Refonte digitale: CRO and ergonomics principles

Thalys – 22 février 2017

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CRO & persuasive ergonomics

CRO : raise need

- Show that the product you propose is not just a purchase, but also an **opportunity**

- Think about how to transform a perceived nice to have in a **must have** i.e. « Make your european trip complete and gain time with an affordable high speed journey between London and Paris »

- « I feel, therefore I buy »

=> *Transform the envy/want into need, and THEN reassure*

CRO : message credibility

- True especially for reassurance messages

- i.e. :
  - « X washes your laundry 30% whiter than ordinary washing liquids » vs. **« Thanks to our new patented cleaning agent, X washes your laundry 30% whiter than ordinary washing liquids »**
  - « Our hoover reduces your cleaning time by 50% » vs. **«Already adopted by more than 10000 customers, our internationally awarded hoover reduces your cleaning time by 50% »**

=> *Integrate timely factual USPs on the visitor's path*

CRO : emphasize (not create) urgency

- If given the opportunity, many customers will procrastinate and delay what could be done right away, but how many of them will never ever come back ?

- Thalys has a **legitimacy** to express urgency (many train ticket prices DO go up – and trains do become full)

- i.e. Results page : « Last seats » and then passengers info page : « Last seats at that price »

*=> Urgency messages can be **repeated** and **adapted** throughout the funnel*

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CRO : encourage and value reviews

- Make it easy for customers to review your products

- Send an automatic email invite to customers who purchased a product, asking them to give feedback post journey.

- automatically integrate them on your website, for maximum marketing amplification

- A good review of your product or business is internet gold*

$\Rightarrow$ *implement reviews on your results page and product pages*

*79% of customers trust a customer review as much as a personal referral, and 78% of internet users considered them influential when making buying decisions.

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CRO : the ambiguity effect

- Ambiguity can be found in the most unexpected places

- How could the visitor possibly understand what he sees ?

- Copy, images, icons and ergonomics must eliminate all alternate understandings

- Ambiguity creates anxiety

=> *Chase and kill ambiguities, especially on the sales funnel*

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Ergonomics : value your interface sweet spot (i)

- Secondary information should be kept for the peripheral vision
- What the customer is looking for should be central in the screen
- Above the fold, a myth ? Really ?
- Essential info and interaction must always remain in the sweet spot
- « Make product the hero » (results page +)

*=> Organise in page information according to the interface sweet spot*

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Ergonomics : value your interface sweet spot (ii)

http://www.journaldunet.com/solutions/dsi/ameliorer-les-conversions.shtm

+43,8% achats

Presque 50% d'achats en plus en enlevant le gros bandeau qui proposait pourtant une réduction...
L'internaute avait, là encore, moins de choix sur la page. Il vaut donc mieux alléger le contenu et aller droit au but. © Optimizely

# Ergonomics : the Gutenberg Diagram
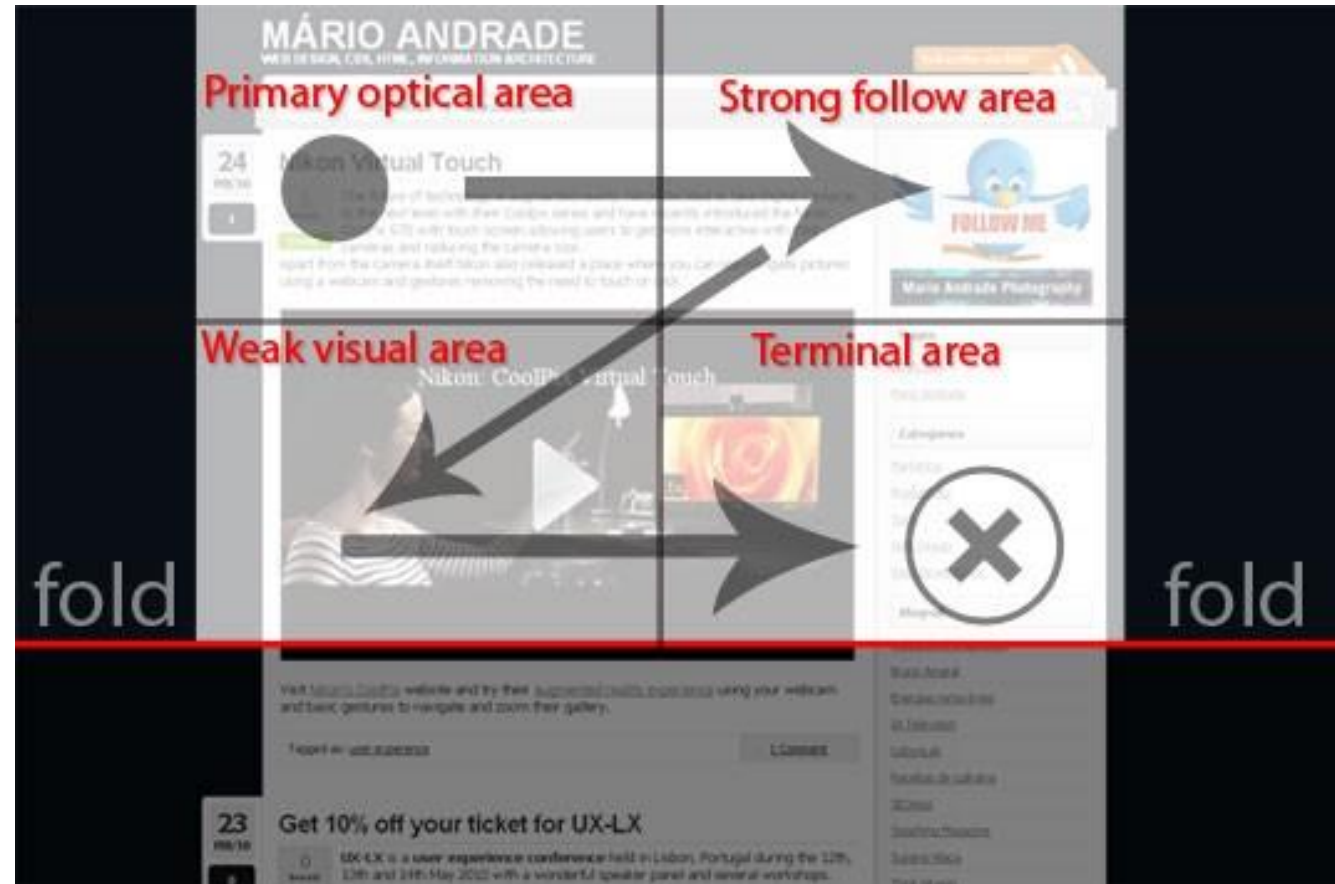
Ergonomics : Process fluency

- Minimize **decision fatigue** thoughout the sales funnel

- Have clear product (and delivery) options

- Ensure easy price and product caracteristics correspondance

- Reduce **choices** (the paradox of choice)

- Avoid **distractions**

- Supress **hesitations**

=> Simplify, simplify, simplify !

A simple shape that is the set of all points in plane that are at a given distance from a given point, the center.

Written description
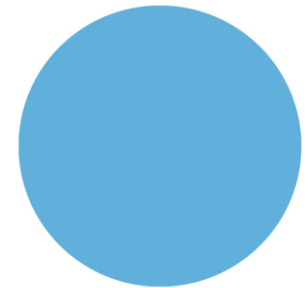
Graphic illustration

Ergonomics : CTA optimisation

- Affordance : unique colour, bright colour, colour contrast
- Fitts law : « the ease to move to a target area is a function of the ratio between the distance to the target and its width

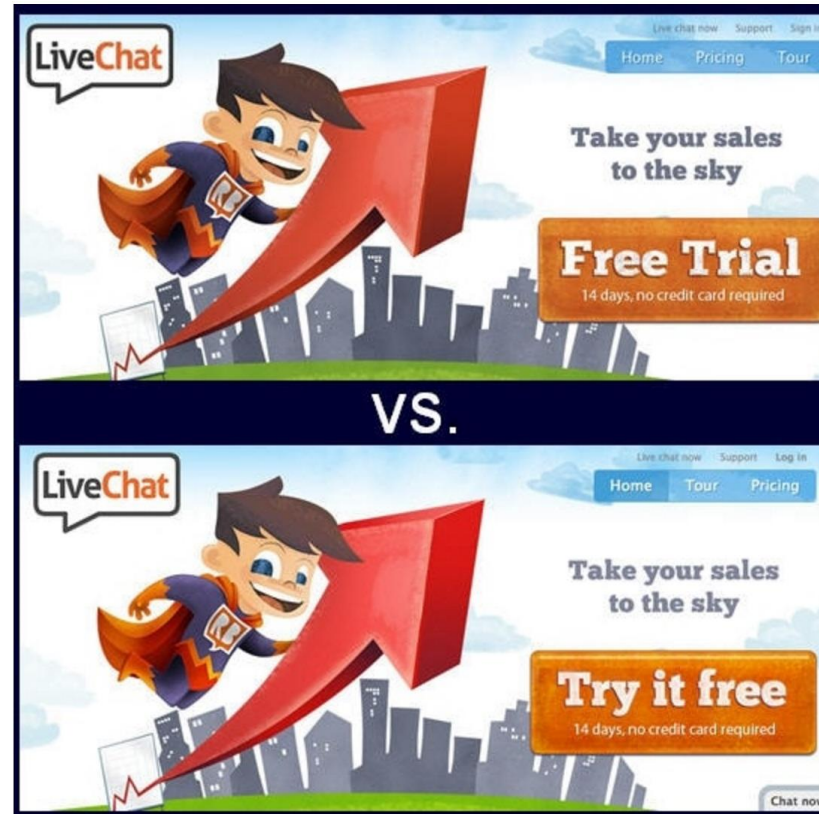$$T = a + b_1 \log_2(D + W) + b_2 \log_2(W) = a + b \log_2\left(\frac{D + W}{W^k}\right)$$

- Copy clarity (for click rate as well as satisfaction on the following page)
- Down and right (gutenberg's weak spot theory)

=> always be considered these 4 rules for CTAs

Ergonomics : CTA optimisation

An Optimizely case to illustrate the **power** of optimised copy (+14,6% of clicks for the below version). But why ?

- Imperative
- Meaning/promise

C'est sans doute lié à la puissance de l'impératif, mais "Essayer-le gratuitement" a obtenu 14,6% de clics de mieux que le bouton "Essai gratuit". © Optimizely

CRO & Ergonomics : the irrito-meter

- All recommendations given before, if not followed, nourish the customer's « **irrito-meter** »

- They potentially add to all other **abandonment forces** (objective price/service perception, actual need for the product, etc.)

- Hence, an exit should not be analysed as a direct effect of the exit page content, but as a consequence of the entirety of the customer's visit (from the click on most trafic sources to abandonment)

=> Mind your irrito-meter ;)

CRO & Ergonomics : final principles

- Use words that **sell** (sales triggers vs. Marketing messages)
- **Representativeness**

THANK YOU!