



Theo Ohene
@theoohene



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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 Amplitude

Which of these best describe your team?

Product
Engineering
Growth
Marketing
Executive
Data
UX Designer
Operations
Finance
Other

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 Amplitude

Which of these best describe your team?

Product
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Data

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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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LEVEL UP!

*You Are Just One Step Away
from Grammar Supremacy*



1

Create a Grammarly
Account

2

Get Access to Your
Personal Editor

3

Install Grammarly
on Your Browser



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3) Endowment Effect

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

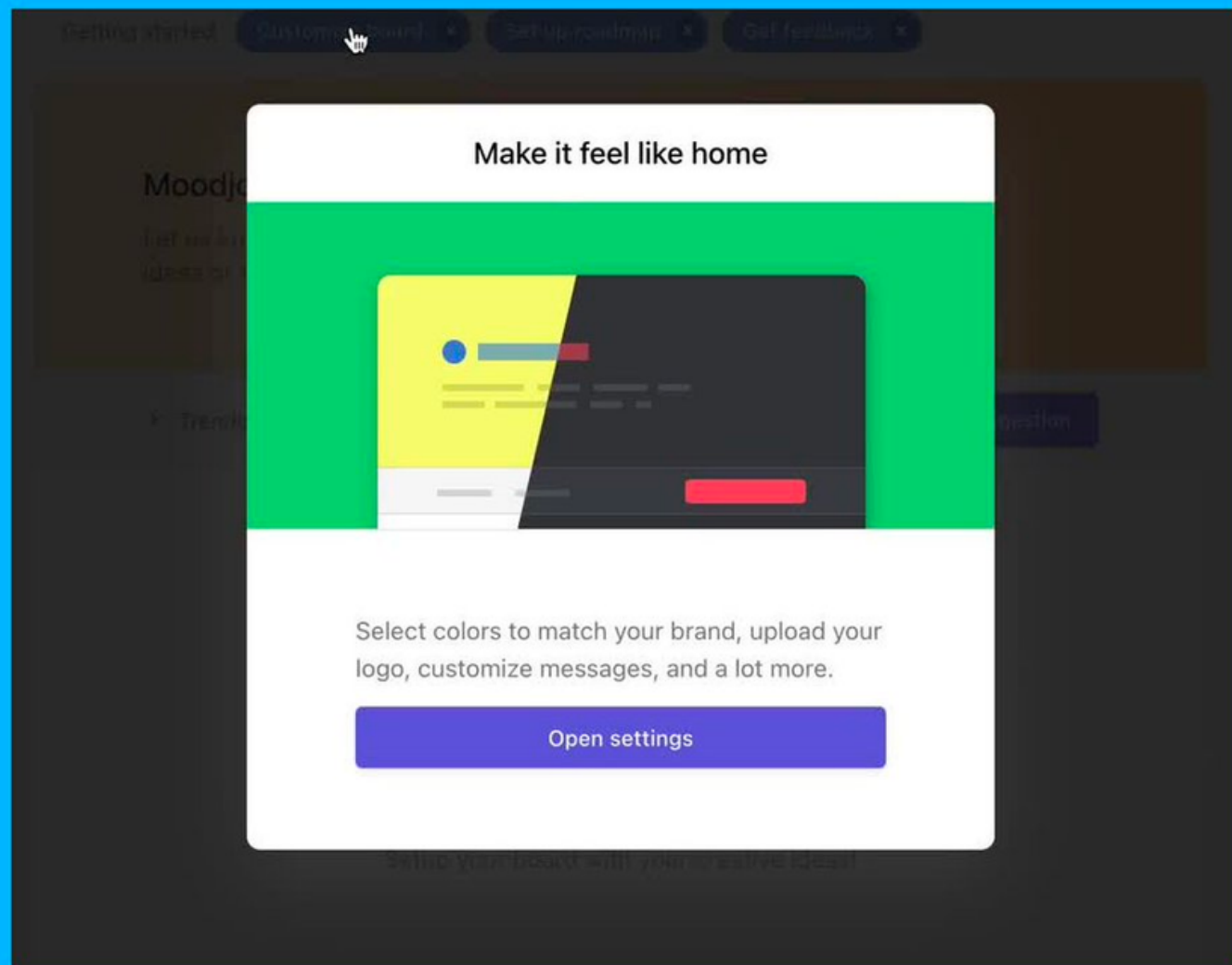
By making users invest a little customisation they're more likely to make an app feel theirs.

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

@trynolt does this nicely



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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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Discord

[Download](#) [Nitro](#) [Safety](#) [Support](#) [Blog](#) [Careers](#) [Login](#)

IMAGINE A PLACE...

...where you can belong to a school club, a gaming group, or a worldwide art community. Where just you and a handful of friends can spend time together. A place that makes it easy to talk every day and hang out more often.

[Download for Mac](#) [Open Discord in your browser](#)



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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?

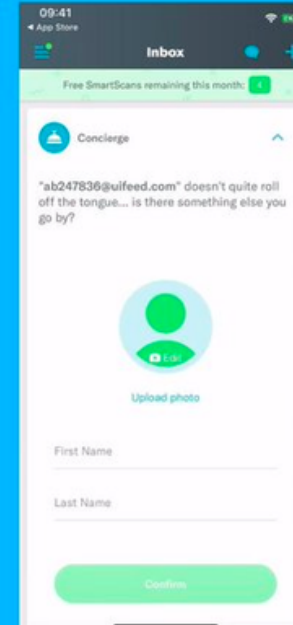
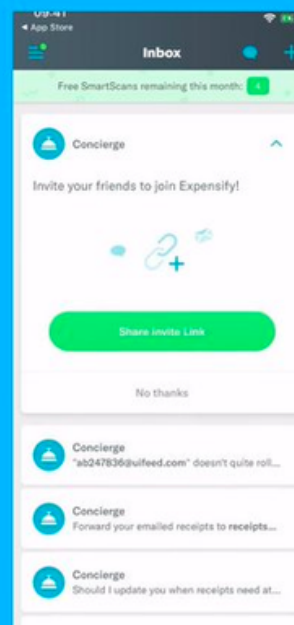
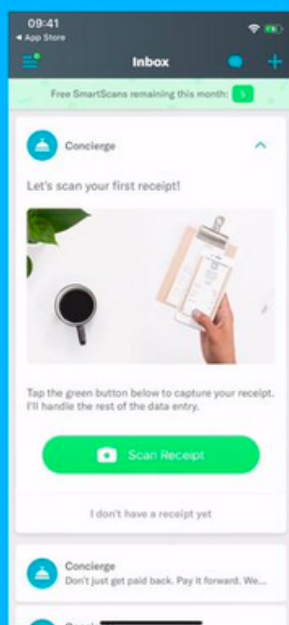
The same goes for apps.

Value 1st. Ask 2nd.

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



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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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[Back to LinkedIn.com](#)



Theo, we're sorry to see you go

Are you sure you want to close your account? You'll lose your connections, messages, endorsements, and recommendations.

Don't lose touch with your 643 connections like [Julia, Jung, and Jeff...](#)



[Julia Oheniarua](#)
Administrative Assistant



[Jung Park](#)
Head of Strategic Partnerships



[Jeff Summers](#)
Managing Member

You'll also lose any recommendations and endorsements you have given or received...



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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.



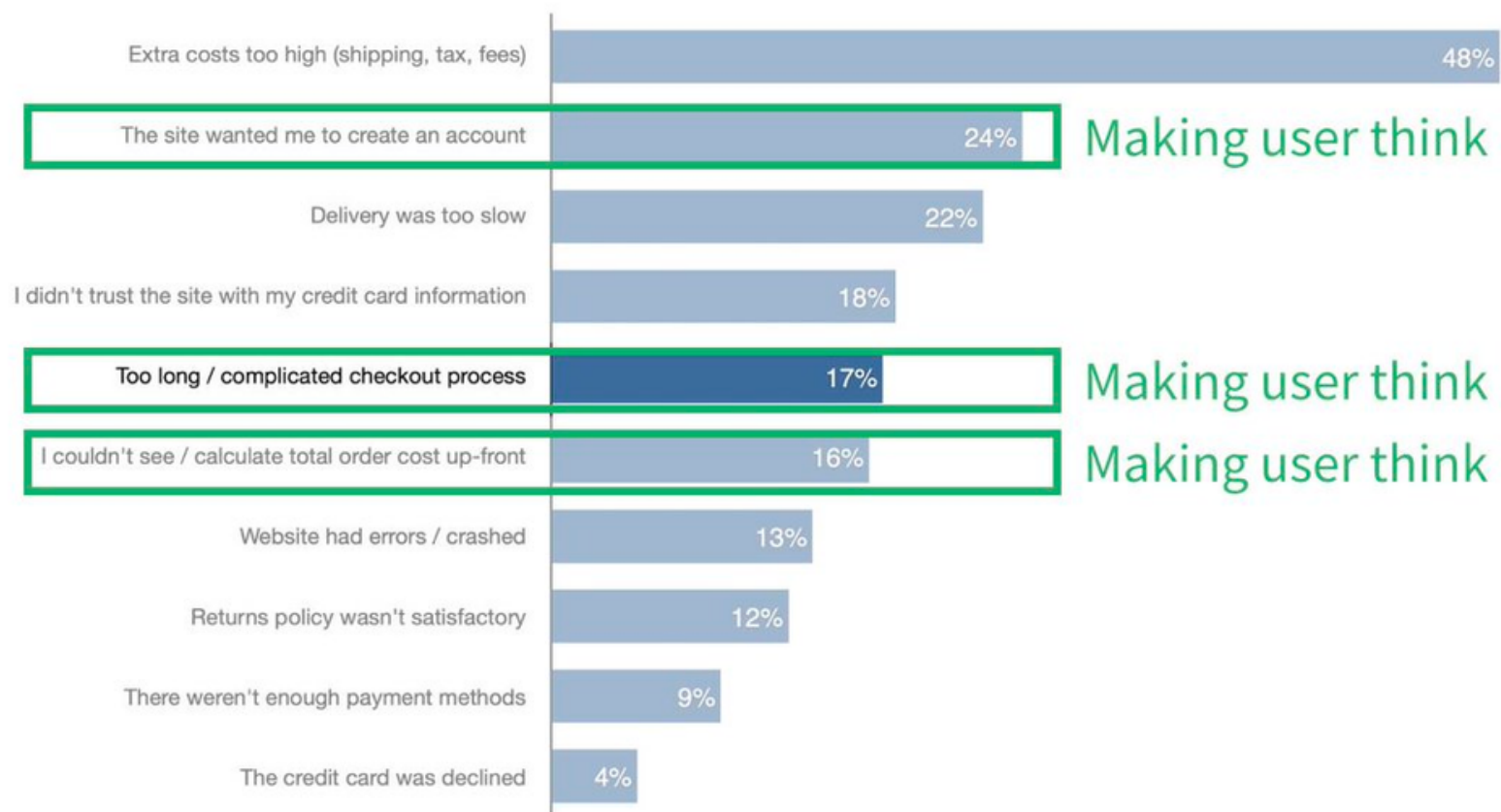
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Reasons for Abandonments During Checkout

4,384 responses · US adults · 2022 · © baymard.com/research

"Have you abandoned any online purchases during the checkout process in the past 3 months? If so, for what reasons?"
Answers normalized without the 'I was just browsing' option



Making user think

Making user think

Making user think



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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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30M+ users trust Miro
worldwide

Pivotal



DELL

Deloitte.

TransUnion^{tu}



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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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Decoy



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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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