Black:** serious, heavy, death
- **Gray:** integrity, neutral, cool, mature
- **Brown:** wholesome, organic, unpretentious
- **Yellow:** emotional, positive, caution
- **Gold:** conservative, stable, elegant
- **Orange:** emotional, positive, organic
- **Purple:** youthful, contemporary, royal
- **Pink:** youthful, feminine, warm
- **Pastels:** youthful, soft, feminine, sensitive
- **Metallics:** elegant, lasting, wealthy



Directional Cues

Incorporating visuals to guide users' attention with:

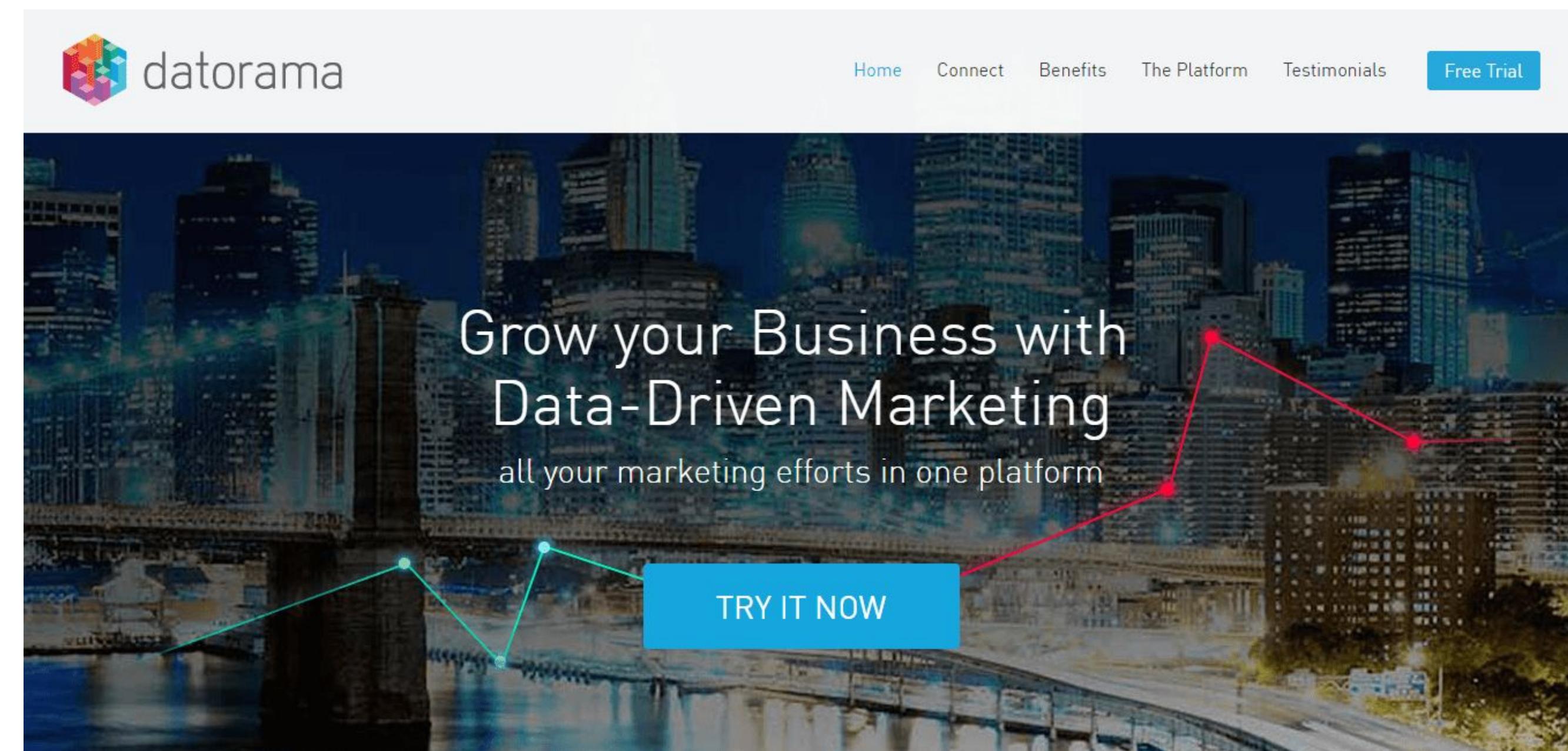
- Arrows
- Leading lines
- Pathways
- Eye gaze
- Pointing or gesturing
- Images of babies and attractive people



Directional Cues

□ Leading lines

Humans tend to naturally follow paths.



Directional Cues

□ Pathways

trigger our brains into thinking
we need to follow them.

Landing Page Tip

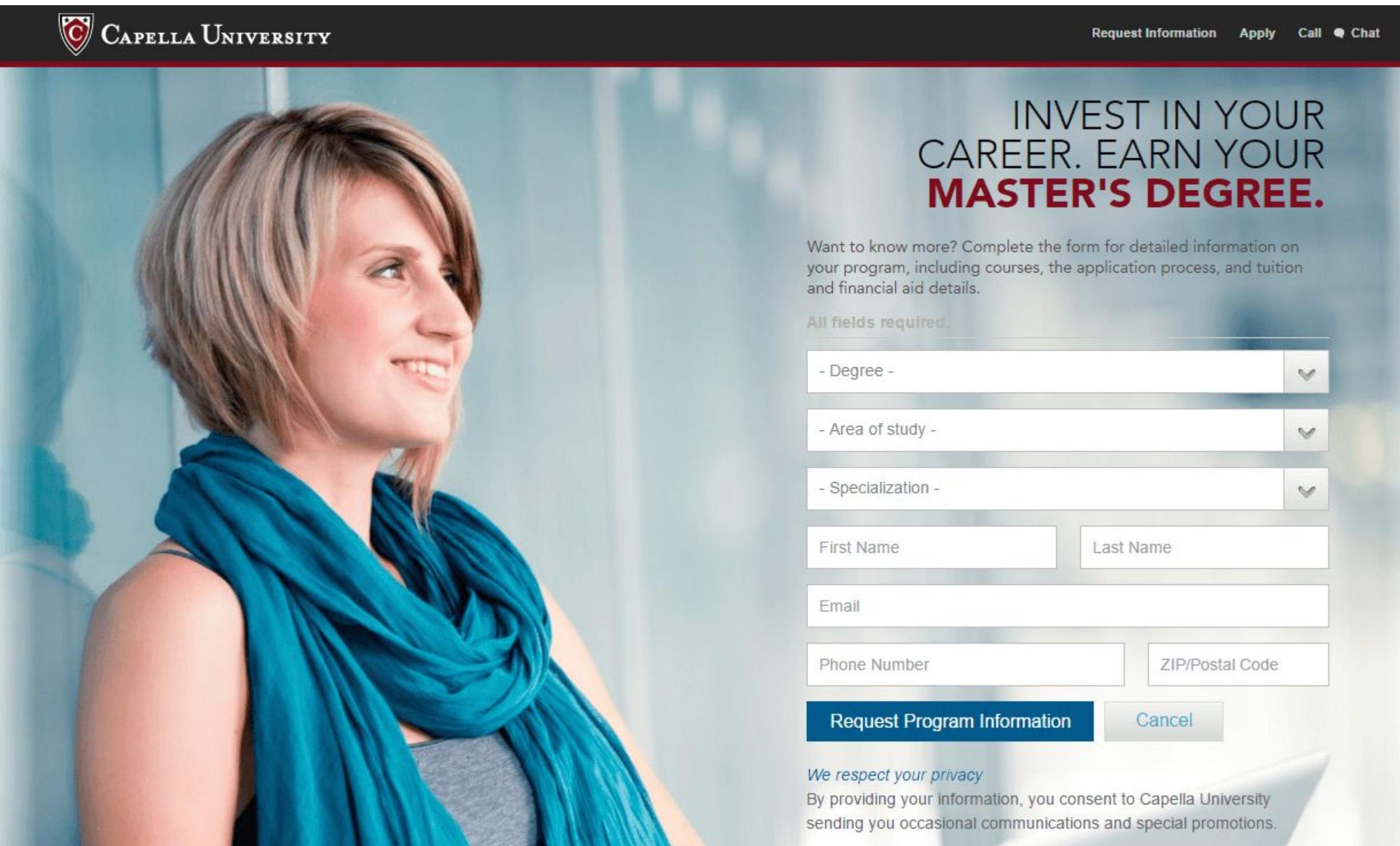
- Design converging lines to draw people to your call-to-action.



Directional Cues

□ Eye Gaze

People tend to look at what others are looking at.

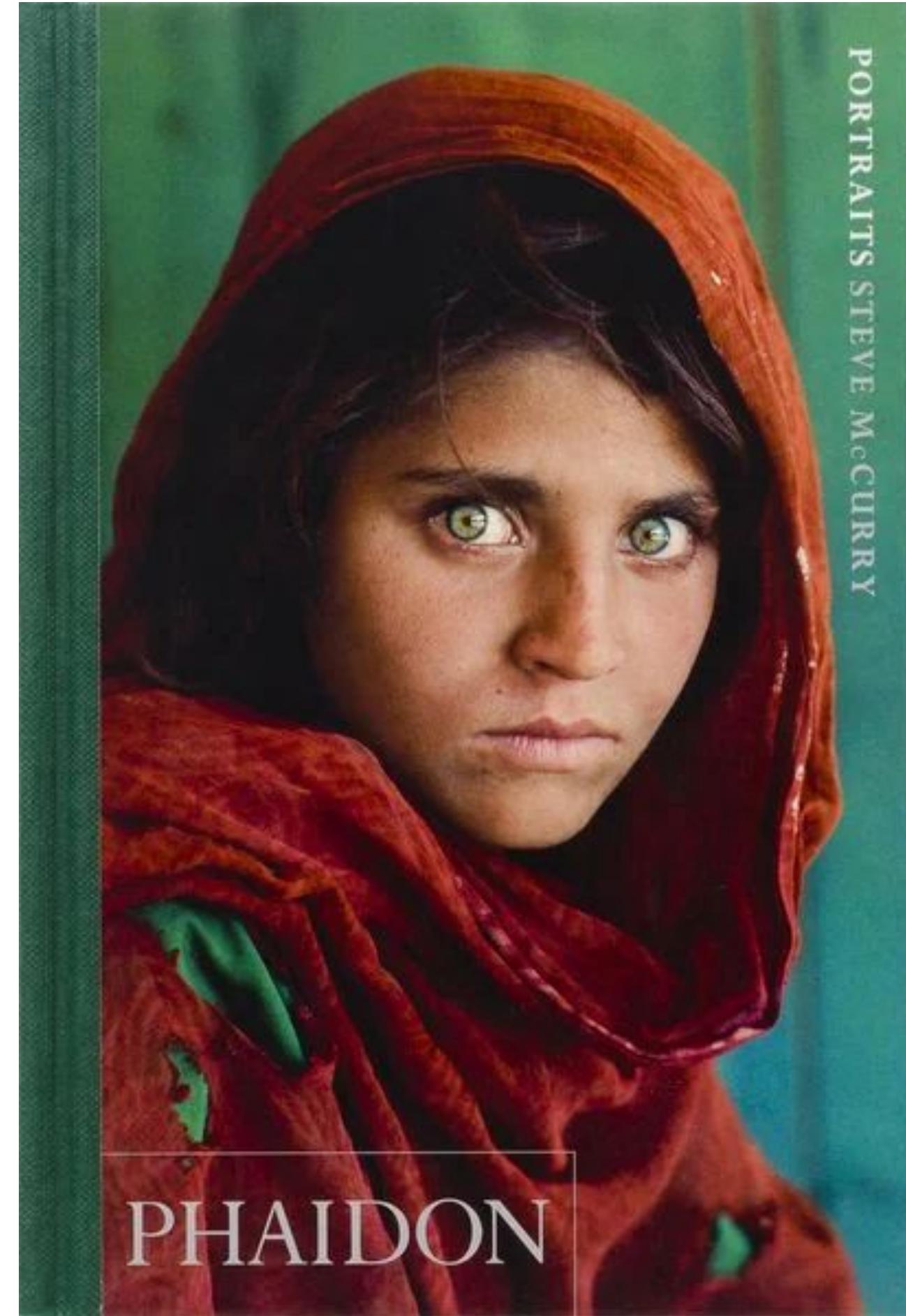


The image shows a screenshot of the Capella University website. At the top, there's a red header bar with the text "Directional Cues" and a magnifying glass icon. Below this is a white navigation bar with links for "Home", "Academics", "Admissions", "Campus Life", "Alumni", "Give", and "Contact". The main content area features a large photo of a woman with short brown hair, wearing a teal scarf, looking upwards and to the right. To her right, the text "INVEST IN YOUR CAREER. EARN YOUR MASTER'S DEGREE." is displayed in bold, with "MASTER'S DEGREE" in red. Below this, a paragraph reads: "Want to know more? Complete the form for detailed information on your program, including courses, the application process, and tuition and financial aid details." A note says "All fields required." followed by dropdown menus for "Degree", "Area of study", and "Specialization", and input fields for "First Name", "Last Name", "Email", "Phone Number", and "ZIP/Postal Code". At the bottom, there are buttons for "Request Program Information" (in blue) and "Cancel". A small privacy notice at the very bottom states: "We respect your privacy. By providing your information, you consent to Capella University sending you occasional communications and special promotions."

Directional Cues

□ Attractive People

have an impact, can create a strong connection between you and the photo, increasing your time on the page.



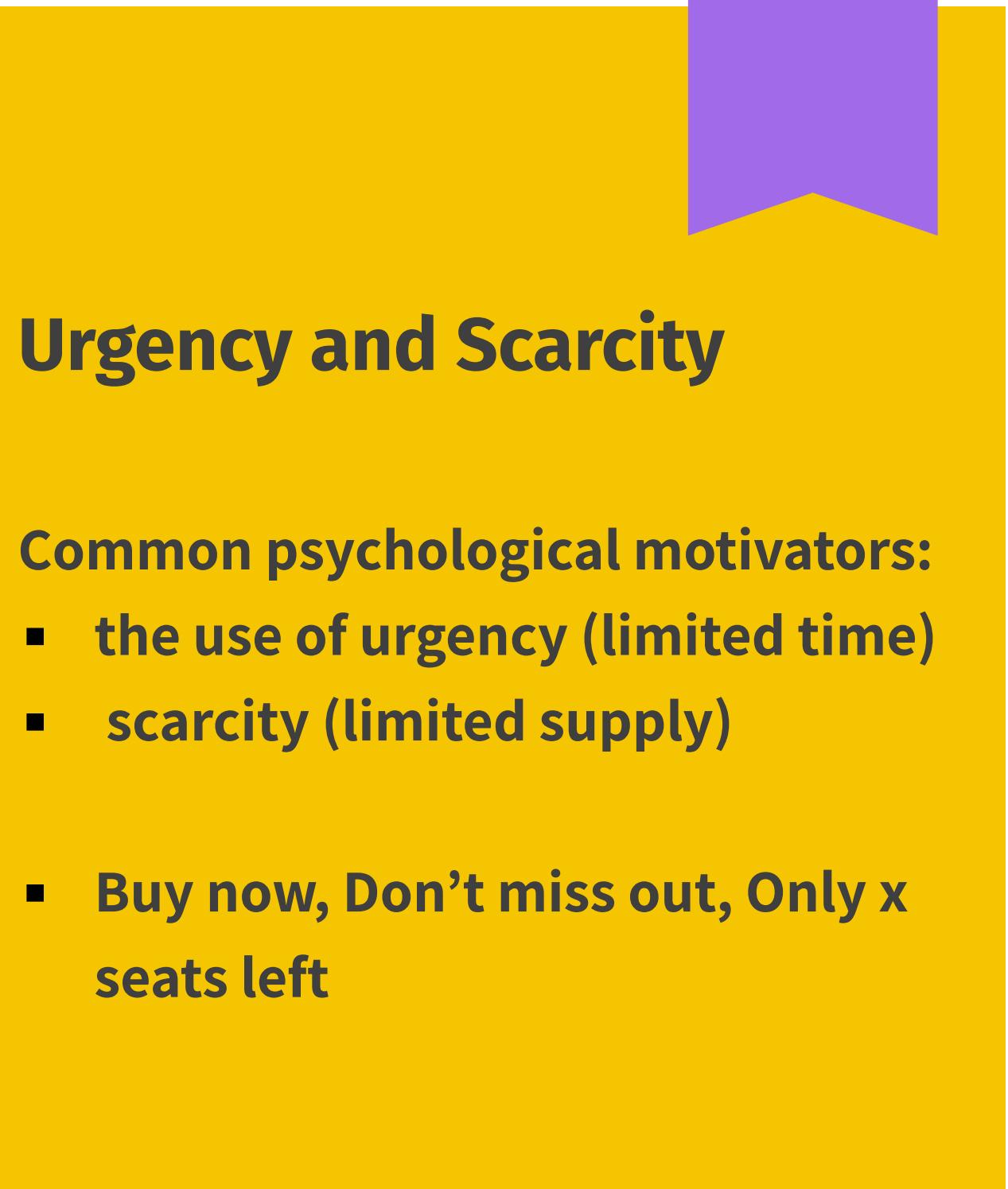
White Space

- The purpose is to use simple spatial positioning to allow your call-to-action to stand out from its surroundings and give your eye only one thing to focus on.

Landing Page Tip

- Give your page elements breathing room to produce a calming effect and allow your CTA to stand out from the rest of your design.





Urgency and Scarcity

Common psychological motivators:

- the use of urgency (limited time)
- scarcity (limited supply)
- Buy now, Don't miss out, Only x seats left



Closes in
3
days



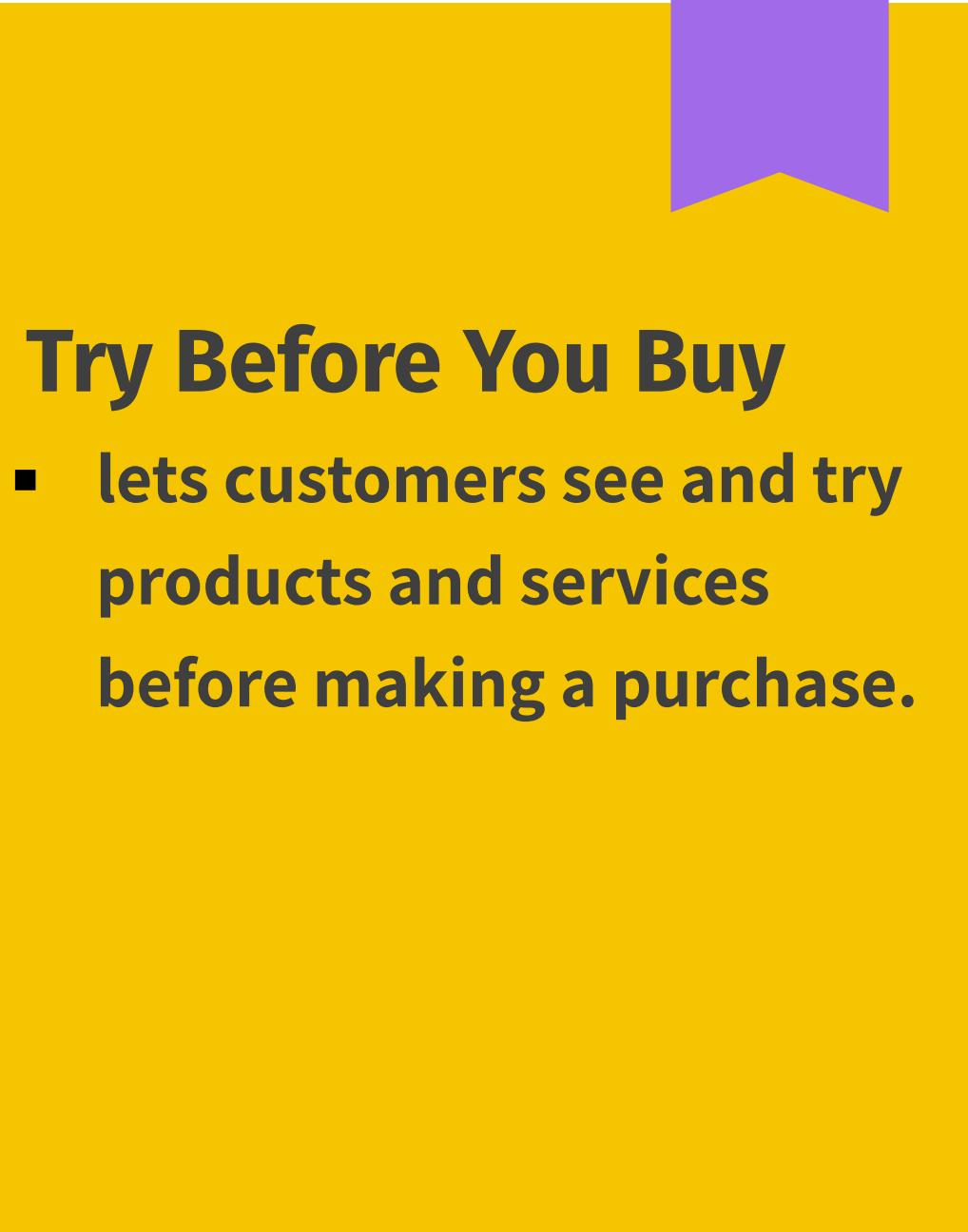
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by Beachcrest Home

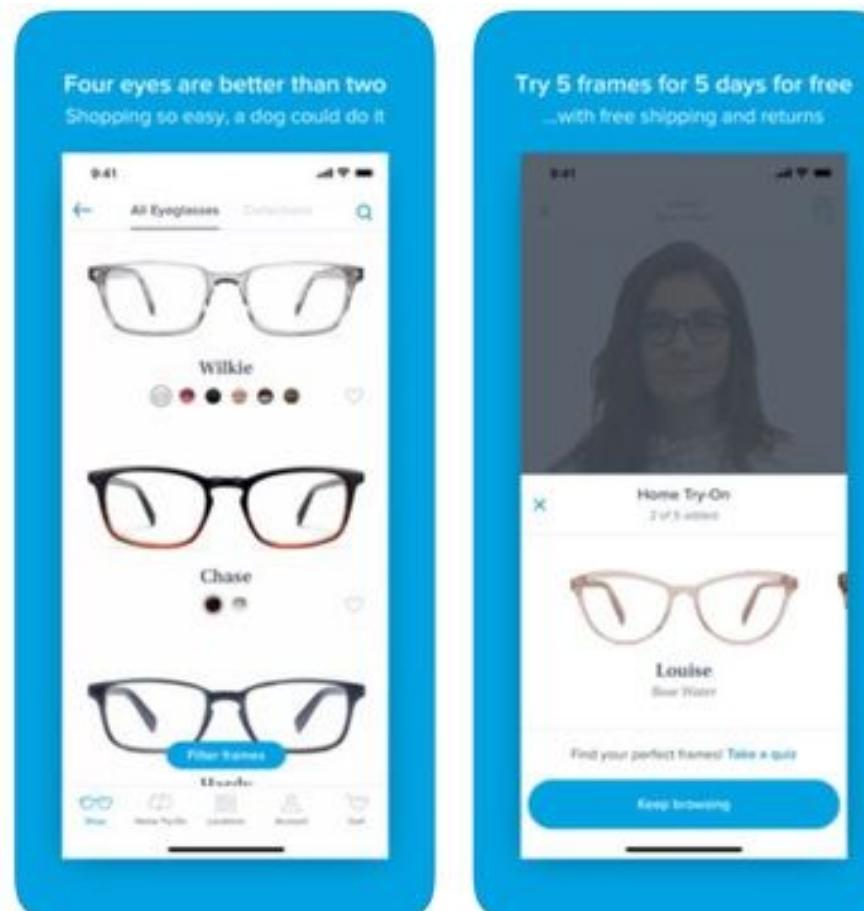
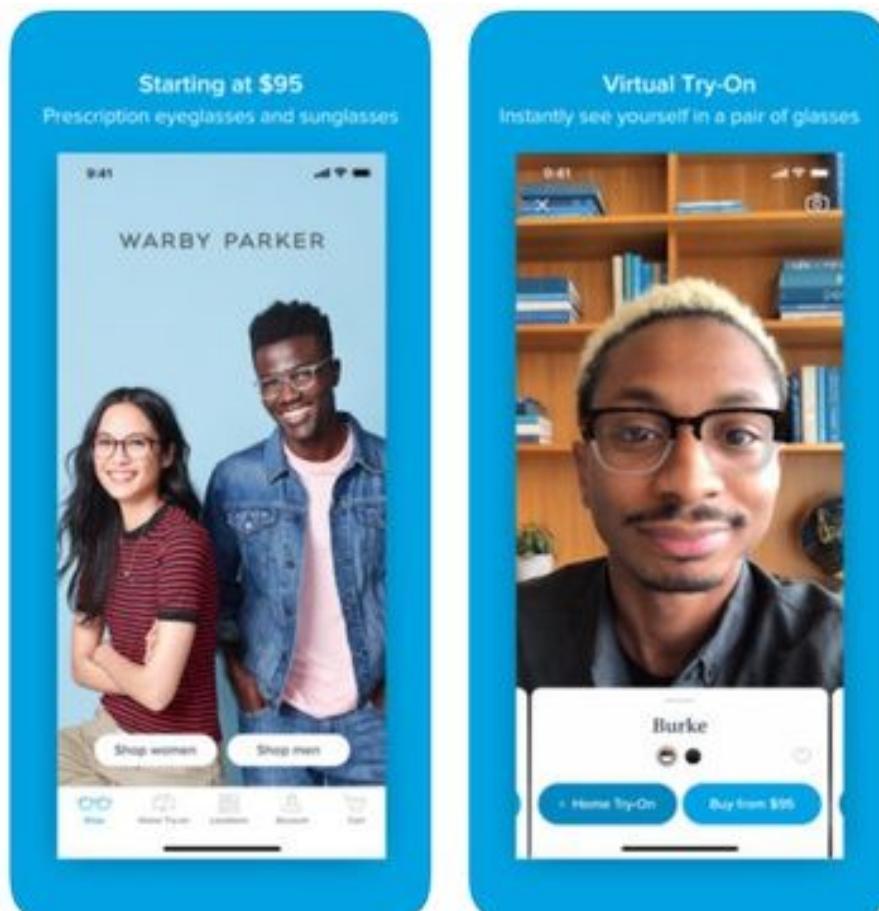
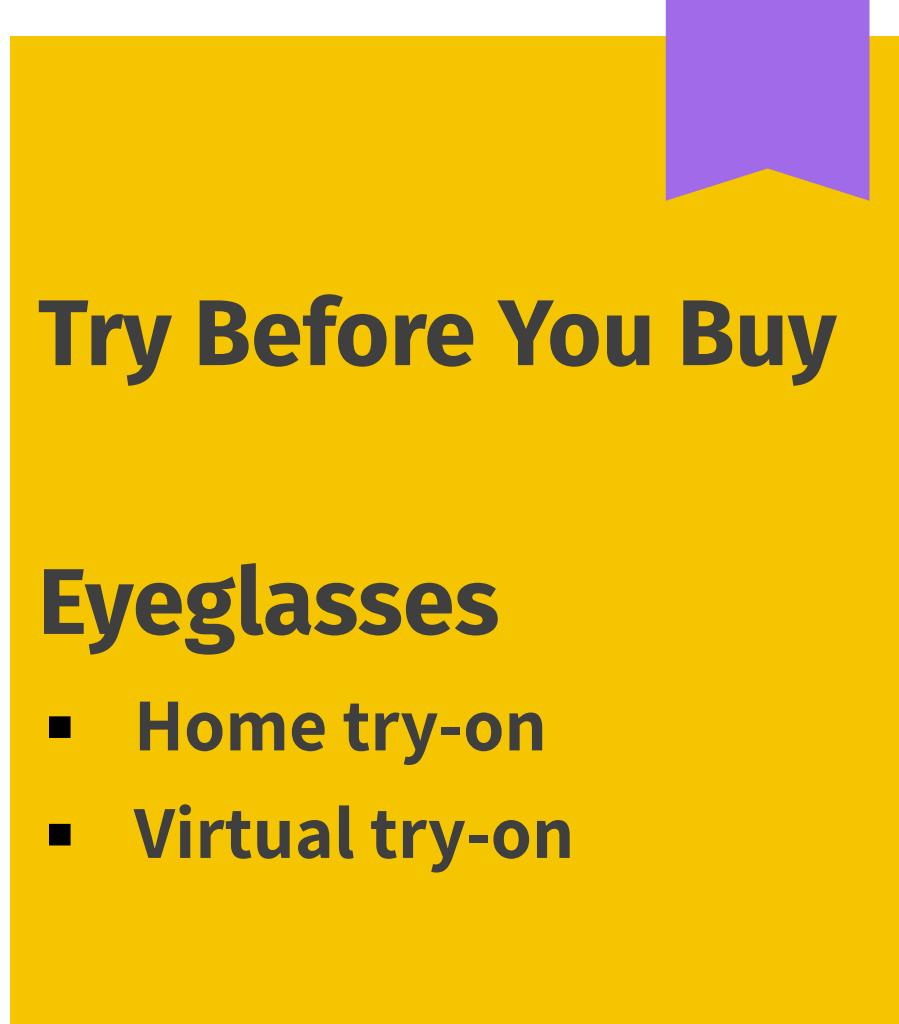


Modern Farmhouse Dining Room
by Laurel Foundry



Modern Bedroom
by Mercury Row





Shop contacts, get a \$50 eyewear credit >

WARBY PARKER

Locations Sign in

Home Try-On Eyeglasses Sunglasses Contacts Accessories Get a prescription

TRY 5 FRAMES FOR FREE

How Home Try-On works

Pick five frames and we'll send them your way to try on at home. It's all completely free—including your preprinted return shipping label.

Browse Women

Browse Men

Start with a style quiz >

Try Before You Buy

Clothing

- **Home try-on**
- **Virtual try-on**



How Try Before You Buy Works



Try up to 6 items

More styles, more sizes, more colors. Fill your cart to find what you love.

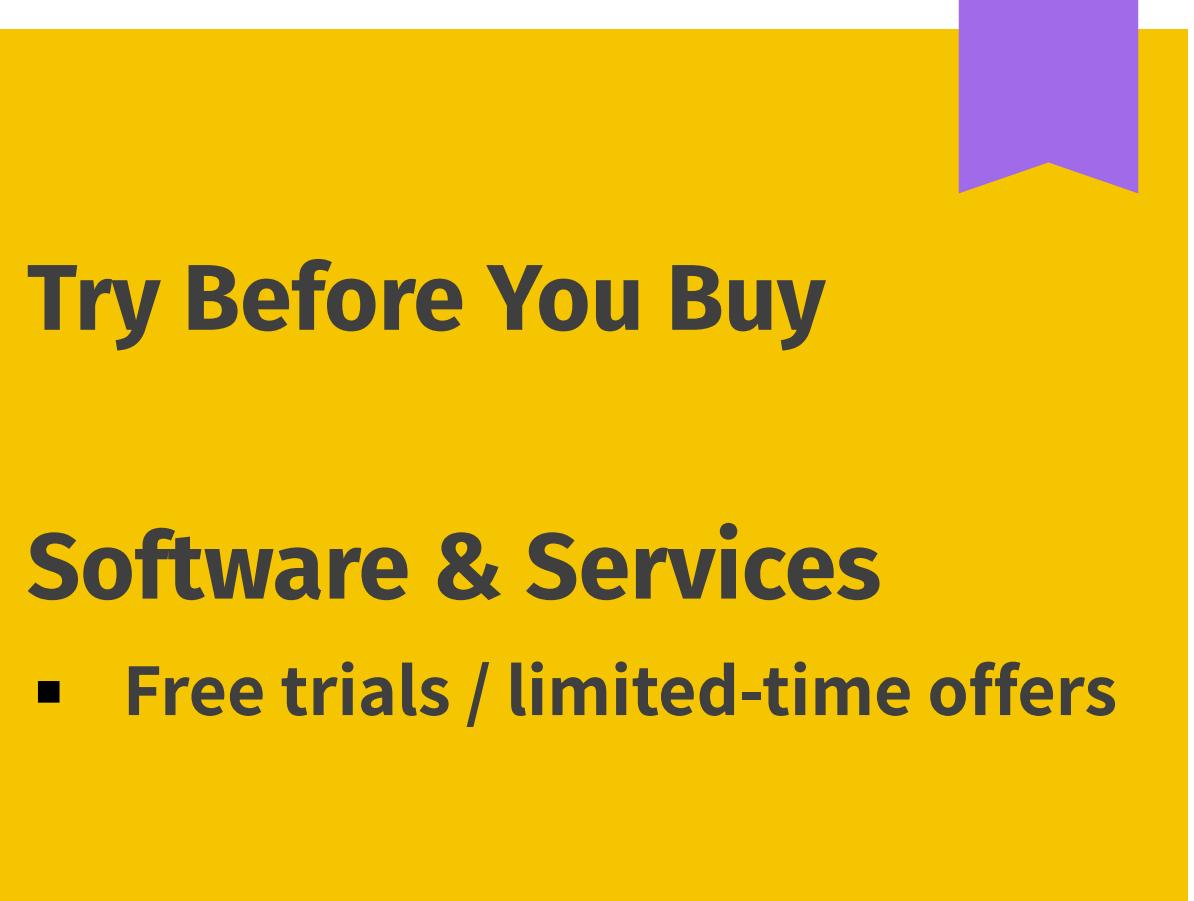
Try before you buy

Try at home for 7 days after delivery. Your card will be authorized but not charged.

Returns are easy

Keep what you love. Send the rest back.

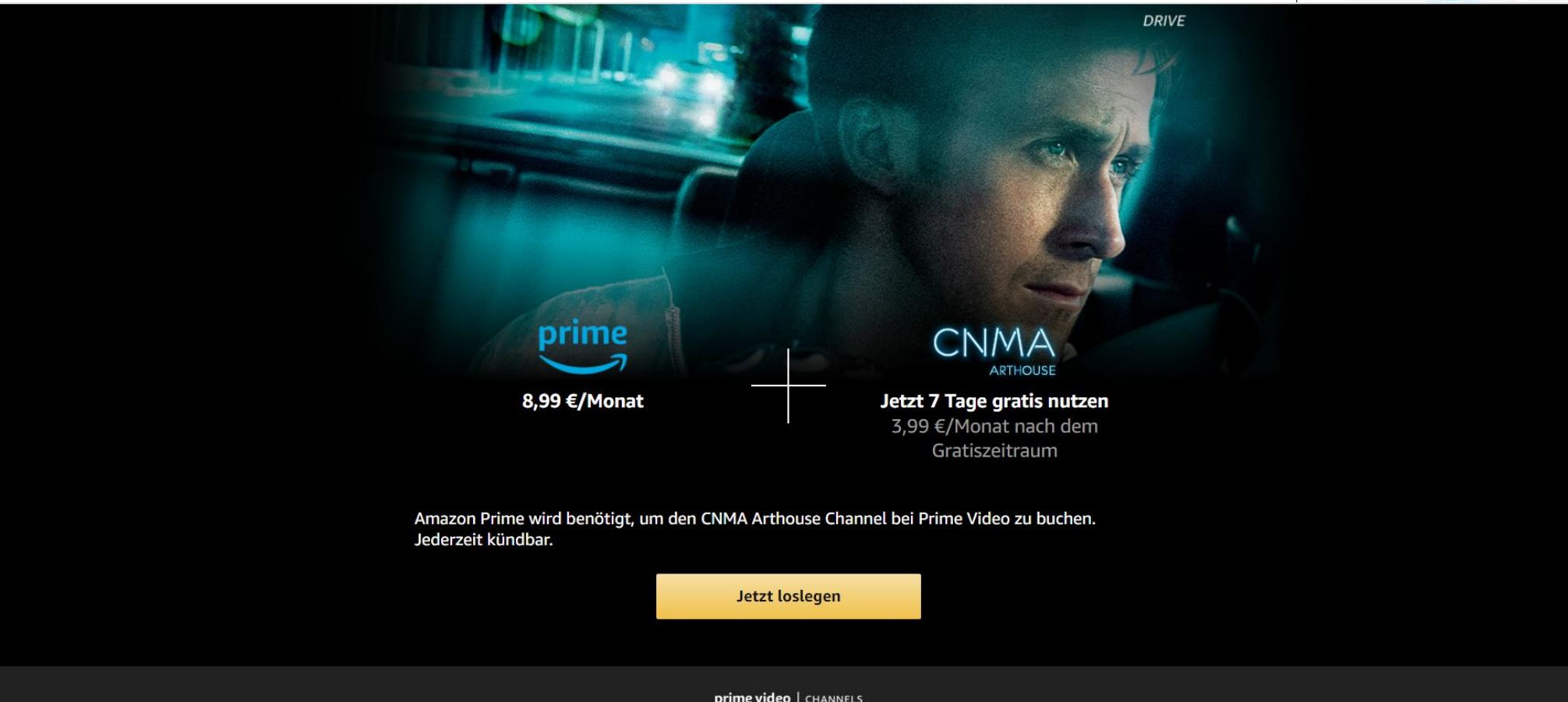
[Shop Home Try-On](#)



Try Before You Buy

Software & Services

- Free trials / limited-time offers



prime

8,99 €/Monat

DRIVE

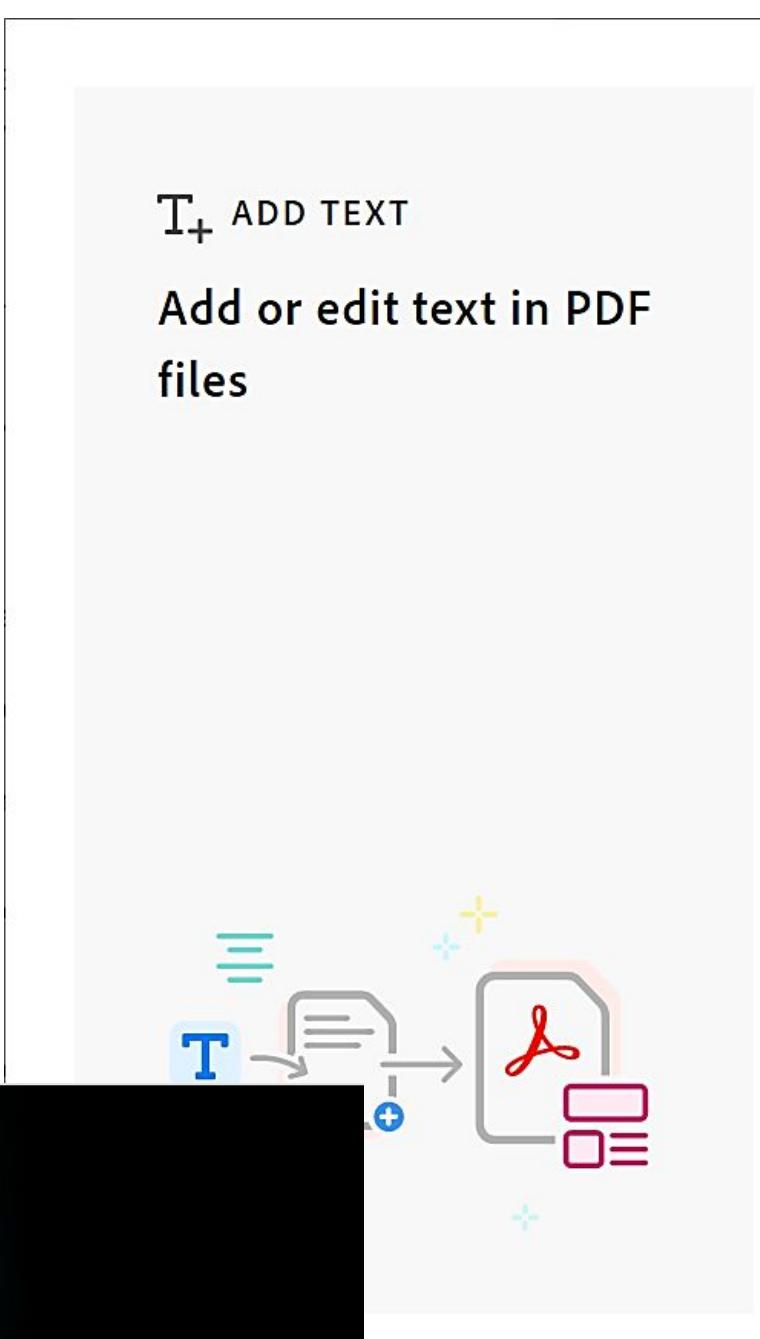
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Social Proof

How did other customers feel about your products and services?

Forms:

- Star ratings / user reviews
- Social media shares
- Celebrity endorsement
- Testimonials
- Business logos
- Awards
- Trust badges
- Number of users



When I Work



Owners and Managers Say
When I Work Helps Them:

- Spend less time scheduling and fighting fires
- Have more time to spend growing their business
- Have happier, more reliable employees



Couldn't Survive Without It!

by Watab2 - Jul 16, 2015

I absolutely couldn't survive without this app. It makes my job so much easier!



When I Work Has Made Scheduling Easy!

by Noppel123 - Sep 10, 2015

I am so happy to have found this scheduling app! Writing schedules, managing employee requests, and communicating their shifts has been a complete 100% turn around from where it was 8 months ago. It's easy for me to use as well as my employees. Scheduling is so much easier, and I don't dread writing the schedule anymore.

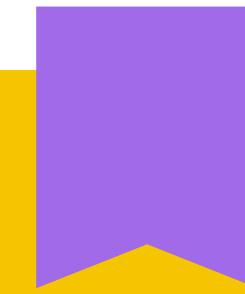
START FREE TRIAL

Social Proof

How did other customers feel about your products and services?

Forms:

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- Awards
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- Number of users



slack

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[BUY NOW, SAVE 50%](#)

Limited-time offer for new teams upgrading to the Slack Pro plan. [Terms apply.](#)

project-unicorn

Zoe Maxwell Are we ready for launch?

Matt Brewer Here's the run of show:

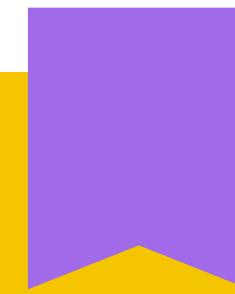
airbnb Spotify Uber Etsy TD Ameritrade intuit TIME

Social Proof

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- Testimonials
- Business logos
- Awards
- Trust badges
- Number of users



Trusted by teams in marketing agencies



1-800-GOT-JUNK?

RE/MAX

Stanford
University



... plus 8,000 other small business logos you wouldn't recognize

Julianne A.

★★★★★

"Accessible and allows for knowledge"

What do you like best about Trainual? I think what's most helpful about Trainual is that

[Read more](#)

Posted on G2

Doug's Trainual review

What do you like best about Trainual? Ease of use is great and it is easy to create new

[Read more](#)

Posted on G2

Molly L.

★★★★★

"Make Work Training Easier"

What do you like best about Trainual? Trainual allows us to add new topics to train our

[Read more](#)

Posted on G2

Robin A.

★★★★★

"Trainual is a great tool to have for your business!"

What do you like best about Trainual? The best thing I like about Trainual is the options to

[Read more](#)

Posted on G2

Web Usability



Web Usability

Conversion-Centered Design vs. User-Centered Design



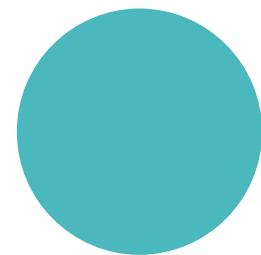
Conversion-Centered Design

- Primary goal: conversion
- Focus: on the goals of a business
- Outcome: revenue increase
- Landing pages
- Design with sales in mind
- Persuasive design for a single campaign goal
- Covers conversion/decision journey phase
- Make it as easy as possible for business owners to increase revenue through high conversion rates.
- Concept by Oli Gardner – CCD

User-Centered Design

- Primary goal: user experience
- Focus: on the goals of a user
- Outcome: user satisfaction
- The Web
- Design with the user in mind
- Intuitive design for all user needs
- Covers entire user journey
- Make it as easy as possible for users to find what they are searching for through ease of website navigation.
- Concept by Steve Krug – Don't Make Me Think

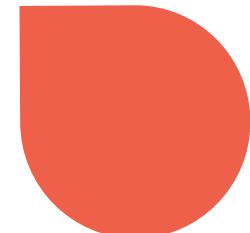
What is Web Usability



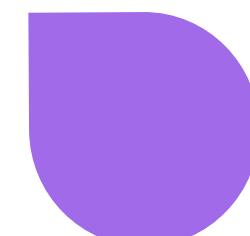
Web usability is a user-centered design approach.



Usability is about people and how they understand and use things.



It measures the quality of a user's experience when interacting with a website.



User perception of how usable, useful, enjoyable and intuitive a website or app is.

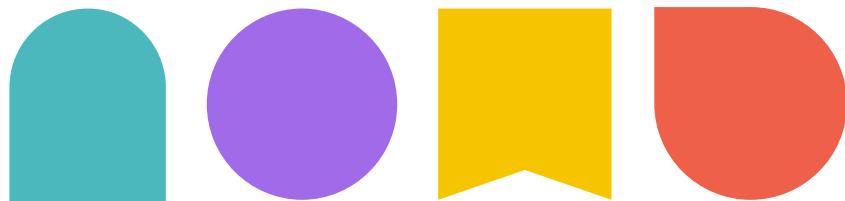
DELIGHT

Positive experience



Delightful is the new black.

Definitions of Usability
are often breaking it down into
attributes like:



Useful

Does it do something people need done?

Learnable

Can people figure out how to use it?

Memorable

Do they have to relearn it each time they use it?

Effective

Does it get the job done?

Efficient

Does it do it with a reasonable amount of time and effort?

Desirable

Do people want it?

Delightful

Is using it enjoyable, or even fun?

Steve Krug Usability Concept - Key Principles

Don't make users think

Design websites to be self-explanatory and intuitive.

Users satisfice

They don't make optimal decisions, but rather choose the first reasonable option.

Get rid of question marks

Eliminate anything that makes users stop and think unnecessarily.

Create visual hierarchies

Use size, color, and layout to show what's important.

Break pages into clearly defined areas

Help users quickly decide which parts to focus on.

Make it obvious what's clickable

Use consistent styles for links and buttons.

Omit needless words

Be concise in all web writing.

Design for scanning, not reading

Most users will skim rather than read thoroughly.

Create a clear visual hierarchy on each page

Help users focus on what's important.

Eliminate distractions

Keep pages clean and reduce visual noise.

Format content for easy scanning

Use headings, short paragraphs, and bullet points.

Stick to conventions

Follow standard web practices unless you have a really good reason not to.

Test early and often

Even simple user testing can reveal major usability issues.

Make navigation self-evident

Users should always know where they are and how to get where they want to go.

The back button is the most-used feature

Make sure it works as expected



Thank you!