

A marketing supplemental

Building User-centered Experiences for Brand Loyalty and Business Growth



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WHITE PAPER

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TAPPING IN TO AN ANCIENT PART IN ALL OF US

Imagine an open African savannah with a long, open line of sight. You see animals of like species grouping together keeping an eye on each other. As long as there is space, and the groupings remain separate, the animals continue to graze.



Photo by [chrisie kremer](#) on [Unsplash](#)

As mammals this survival mechanism is coded deep within the core of our brains. If invoked, we will run to protect ourselves. Or bounce out of a website - our 21st century equivalent of running from danger.

And how does this apply to marketing exactly?

These instincts are behind all our decisions, thanks to the structure of our brains. But, if considered, this structure can be an important part of keeping users on your website, converting and happy.

Now, let's consider how the brain reacts to unknown stimuli.

THE AMYGDALA: A MARKETER'S ALARMABLE FRIEND

"Usability is about how people understand and use things, not about technology"
- Steve Krug

The Science of Fear and Pleasure



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Deep inside your brain, below the thinking part, and under the emotional center lies the amygdala.

It reads the messages sent from our organ systems assessing our current situation, deciding if we are safe.

Or if we need to run.

In one study, electrical stimulations of the right amygdala induced negative emotions, especially fear and sadness. In contrast, stimulation of the left amygdala was able to induce either pleasant (happiness) or unpleasant (fear, anxiety, sadness) emotions.[10]

Other evidence suggests that the left amygdala plays a role in the brain's reward system.[11]

Each side holds a specific function in how we perceive and process emotion. The right and left portions of the amygdala have independent memory systems, but work together to store, encode, and interpret emotion.

<https://en.wikipedia.org/wiki/Amygdala>



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Accommodating flight response by design

There are many new fields which help you to design better, so people feel comfortable using your website, especially when they are lost, or confused.



User Experience Design has changed the way we emotionally interact with the internet.



User Interface Design uses aesthetic principles to create digital spaces that meet our physical needs.

Usability based design provides a secure foundation for the user.

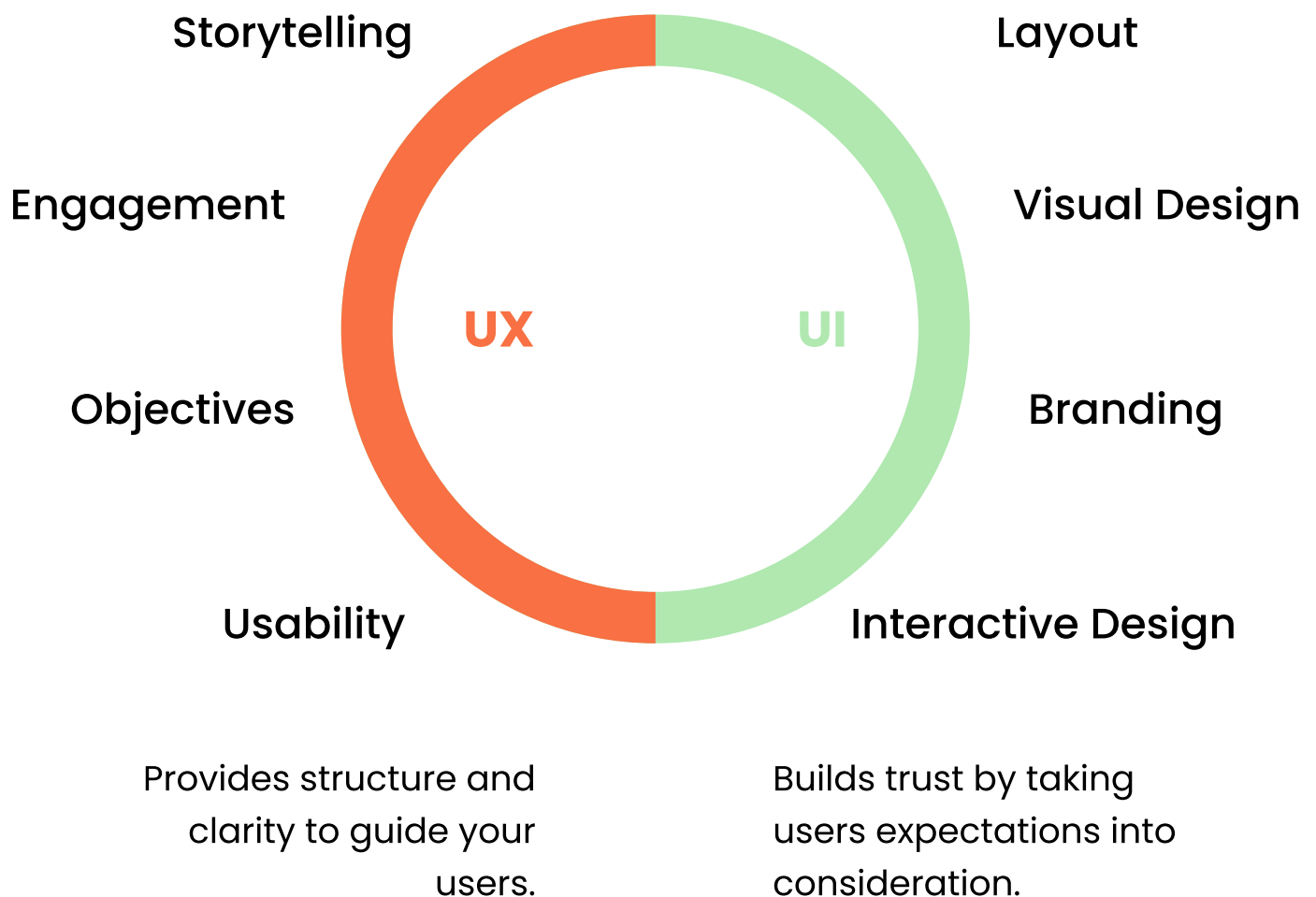


Conversion Centered Design helps companies convert through application of sales psychology in design.

Conversion based design helps to increase conversions.

USER EXPERIENCE & USER INTERFACE DESIGN

Everyone wants success in their digital marketing strategy. As more people have moved online, two disciplines have evolved to help you make better design decisions: User Experience (UX) and User Interface Design (UI).



Let's apply these concepts to the home page.

CRAFTING A HOME PAGE THAT ACHIEVES GOALS

An effective website serves as a virtual front door, creating a first impression and setting the tone for visitors.

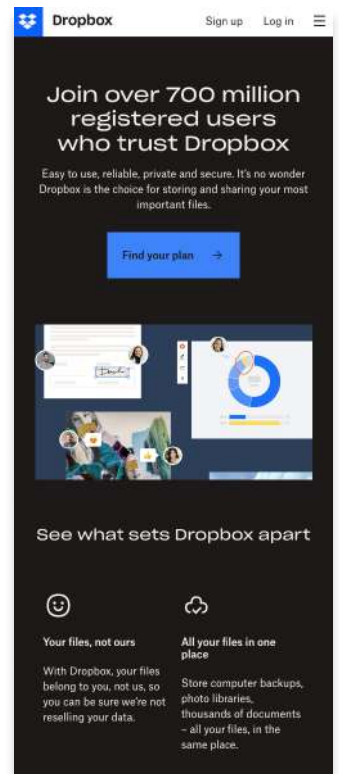
A clear message directly effects engagement: a customer won't use the website if they can't figure out what it is for.

A responsive website accessible and easy to use on smaller screen provides a better experience for visitors who are using their mobile phone.

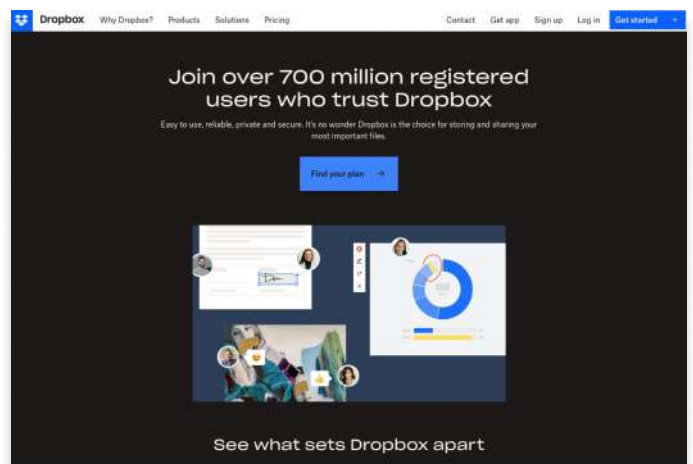
As Marketer's we work with landing pages, why are we talking about home pages?

"People will teleport into the depths of a site and look at the page the link took them to. Very often, though, the next thing they'll do is visit the Home page to get their bearings. (I like to think of it as divers bobbing up to the surface to see where they are.)"

Excerpt From: Krug, Steve. "Don't Make Me Think, Revisited: A Common Sense Approach to Web Usability (3rd Edition) (Voices That Matter)." Apple Books.

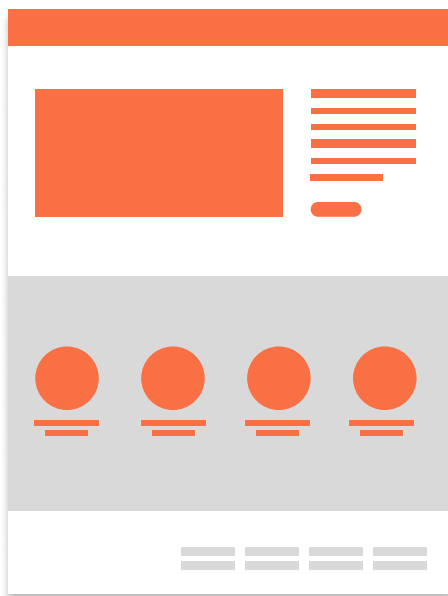


Screenshot from [Dropbox](#)



Screenshot from [Dropbox](#)

Home page design is more than visual appeal; it's about understanding user psychology and expectations.



Easy to understand layout
keeps the user on site;
no fear response



Difficult to understand
layout suggests danger;
triggers fear response

Psychological considerations of website design

- Hierarchy: Arrange essential information logically to guide users.
- White space: Provides balance, reduces clutter, and enhances focus.
- Color: Different colors evoke specific emotions and can be used strategically to influence user responses
- Clean Design: Simple and organized layouts improve user engagement and make content more accessible.
- Position: Placement of key elements guides user behavior to ensure important information is retained.
- Images: Visual cues and images grab attention, stimulate curiosity, and enhance user recall.



Photo by Andrew Neel on Unsplash

Working memory can only switch between 3-5 thoughts at a time.

Consider this:

1. someone comes to your site with a purpose
2. sees a featured item that catches their eye
3. then wonders what the return policy is

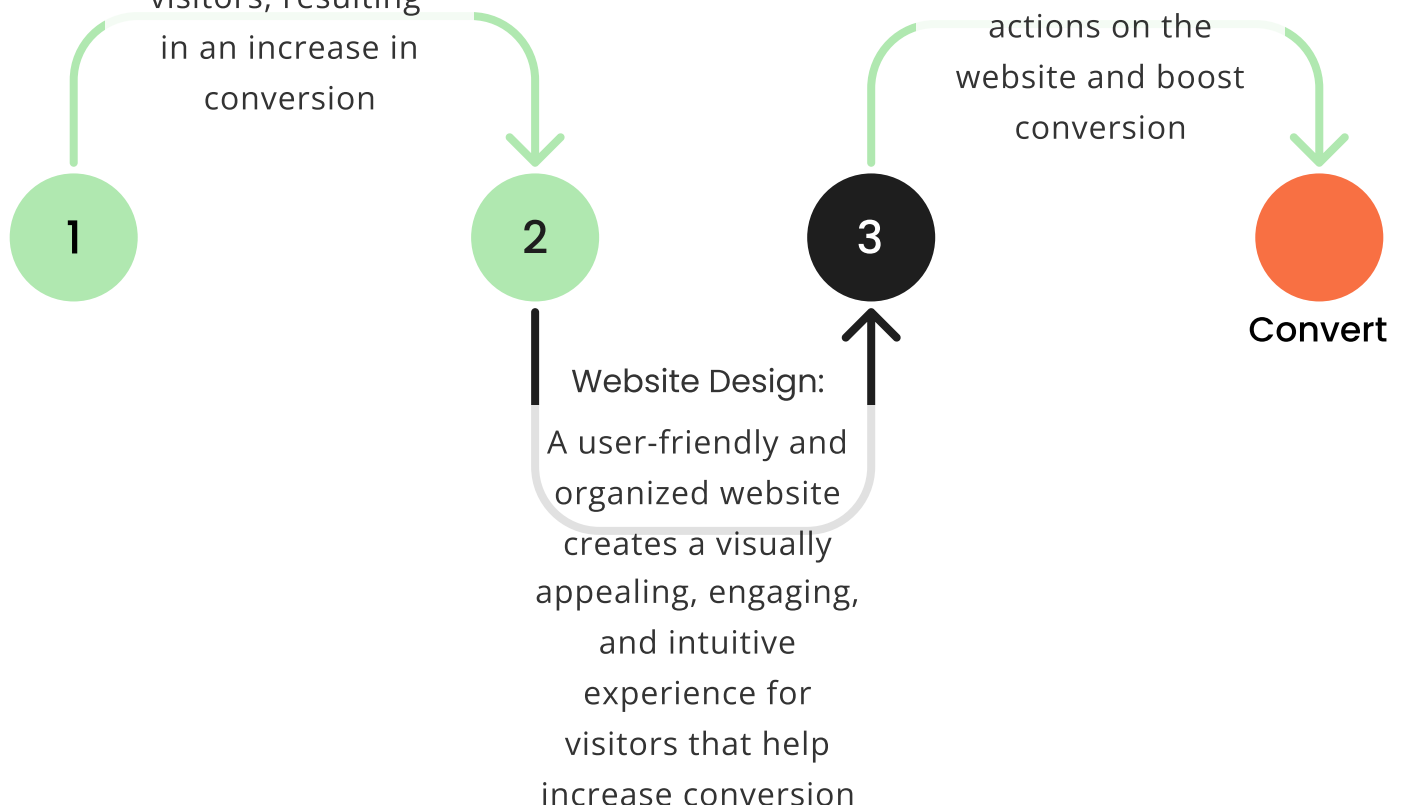
That's dangerous territory. Hopefully your return policy is stated in the footer, lightening the cognitive load, so they **click on the featured item.**

Website Content:

High-quality and original content provides a positive experience for visitors, resulting in an increase in conversion

CTA Button:

Effective, clear and simple, strategically placed CTAs encourage visitors to take specific actions on the website and boost conversion



CCD: MAXIMIZING CONVERSIONS WITH CUSTOMER ENGAGEMENT

By adopting a strategic approach to design and focusing on user psychology, Conversion Centered Design optimizes every stage of the customer journey, from initial interaction to conversion.

When a user casually visits your website, you want to turn them into a shopper, and then a buyer. In the world of conversions, every little bit of persuasion counts.



Photo by John Schnobrich on Unsplash

Cialdini's Six Principles of Persuasion

Robert Cialdini, an academic psychologist, founded these principles which are the basis of influence and persuasion.

1. Reciprocity
2. Commitment / Consistency
3. Social Proof
4. Authority
5. Liking / Sympathy
6. Scarcity

Using these powerful and effective principles in every part of a marketing strategy help a business to persuade and influence potential visitors into taking desired action increasing the conversion.

Persuading by Design

CCD strategies for the digital world include:



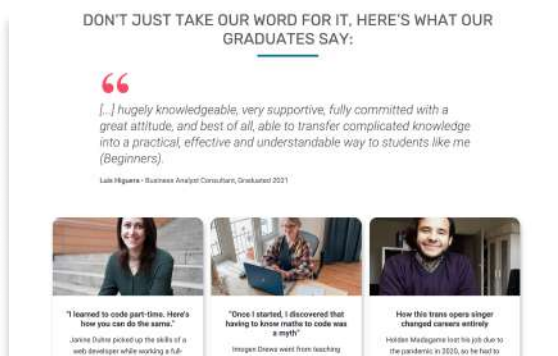
Screenshot from [WBS Coding School](#)

Clear and compelling call-to-actions (CTAs)

Minimize distractions and extraneous elements

Emphasize clarity and simplicity in design

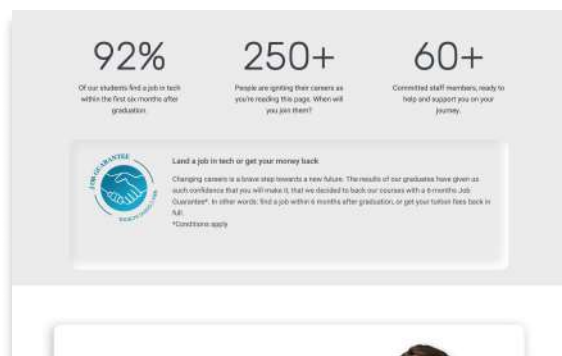
Create a clear visual hierarchy to guide user attention



Screenshot from [WBS Coding School](#)

Build trust and credibility with social proof and testimonials

Optimize for responsive and mobile-first design



Screenshot from [WBS Coding School](#)

Utilize persuasive copywriting techniques

Create a clear visual hierarchy to guide user attention

IN CONCLUSION

In today's digital landscape, having a well-designed user interface and user experience is crucial for the success of a digital marketing strategy.

As potential customers interact with your website or app, it is essential to create a positive experience that encourages customers to take the desired action.

Understanding, persuading and influencing visitors creates an engaging and enjoyable user experience. This ensures a seamless and satisfying experience, increasing the likelihood of conversion.

And as our daily lives move online, we need to always remember who we are building our strategies for. Real humans with busy lives, guided by instincts built deep into our ancient brains.

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