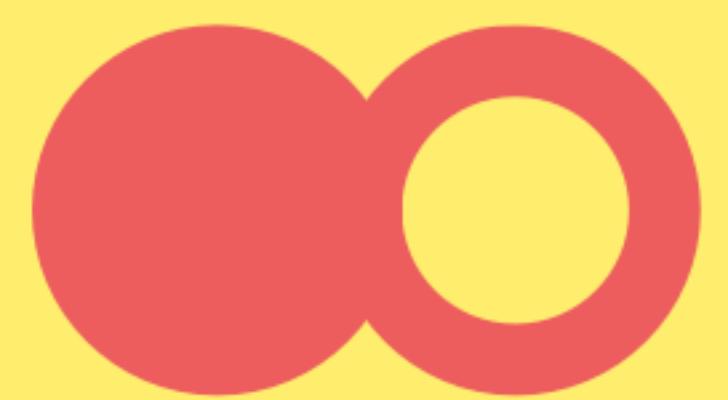
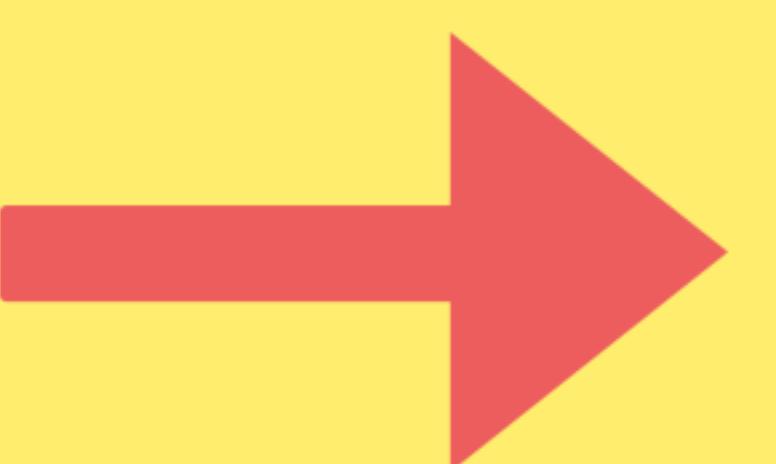


UNDERSTANDING PERSUASIVE DESIGN METHODS

with examples



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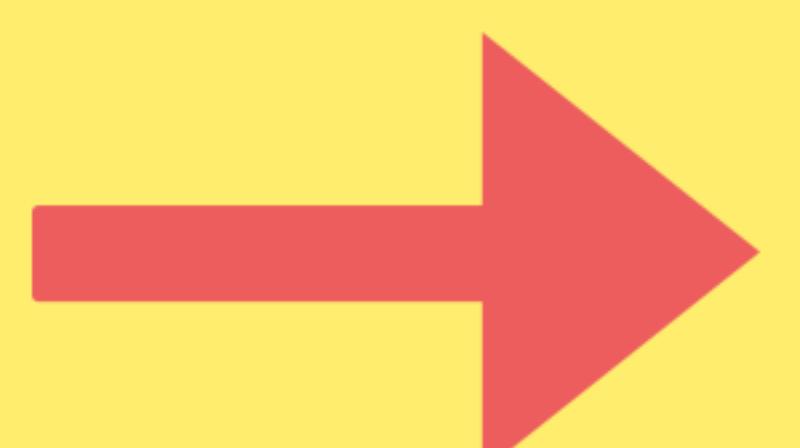


Why it's important

Too often, companies have built great products that actually solve important and real problems, but fail to get users to realize it.

Persuasive design helps designers apply psychological methods to create more effective, more fun, and more engaging interactions.

The first step is to understand what determines specific behaviour, by looking at Dr. BJ Fogg's Fogg Behaviour Model.



Behaviour

=

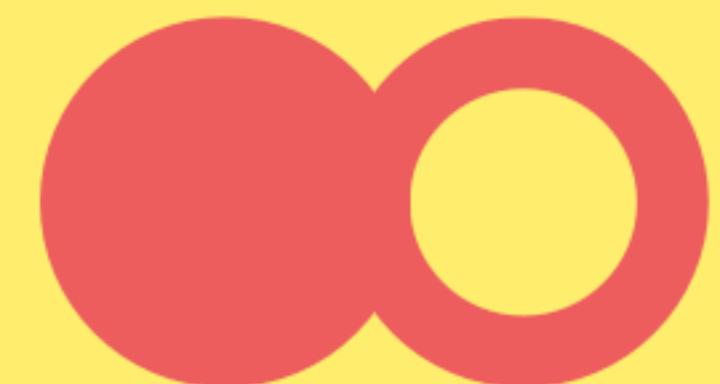
Motivation

+

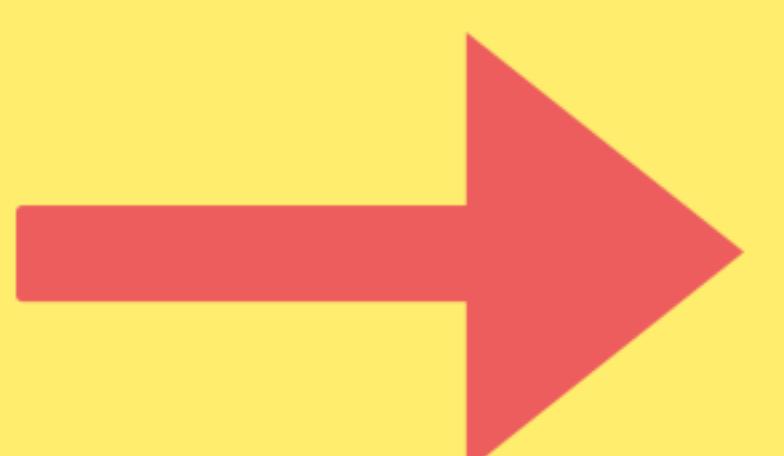
Ability

+

Trigger



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**Persuasive design is
meant to inform &
nudge a user to take
a specific action.**

**It reduces friction and
acts like a trigger.**



Suggestion

Too loose, doesn't trigger behaviour

Persuasion

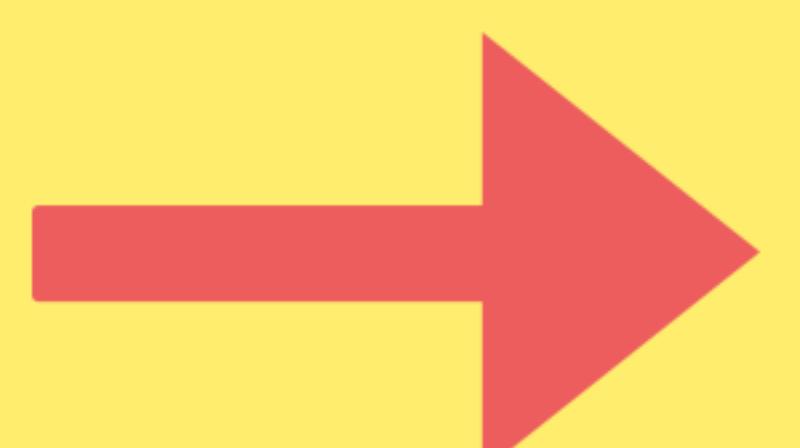
Just the right balance

Manipulation & deception

Too aggressive & intrusive



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Credibility markers

It's important that potential users feel they are in safe hands and that a bridge of trust can be established.

The World's #1 Customer Experience Podcast

CUSTOMER EXPERIENCE LEADERS PODCAST by Ratelt

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5,284 companies signed up in the last week alone!

30,000+ of the world's most successful companies, big and small, trust Intercom for growth

Sotheby's

New Relic

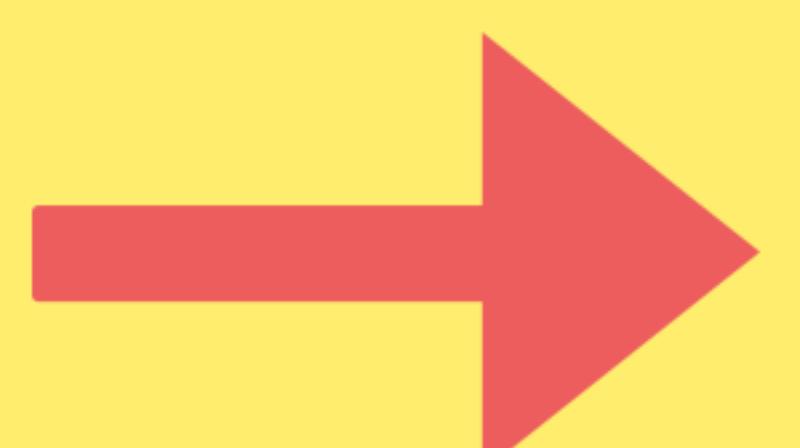
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Upfront value

Whether you're giving away a free e-book, a month's subscription or access to a nice tool, providing value upfront will increase the likelihood of action.

SEO Analyzer

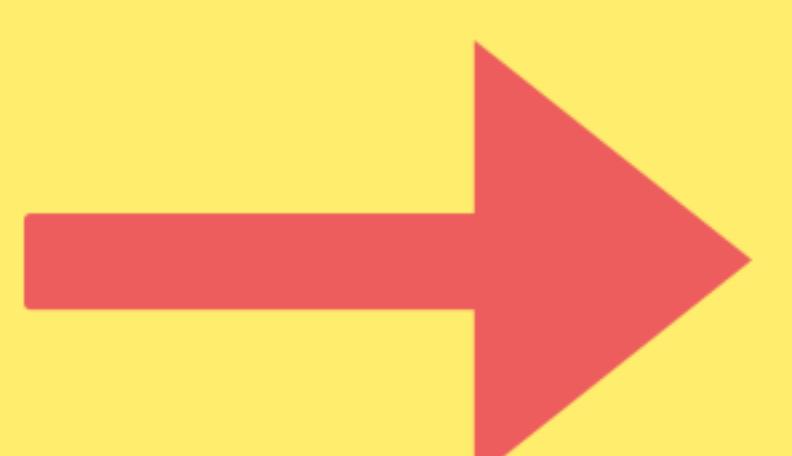
If you're struggling to get more visitors to your site, the answer might just lie in this **FREE** report!

Your Website URL

ANALYZE WEBSITE

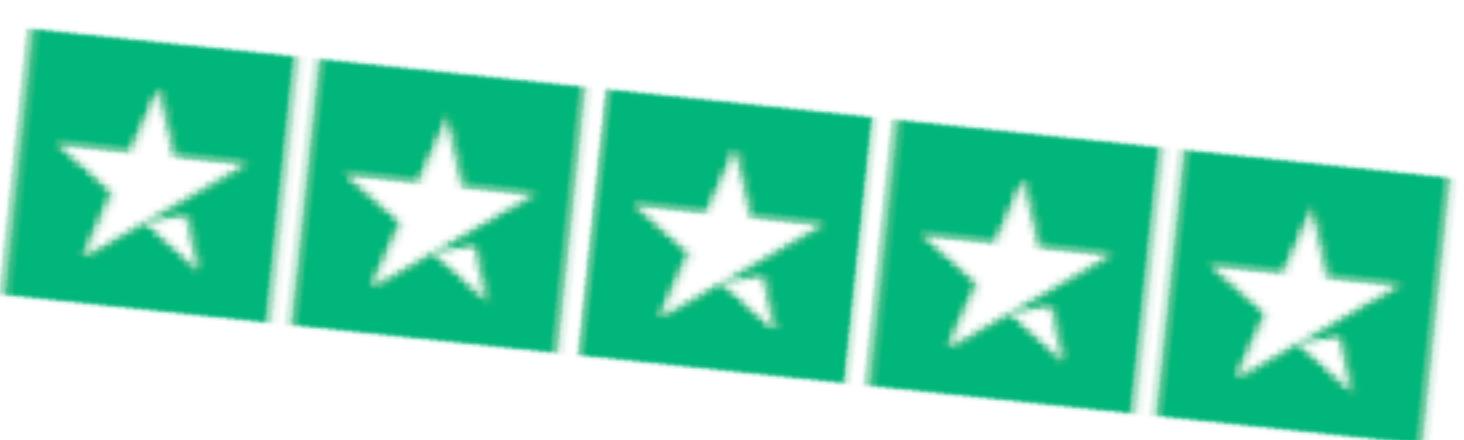
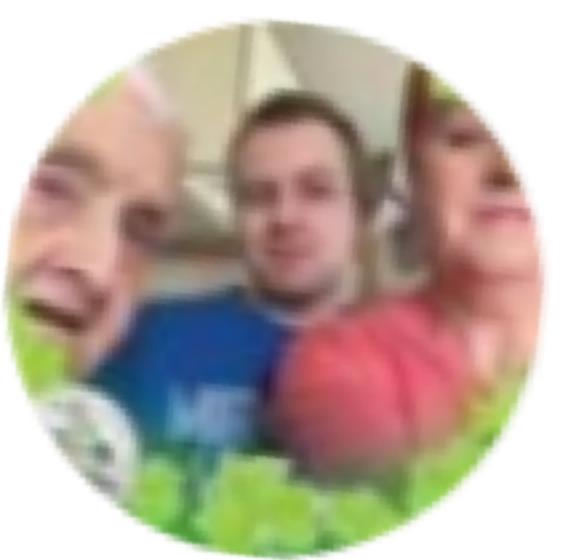


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Social proof

People are guided by other people's behavior, so we can represent the beliefs, and advice of the crowd in a design to influence users.



Mary Sage reviewed **SeatPlan**

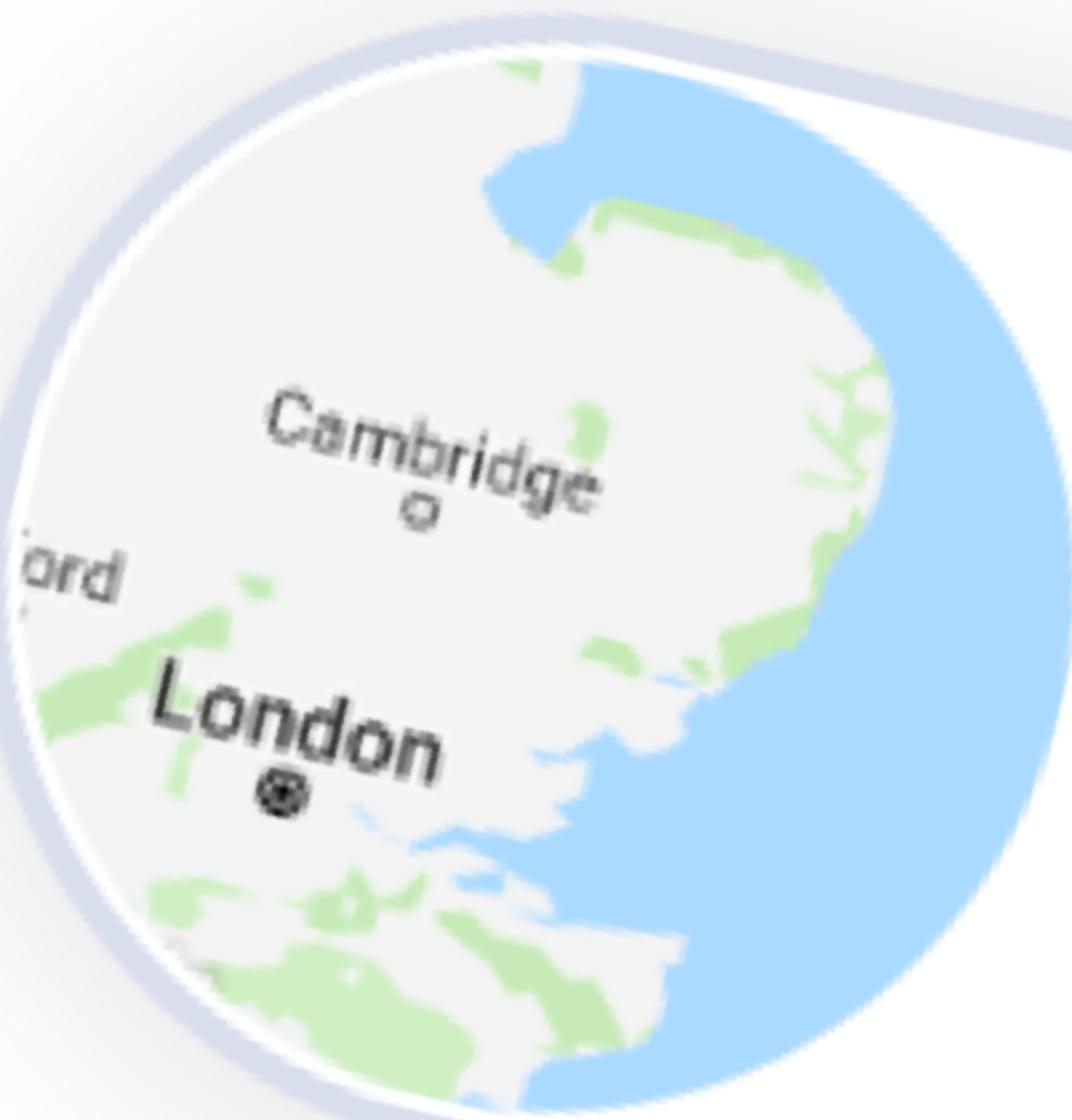
“Great seats clear view”



Michael Stelzner

Founder Social Media Examiner

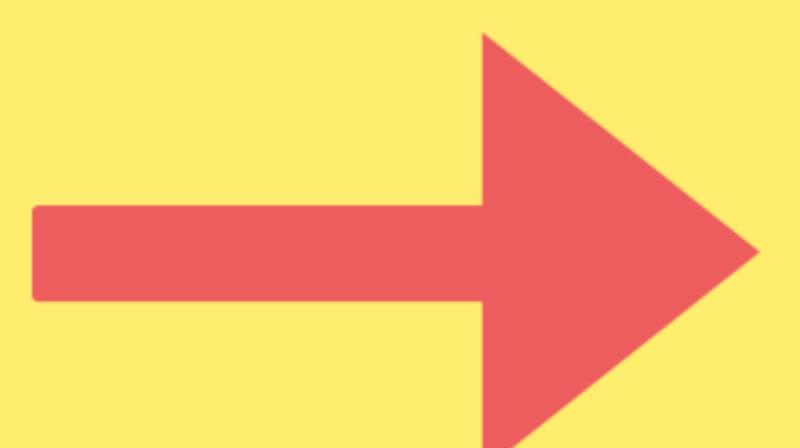
In only 7 months, we added more than
95,000 names to our email list using
OptinMonster's Exit Intent™ technology.
We strongly recommend it!



Matt from Cavendish, England
just signed up for TrustPulse!
3 hours ago | by TrustPulse



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Scarcity

A sense of urgency and time pressure might influence a potential customer to take action immediately. FOMO (Fear Of Missing Out) is most commonly used to trigger on-the-spot decisions.

HOTEL ROOM IN HOSTEL

Generator - Bed in 10 Bed Dornitory

RARE FIND · This place is usually booked.



73% of places in Paris for your dates and guests are already booked. You may want to book soon.

Standard Double Room -

1 large double bed

Only 1 room left!

Only 2 left in stock.

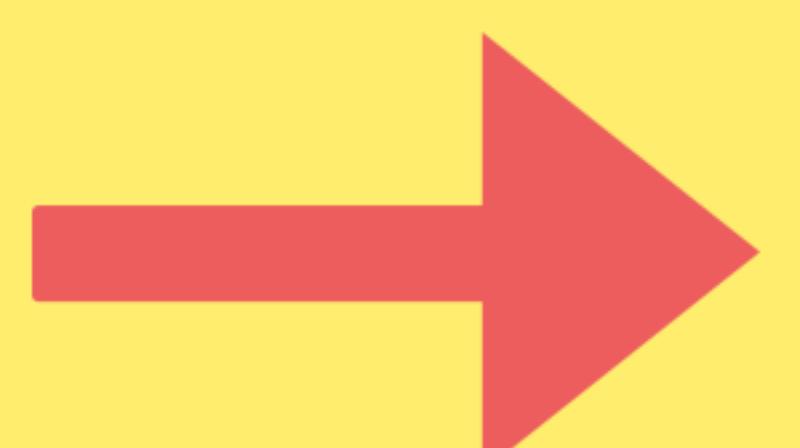
Qty: 1

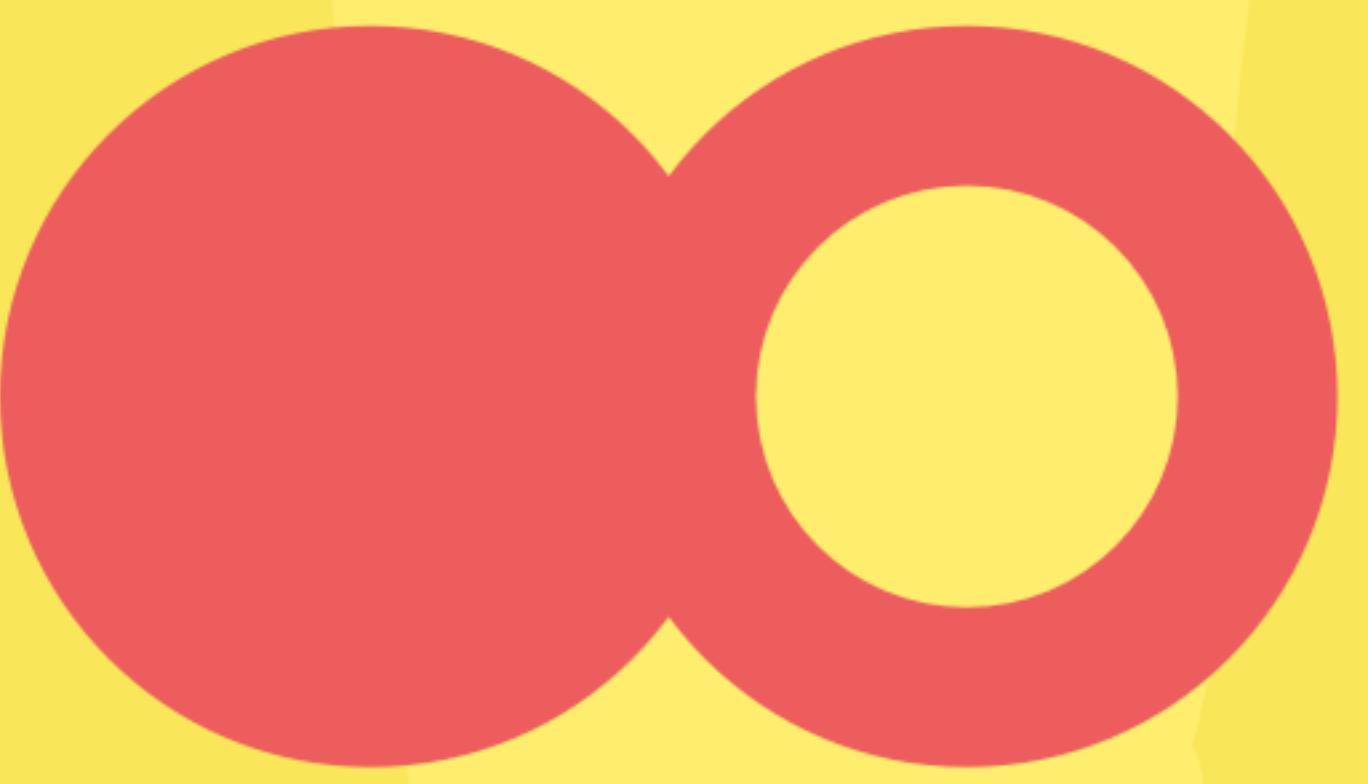


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