**RESPONSE**

**Easily Influenced**

I decided to go to the Taste of Chicago this year to try a few things that caught my eye in the brochure. I got in line for some fantastic peach cobbler, based on the description in the brochure. While I was waiting in a very slow-moving line this guy was animatedly telling everyone within hearing distance about how great the blueberry cobbler was. He was so animated with his description that people started talking about him talking about the blueberry cobbler. I had lined up to try the peach cobbler and ended up trying the blueberry one too. In fact, multiple people tried the blueberry cobbler even though they hadn’t come for that one.

Now imagine if you could create this kind of buzz for your website. A few ways to resonate with your users is to understand their preferences, behaviors and motivations. As well as clearly communicating your goals, designing for a positive user experience and developing an inclusive design approach. All of this can instill trust in your product and encourage engagement with your brand.

As for the cobblers, the blueberry cobbler was way too sweet and the peach cobbler didn’t have any flavor.

**Let Others Decide**

Back to the social experiment called Retail.

The other day a customer approached my colleague and I with two scarves asking which one we thought looked better. We agreed that the pine-ish green one was the better choice. Although she decided to take the scarf she pondered the price. I checked the price and it wasn’t what she wanted to pay. While I was ringing up her candy, she got a discount and asked me if there would be a discount on the scarf. I told her it was possible because of our VIP sale going on. Also, I mentioned that the color would look good with multiple outfits and there may be additional discounts since she’s a cardholder. It wasn’t my intention to convince her, I was just putting myself in her shoes thinking about what I would do. Just as I was finishing her candy purchase, she decided to take the scarf. It turned out to be a VIP item with additional discounts making less than $14. She was ecstatic.

Obviously, my colleague and I realized this customer was able to spend a little more time with us to create a personal connection that ultimately influenced her financial decision. Knowing your market, users or audience is crucial to understanding how to influence their decisions in your favor. Creating products that are streamlined, concise, efficient and mobile responsive can have a positive influence on your users' time. To appeal to the desire for personal connections you can tailor content and recommendations to individual users preferences, automate repetitive tasks and provide options that expedite tasks. Balancing time efficiency and creating a user-friendly site will resonate with your users.

**DISCUSSION RESPONSES**

**#1**

**Taylor Donlea - Module 12 Discussion**

Hi Taylor,

**Opinion on Section 95: "Mood Influences the Decision-Making Process."**

The ad you chose was a powerful example of how mood and emotions can significantly influence decision-making. I can see how the use of heartwarming music and powerful imagery was able to lead viewers to donate. Your example really highlighted how emotional appeals in advertisement can resonate with a viewer's to affect their actions or opinions.

**Opinion on Section 98: "When People are Uncertain, they Let others Decide what to do."**

Your example was truly relatable. I can’t tell you how many times I’ve been in this scenario.

It was interesting how your friend's recommendation, such as mentioning the "best burger ever," may influence your decision. Your example did a great job of showing how social influence, the power of recommendations and reviews can shape our decisions. Based on your illustration, it makes sense to leverage social recommendations to guide users' decisions and actions to make content or products more appealing.

**#2**

**Ryan Church-Mood and Crowd Behavior**

Hi Ryan,

Your insights were interesting and entertaining.

It’s fascinating how companies like Geico and Allstate have successfully shifted from serious marketing approaches to using humor in their commercials. This was a great example of how understanding consumer mood and preferences can drive successful marketing strategies, even in industries not usually associated with humor. It showed the importance of adapting to changing consumer attitudes even when it may seem like a huge risk.

Also, it was interesting to think of the New York Times Bestseller list in relationship to how people often rely on the choices of others when making decisions.

You did a great job providing examples that really illustrate how moods influence and uncertainty can influence decision making.

**#3**

**Emanuel Pagan**

Hi Emanuel,

The scenario of receiving a job offer with a higher salary and being tempted to take it was very relatable and highlights the importance of considering various factors. Your example effectively emphasized the need for a thoughtful decision-making process that goes beyond the immediate emotional response. It provided a practical reminder that decisions should not be driven by mood or immediate gratification but the bigger picture.

Your example of buying a house and the influence of the first person to express their opinion was humorous and relatable. It highlighted dynamics at play in group decision-making where individuals are swayed by the dominant personality and the need to engage in open discussions when making important decisions.