Theo Ohene
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9 Psychology Secrets that will 3x your conversions:

1,263 Retweets 68 Quote Retweets 5,187 Likes

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1) Hick’s law

More options leads to harder decisions.

Don't confuse the user.

Reduce the number of options.

Use a short sign forms and ask only what you need.

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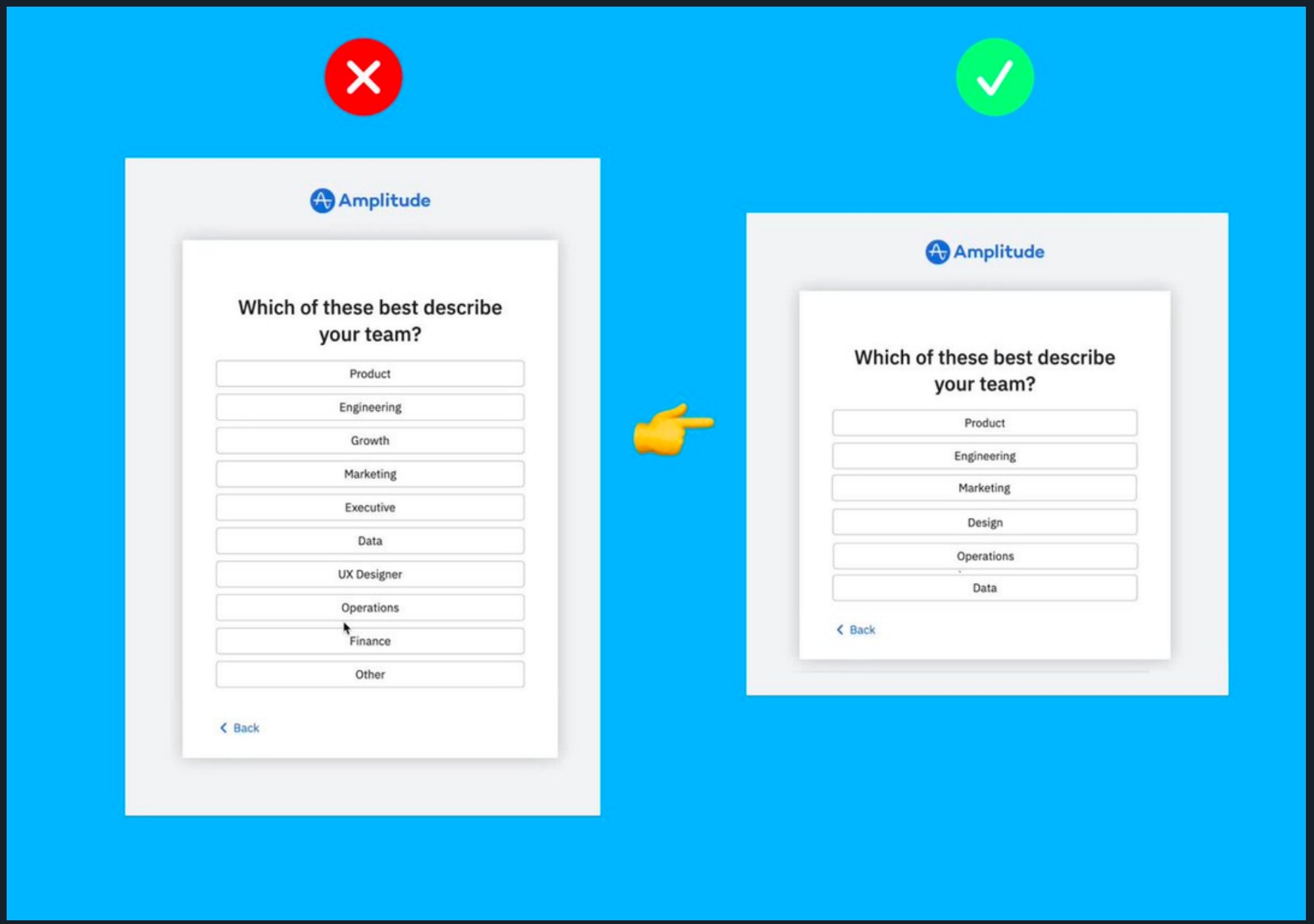

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2) Zeigarnik Effect

People remember incomplete tasks better than completed ones.

Make the user feel like they are close to the finish line during signup.

Use progress bars and never start the progress bar at 0.

The user will be less likely to drop-off.

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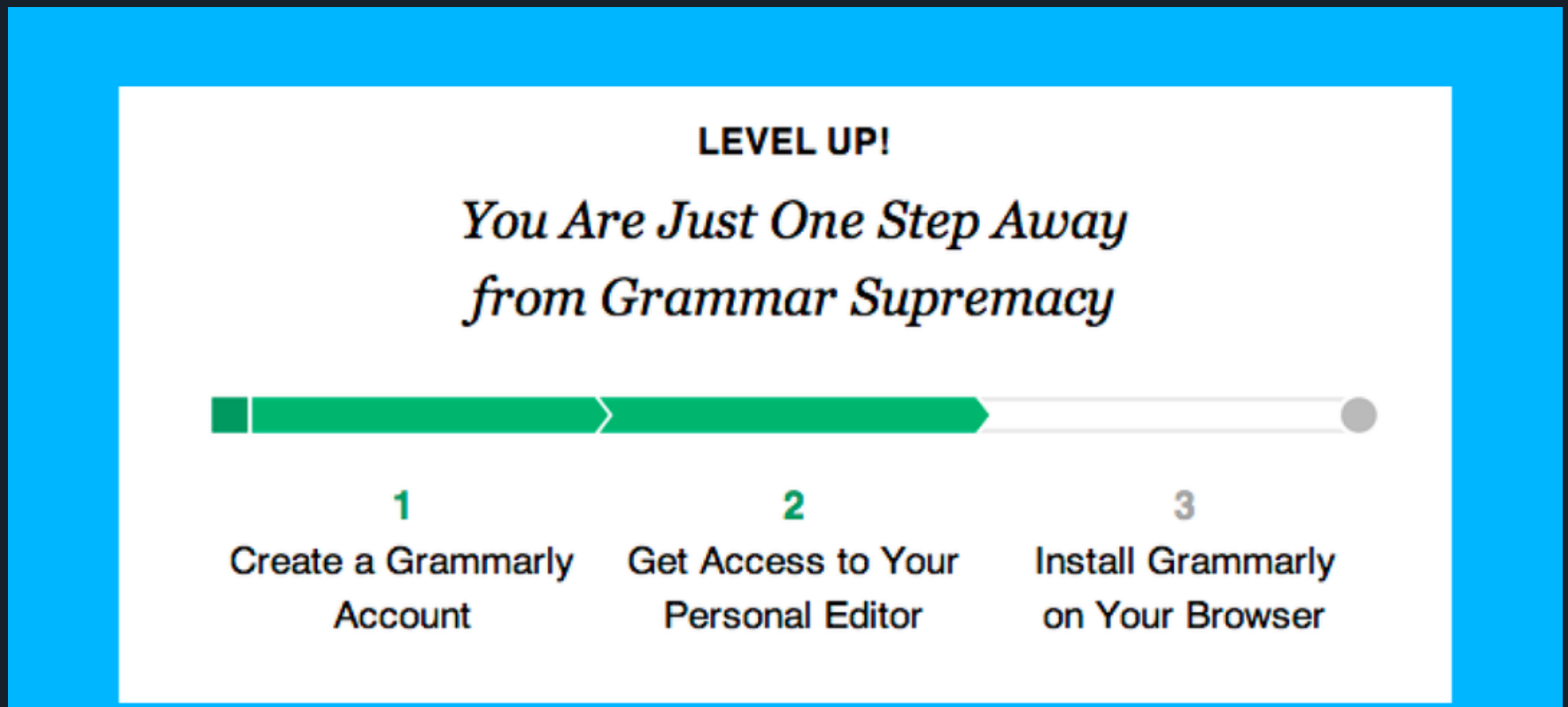

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3) Endowment Effect

You value something much more if you think you own it in some way.

By making users invest a little customisation they’re more likely to make an app feel theirs.

This will lead to them returning to the app and increasing retention.

@trynolt does this nicely

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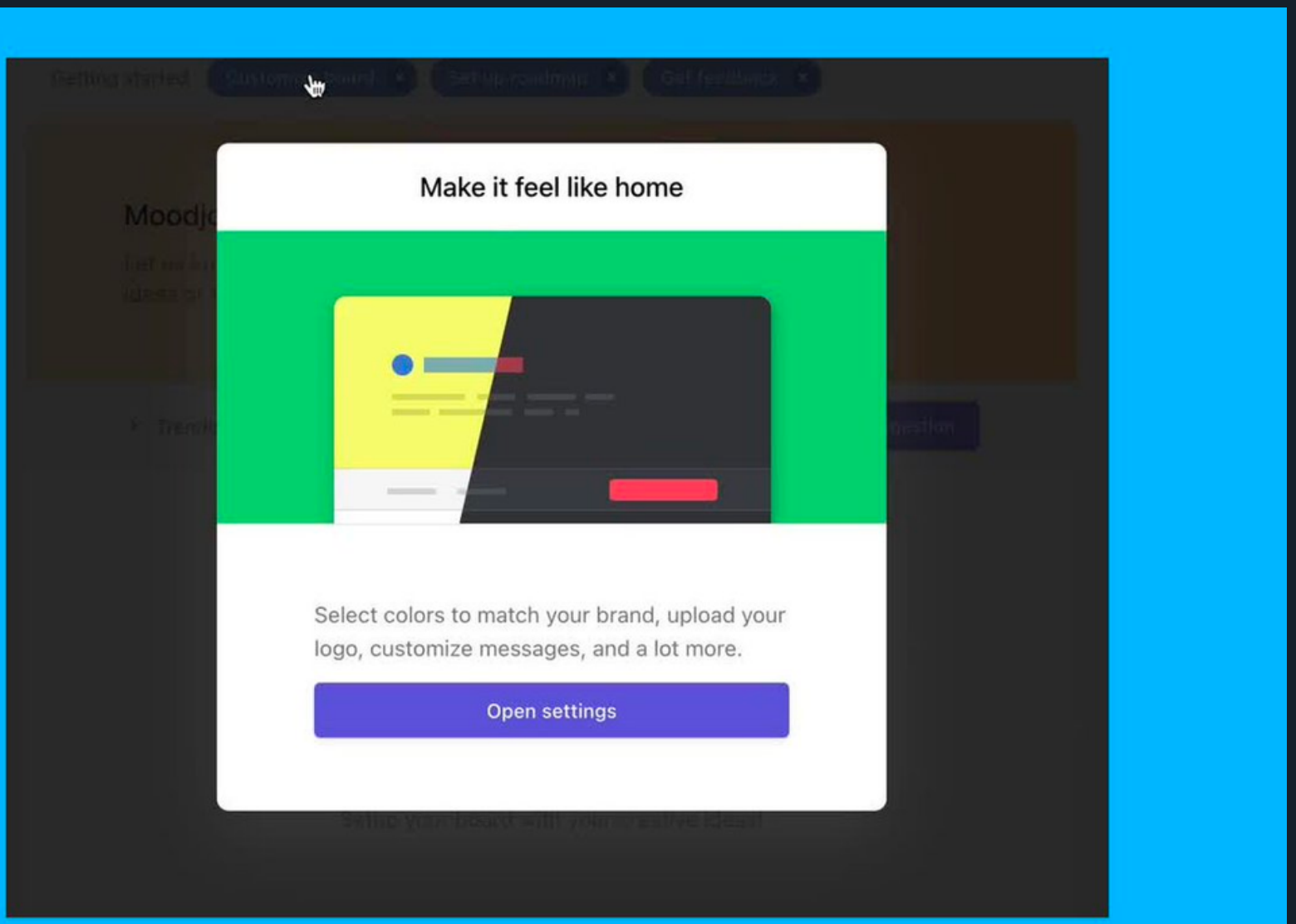

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4) Future Pacing

Rather than focus on features, @Discord focuses on letting my imagination run wild.

"Imagine a place..."

This me think about what is possible. Being part of a community. That sense of togetherness.

Use future pacing to make a visitor sign up and dream.

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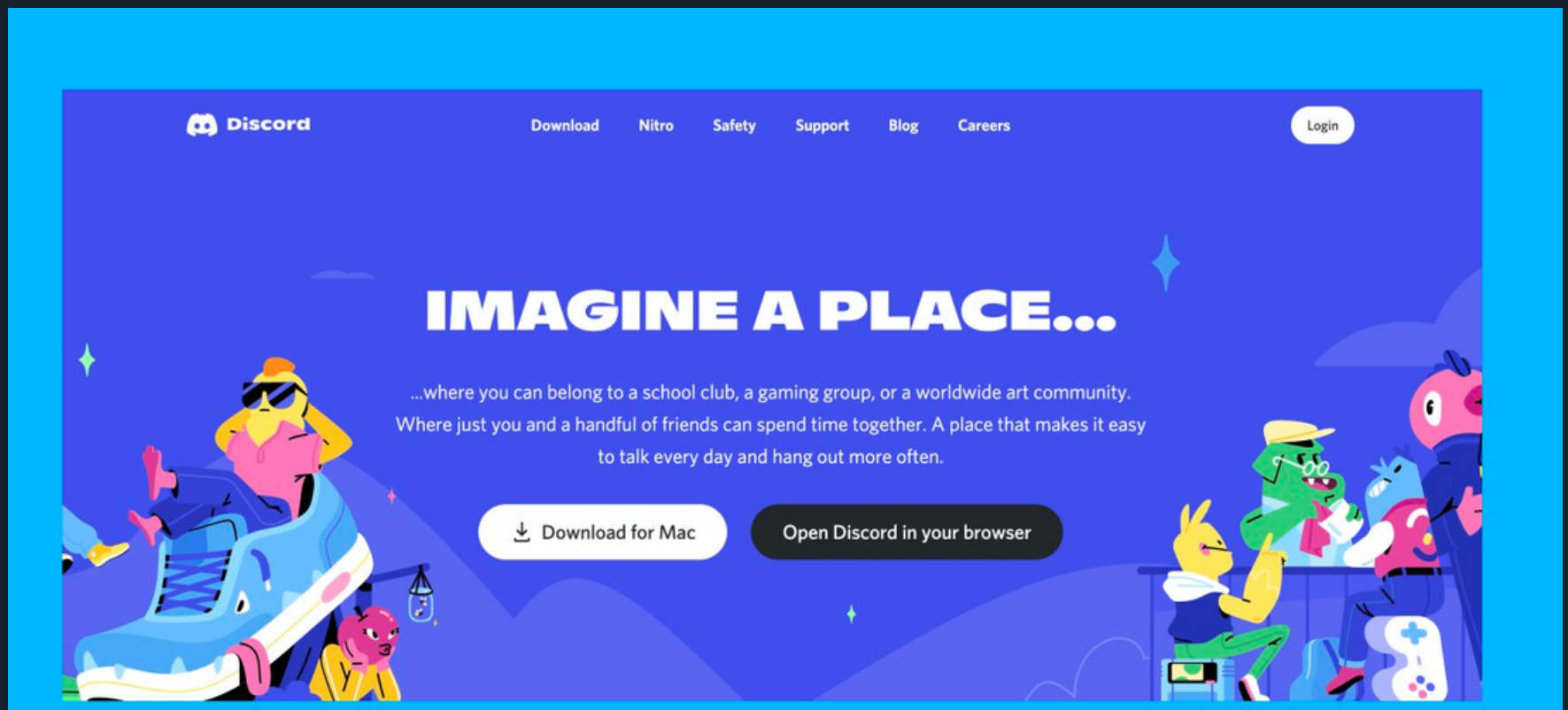

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5) Reciprocity

People feel the need to reciprocate when they receive something.

It’s ok to ask for a favour, but would you ask 6 in a row to a stranger?

The same goes for apps.

Value 1st. Ask 2nd.

@Expensify shows you the value in their tool first, then asks for personal info

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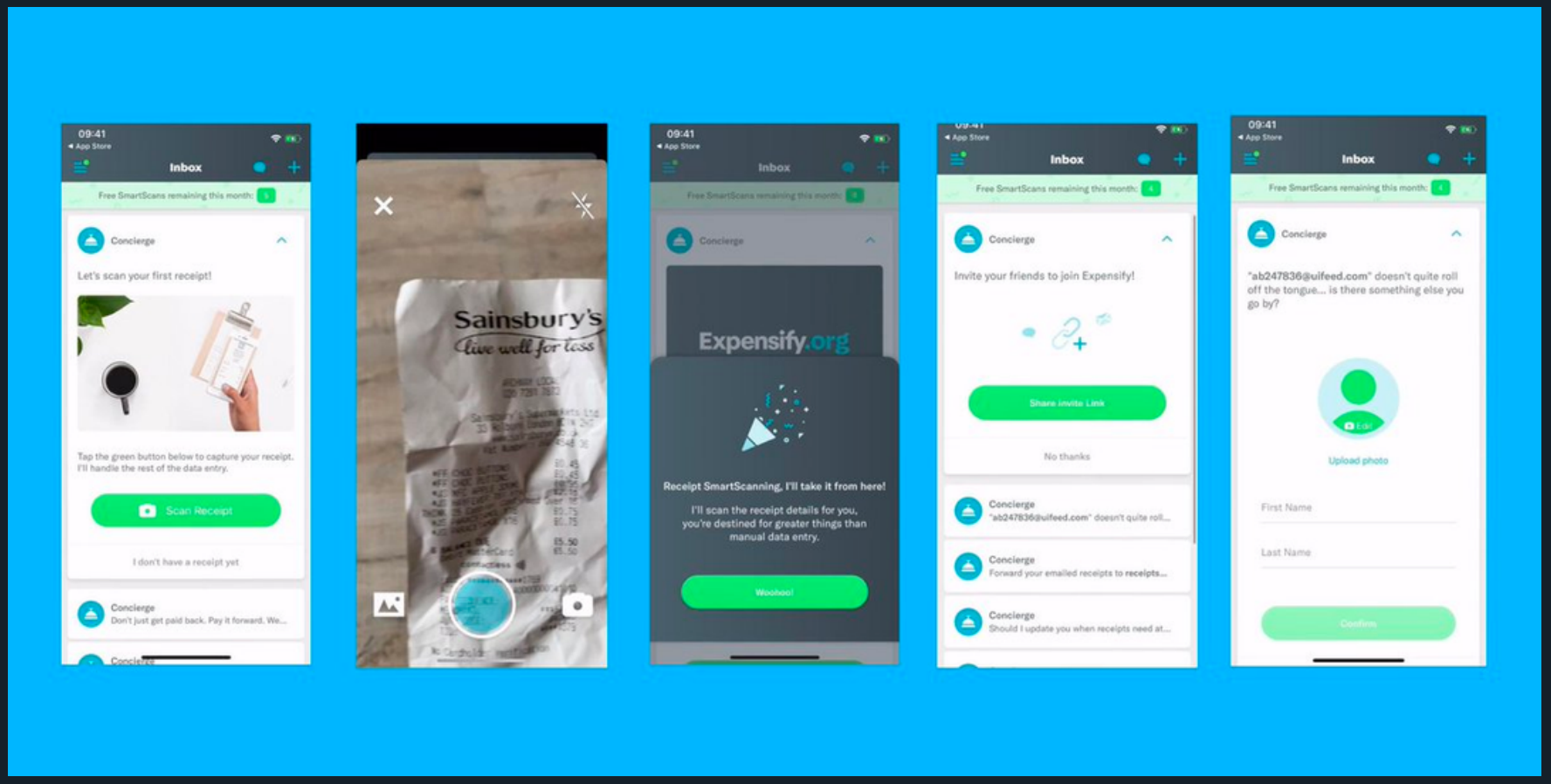

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6) Loss Aversion

Humans experience loss more than gain.

@Linkedin says you'll lose connections, recommendations and more when you try to cancel your account.

Use loss aversion:
• In cancel flows to reduce churn
• Abandoned Carts to increase sales

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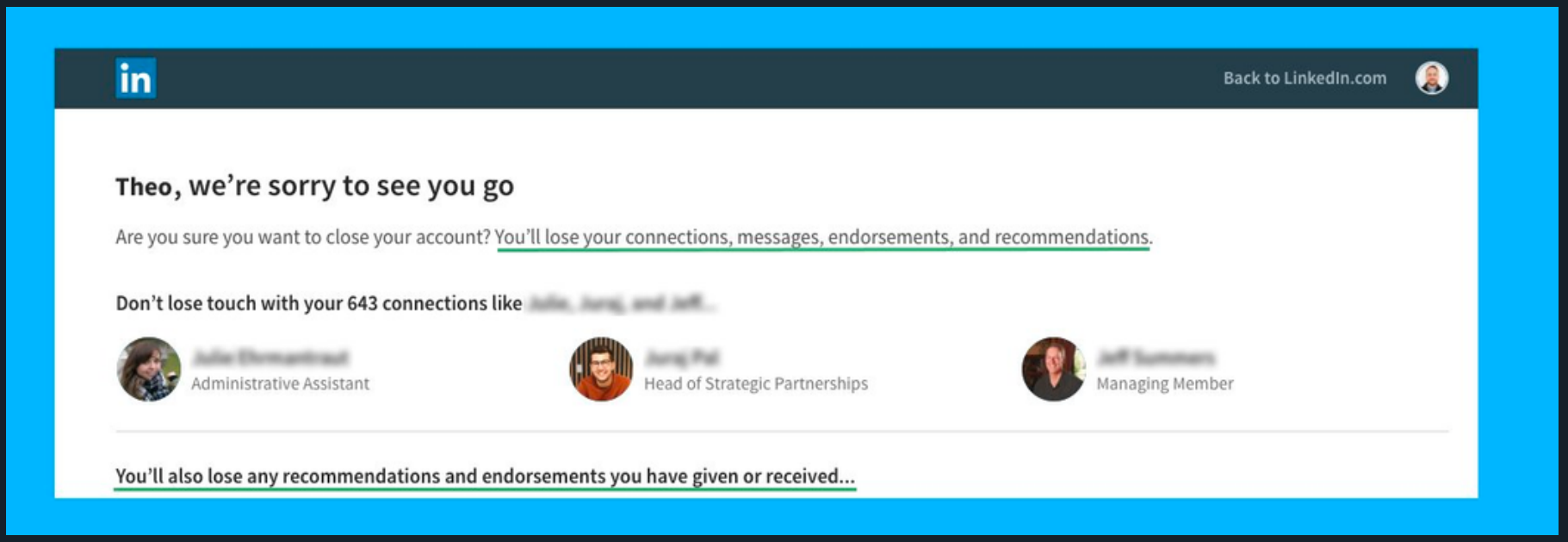

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7) Cognitive Load

Cognitive load is the total amount of mental effort that is required to complete a task.

Follow @skrug's principle: Don’t make the User think.

57% of users abandon cart due to do extra work during the sign up flow.

Reduce friction and make it simple.

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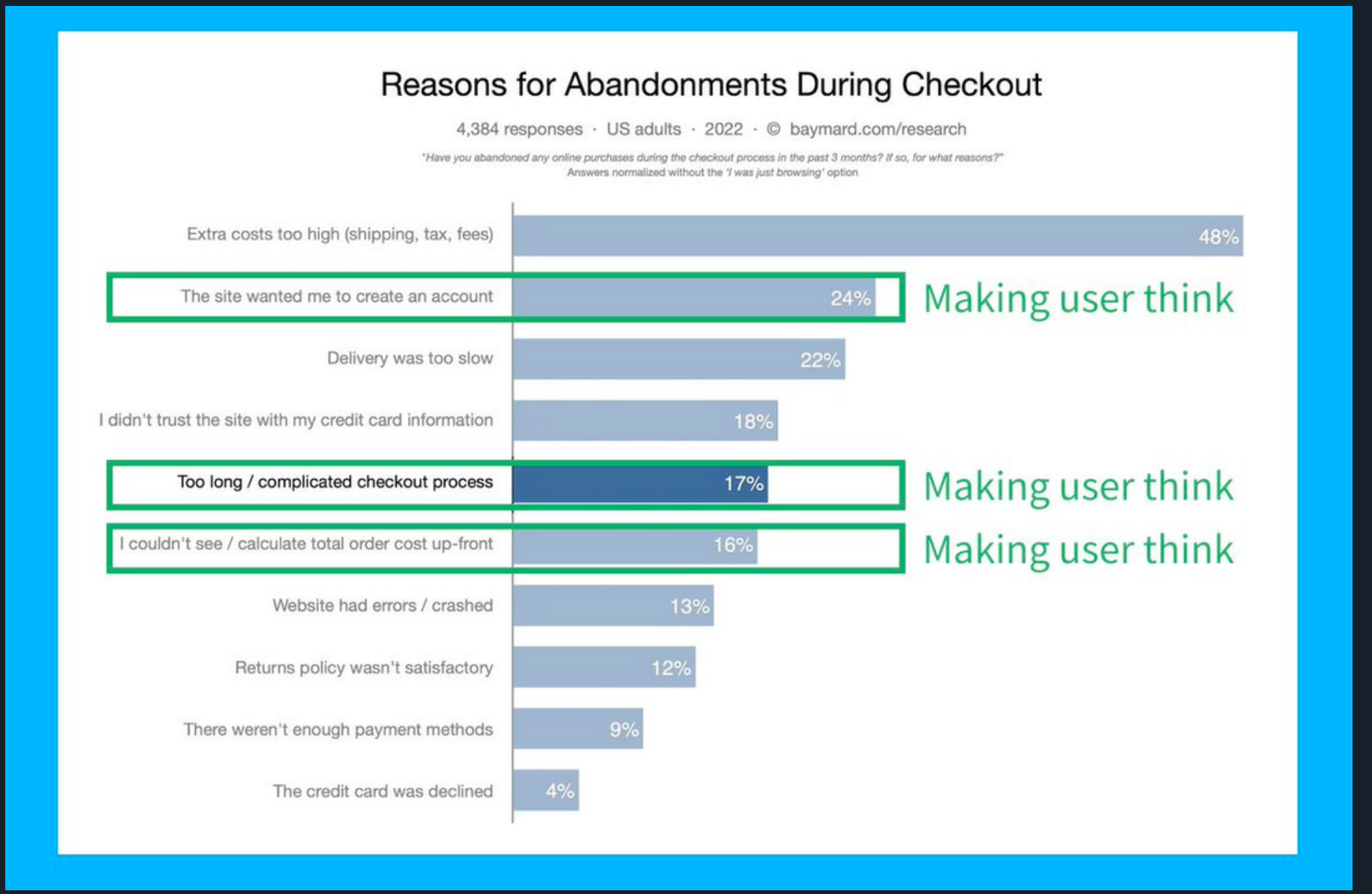

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8) Bandwagon Effect

The tendency for the brain to conclude that something must be desirable because other people desire it.

Use number of customers, social proof and testimonials to show your product is desirable and they should sign up for it.

@miro does a great job of this.

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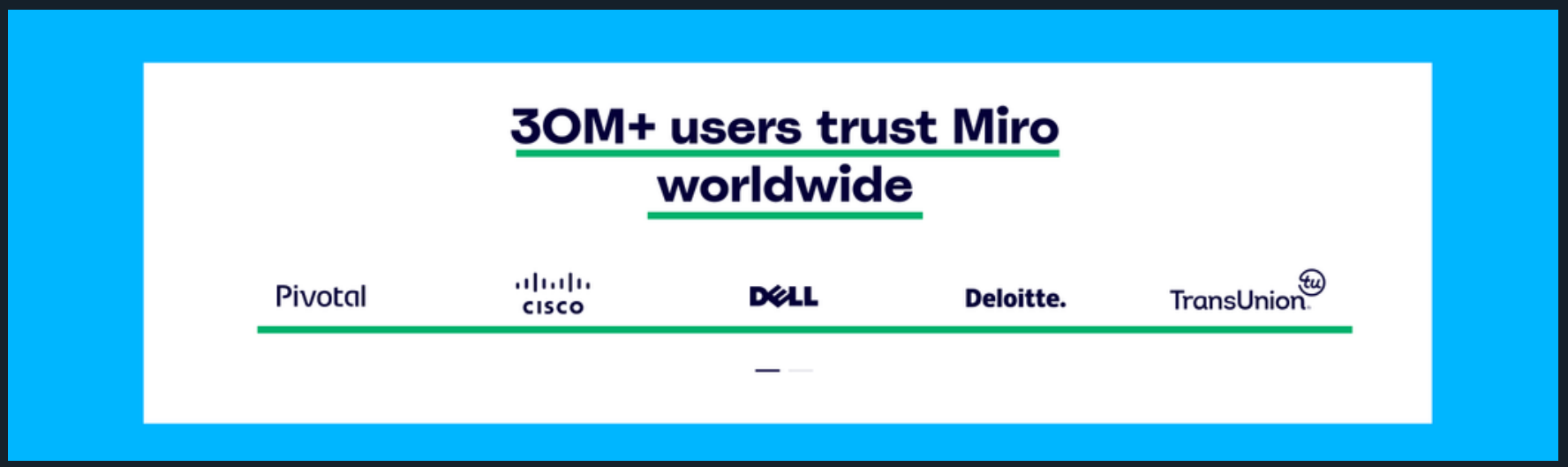

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9) Decoy Effect

Make big prices look smaller by comparing them to even larger prices.

Always use tiered pricing to allow this to take effect.

Have a lower, medium and higher tier offer. Usually people will gravitate to the medium tier offer.

@TheEconomist did this well.

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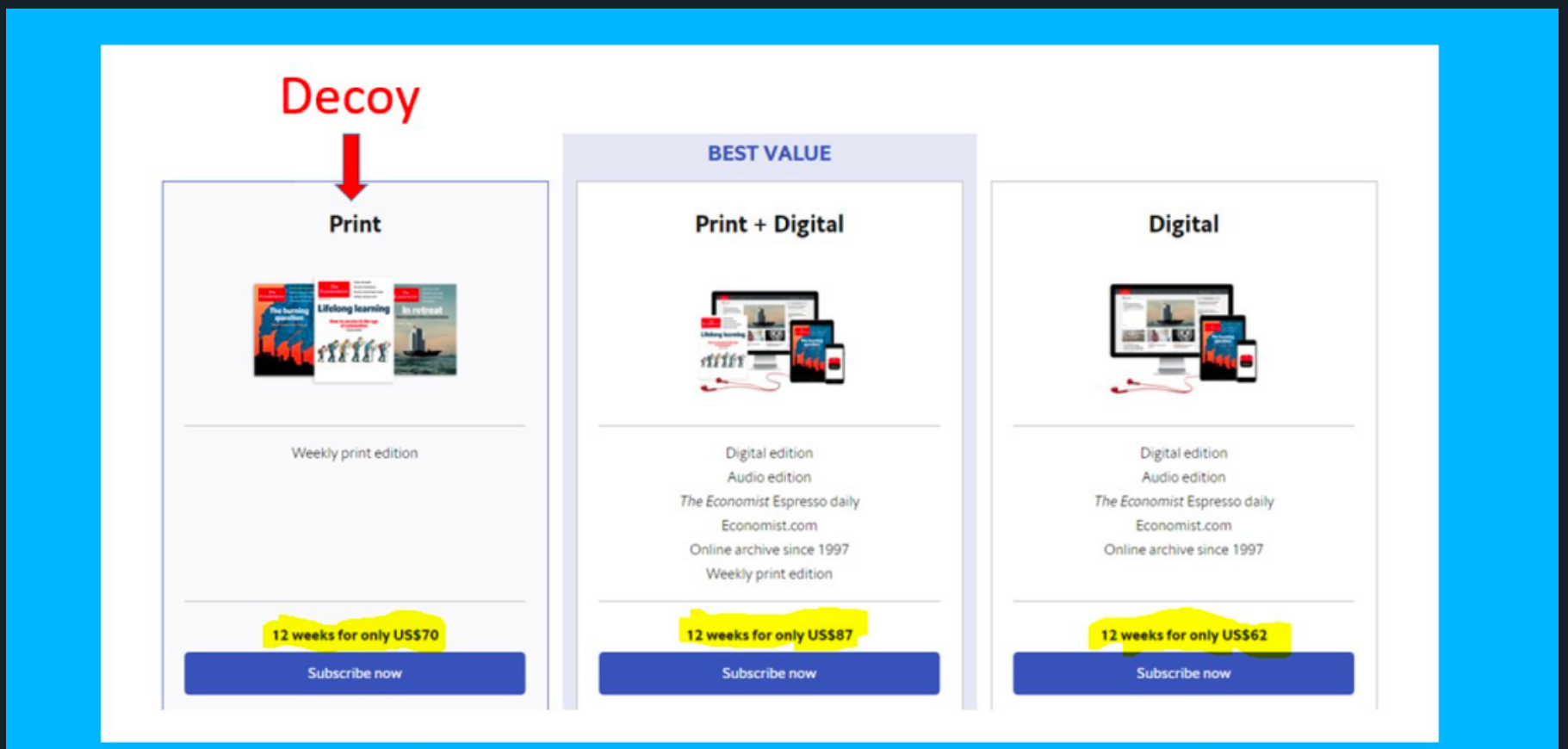

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TL;DR Psychology principles that will 3x your conversions.

1) Hick’s law
2) Zeigarnik Effect
3) Endowment Effect
4) Future Pacing
5) Reciprocity
6) Loss Aversion
7) Cognitive Load
8) Bandwagon Effect
9) Decoy Effect

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