If a visitor is in your website, how can you "seduce" him/her to do a conversion

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Abstract

This research uses the Nielsen and Molich's 10 design principles to check the final product of individual assignment of third semester to usability, flexibility and conveniently for end users.

The N&M principals represent ideas that implementing is supposed to provide the best possible conversation in connection of paying attention to user experience and give them best and easily access to functionality that way look for. Final product is a website with server that represent one of the oldest computer games - snake game. In addition, app included the chatting, accounting and multiplayer functionality.

Keywords: *Nielsen and Molich's principals.*

If a visitor is in your website, how can you "seduce" him/her to do a conversion

In this research will be found ways how can be improved and increased the conversion of the website that represents the snake game with an opportunity to play online. The web site will be checked on the Nielsen & Molich's 10 design principles and get ideas from social marketing media to solve problems. On applying this idea supposed using final version of website, therefore, some not implemented parts will be mentioning here.

# N&M 10 principals

First of all, we will check how website corresponding with N&M design principals. It is an efficient way of check that mainly product is got high usability and convenience for final users.

## Visibility of system status

As we can see, this principal applied for website – on most pages we see some dynamics and action that make sure user that he is still on good connection. These are represented by chat on main page, game acting in “solo game” and “multiplayer” pages.

## Match between system and the real world

The website does not use reductions or abbreviation. All buttons use proper exact name that easily understood represented functionality. There is some assumption that “solo” not fully nature world but I believe on contrast with “multiplayer” this can be recognized.

## User control and freedom

All pages of website got self-functionality; thus, users should not jump over and over pages to perform one action. In addition, pages represent limited information and got one anchor of attraction, that focus attention of user – will not be cases that user unfocused and wasting time to look for some parts. Furthermore, pages got “return” button with bright colors that prevent losing them on background. For instance, if user go somewhere by miss-click he should be find how to back in time as a blink of an eye.

## Consistency and standards

As was mentioned before, page represent limited amount of information and provide restricted activity that sufficient for dealing with product but not sufficient to be tricked or misunderstood functionality. There is no button caused more then one actions and there are no hard choices that greatly increase user’s cognitive load – in another words, all clicks only worth and pre supposed functionality and activity.

## Error preventing

As of log-in parts there is a raising message that helps understood what missed. After testing there is a believe that nothing can wrong but, in case, of going something not right way can be the problem because not supposed some parts of this. Probably solution to make page for error and possible and suitable solution. Ultimately, for this principal should be payed extra attention and improved.

## Recognition rather than recall

The data that person should remember it is only data intersect with security and private access. These are login, password and name of room for access multiplayer game. Everything else is not require remember something for better communication with new users there is a hint sign that explain how control game works. So, I believe if person do not what to figure out control in empirical way – every clicks immediately shown, he can, also, read about this.

## Flexibility and efficiency of use

The control of game provides the “classical” way, that use “< ^ >” buttons and “modern” – “wasd” buttons. Shortcuts are not present in this app because app not provided some complex functionality. So, there is only one way of communicating with app. Personally, I am not sure to use different option of control because not see where it can be suitable apply for increased flexibility.

## Aesthetic and minimalist design

As were many times pointed on minimalism before, I believe that was achieved good balance between complex and functionality. All element shows the relevant proper information and element that not needed for most parts of user are hidden.

## Help users recognize, diagnose, and recover from errors

From my point of view, it is quite similar to “Error preventing” topic. So, there is some weakness that can be solved by give access to documents that provide information for solving the problem that can be raised, like “Browser not support web socket”, “Lost connection with server” or some supposed errors. For this supposed exist opportunity to send bug log, but fundamentally it will do some limited number of users, thus, should be founded some another way.

## Help and documentation

Mostly, for some complex element as a game control, for instance, there is a hint pointer where sufficiently explaining how to deal with complex element. I guess that is more proper way than give access to documentation where mix of everything, in another way, I gave an effort to suspect parts that can not be figure out by intermediate user.

### Problem solving

After check we see that mainly problems raising on part that stick to errors problem, therefore, it is not normal way of communicating with product – it not convenient and enjoyable process by nature. Only way we can deal with this is reduce this act and make it as handy as possible. Personally, I reckon that it is more than just design of client side. So, a trouble shooting should be done on every step of development.

# Conclusion

Ultimately, product meet principals quite good, therefore, it can show good conversion coefficient of users. Furthermore, I believe the not complex idea that state under the product can attract people because it uses idea that understandable idea for everyone and provided by handy and convenient cover. Also, it is attracting people in way of little competitive part and an opportunity of multi-player gaming

## Not mentioned

Also, app achieve the 3-clicks access to anything that was mentioned in design of Apple Co products, thus, user get sufficient level of diving in app but not too much to than trying figure out where is he. Applied the color pallet to emphasize more valuable buttons and spots of interaction.