



#39 Recency illusion

We can manipulate the order of products in the listing so that users find many "new" ones.

#49 Automation bias

We can advise users on additional purchases using machine analysis. For example, we may use statistics and behavioural patterns of similar users to suggest "best purchases" ([#50 Bandwagon effect](#)).

#97 Less-is-better effect

We can create a category of "goods with the best price-quality ratio." For example, "the highest quality products under \$ 9.99".

#92 Decoy effect

We can speed up product/service selection by adding an "unfavourable option" to the pages where users stay (think) the longest.

#79 Hyperbolic discounting

We can create "offer-forks," where there is an opportunity to get some product at a good discount "right now." Or we can let them get a bigger discount on the item sometime later.

#80 Appeal to novelty

We can appeal to the novelty of a proposal in order to show that it is "better than everything that came before."

#22 Framing effect

We can experiment with the product wrapper - description, meaning, accents, etc. The fewer services/goods we have, the more critical is the perfection of the wrapper.

#57 Mental accounting

We can create a fundamentally new product category where users will be willing to pay extra money for. It can be a seasonal offer or something like "Limited time offers of July." The idea is for a person to consider their spending on our project not as a whole but break them down into categories. Example: "I spent \$190 shopping at Amazon and only \$29.50 on monthly sale items."

#84 IKEA effect

We can push users to spend more time and effort on a particular part of the product, with a consequent increase in its cost. Many companies are guided by this logic, transferring their most popular features into higher service plans.

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If we operate with many price tags or different products, we can effectively use [#18 Anchoring effect](#).