#29 How to provide the best purchasing experience for users? Part 1/2

Development   Pre-SignUp   Post-SignUp

UX Core Guide by Wolf Alexanyan
https://uxcg.io

#73 Hard-easy effect

We must make sure that all interactions between the user and the product are simplified as much as possible throughout the entire purchasing process. We should remove unnecessary text, optimize button names, and generally reduce the semantic load along the whole user journey.

#46 Functional fixedness

The most sensitive part of any working system is the user steps in the purchase workflow. We must avoid severe changes in this part of the product.

#58 Normality bias

When it comes to any purchase, users don't like the unexpected behavior of the system. It is necessary to build a purchase workflow in advance that will not change for as long as technologically possible (Best example: Amazon one-click purchases). Another point associated with this bias is informing users about upcoming changes. Most people don't expect any change in how a product functions today and often underestimate inaction (**#10 Omission bias**).

#22 Framing effect

In our communication with the user, we should, wherever possible, emphasize that we share common humanistic values (**#70 Social desirability bias**). If our product involves making any decisions (arbitration, moderation, public presentation of our position on any issue), then we must emphasize the aspect of universal justice (**#47 Just-world fallacy**).

#5 Context effect

All parts of our product must be coherent. Not a single page and not a single element of communication (content, text, letter) should fall out of the context.

#16 Self-reference effect

We should, wherever possible, create content where the user "sees himself" to remove any doubts from the category "What if this does not suit me?"

#21 Distinction bias
In order for the user not to feel discomfort, we should provide an opportunity to compare goods/services.

#30 Ostrich effect
If we know which elements of the product can cause emotional discomfort to the user, we should determine which ones can be removed and which ones can be made less noticeable. So, after the actual purchase, we can focus the user's attention on the benefits of his choice and not on the fact that he spent money.

#84 IKEA effect
If our project involves selling personal belongings (e.g., auction, bulletin board, etc.), then the main risk may be excessively high prices set by sellers-owners. To ensure that prices do not cause significant discomfort to potential buyers, we can create a mechanism that will suggest the price based on the item's market price. Such a mechanism, made with the **#18 Anchoring effect**, will help reduce price dispersion for a product category.

#51 Placebo
Depending on our product's specifics, we can provide the user with some kind of button/link where he can see the transaction's status (something like "Transaction completed successfully!").

#104 Primacy effect
We should ensure that we have a comfortable starting point of the purchasing workflow in the product.

#101 Peak-end rule
The purchase mechanism should be transparent and understandable for the users, as well as the rest of the pages that the users see/interacts with during the purchase workflow. The challenge is to avoid emotional ups and downs in the workflow. The more transparent and understandable everything is for the users, the more stable they will feel.

#27 Post-purchase rationalization
We must create mechanisms to ensure a quality user experience after the actual purchase. An example of such mechanisms: a thank-you letter with an invoice + additional product information to highlight the user's successful choice. At some point after the purchase, we can send the user additional positive information about his purchase to finally extinguish his doubts about the choice (**#31 Subjective validation**).