From visitor to community

UX document; conversion

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Intro;

The Pollstar project is not about selling items, it’s about results, literally.

People who would visit my site have an opinion and would like to be heard and talk to people who are on the same wavelength, because as someone smarter then me once said: ‘Great minds think alike.’

The main goal of my application is to convert new visitors into active users.

# Attract the right traffic

It is important to introduce polls into existing communities, to invoke feeling of wanting to make a difference, the topic of the poll is favorably something that start controversy.

# Visitors first experience

In the first visit we want to make a new person feel like they belong, so after they vote, show the comments of individuals who voted the same, it will make them feel like they are safe and like they belong.

# Make the visitor feel like he is in control

After a while, threaten that safety by showing comments from the opposing voters, this way arguments and drama will be created between groups.

To revolt against this group, the visitor is required to fully sign up to make sure their voice and opinions are heard, this way, the visitor is eager to not just join the site, but join their community.

# Incentive

Users who have created their account and gotten into the community they feel like they fit into will most likely after a while realize that the arguments that are sparked are sometimes just pointless and want to only partake in their community. To keep the interest up a incentive must be introduced, which will be a in the form of a points, that can be exchanged for additional features for polls and comments (e.g. polls will be presented on home page.)

Design website  
every platform grows, the users will have to grow with it. The direction of growth of this platform will be decided and directed by the users using, you guess it, polls.

This way a user will be given a sense of pride towards the site, he and his community built that.