

About me

Born in Argentina, Dutch national, currently living in Barcelona

Partner at Claro Studio

Professor at design and business schools.
Graduate and undergraduate level.

Trained in Information Management in The Netherlands

Ph.D. Student at Universidad de Barcelona [Design Theory]

BEFORE



AFTER



From reactive focus on users to proactive focus on customers (who are users too)

Goal: to achieve higher conversion rates

Conversion rate



The percentage of visitors who take a desired action

Why do companies exist?

Why do websites exist?

Retail web sites exist to make sales

Promotional websites are there to build brand or promote products

Etc etc

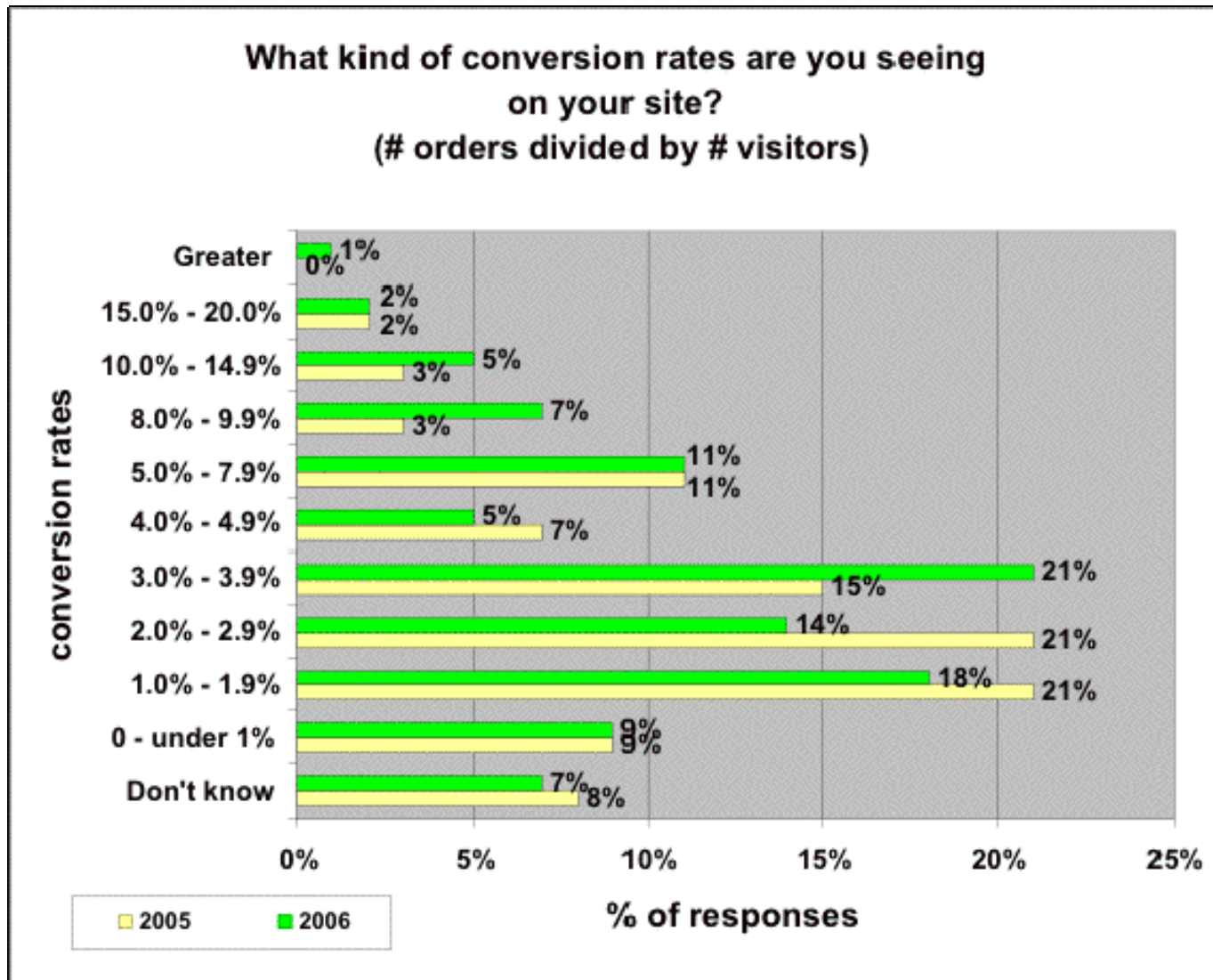
There is always some kind of “sale” in all kinds of web sites.

Therefore conversion can always be an adequate measurement unit

Sample fact:

The conversion rate of 75% of the 200 most important on-line retailers based in the US is less than 5%.

(Source: 5th Annual e-tailing group Merchant Survey; 2006)



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Low pressure at selling point

Poor positioning

Bad copywriting

No calls to action

Lack of attractive commercial propositions

Poor measuring of real on-line behaviour

Poor usability

Trying to elicit too much information from user

Bad internal search engines

Long shopping processes

Bad understanding of *landing pages*

Poor content

PROBLEMS

A solution:

Persuadability

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Persuadability

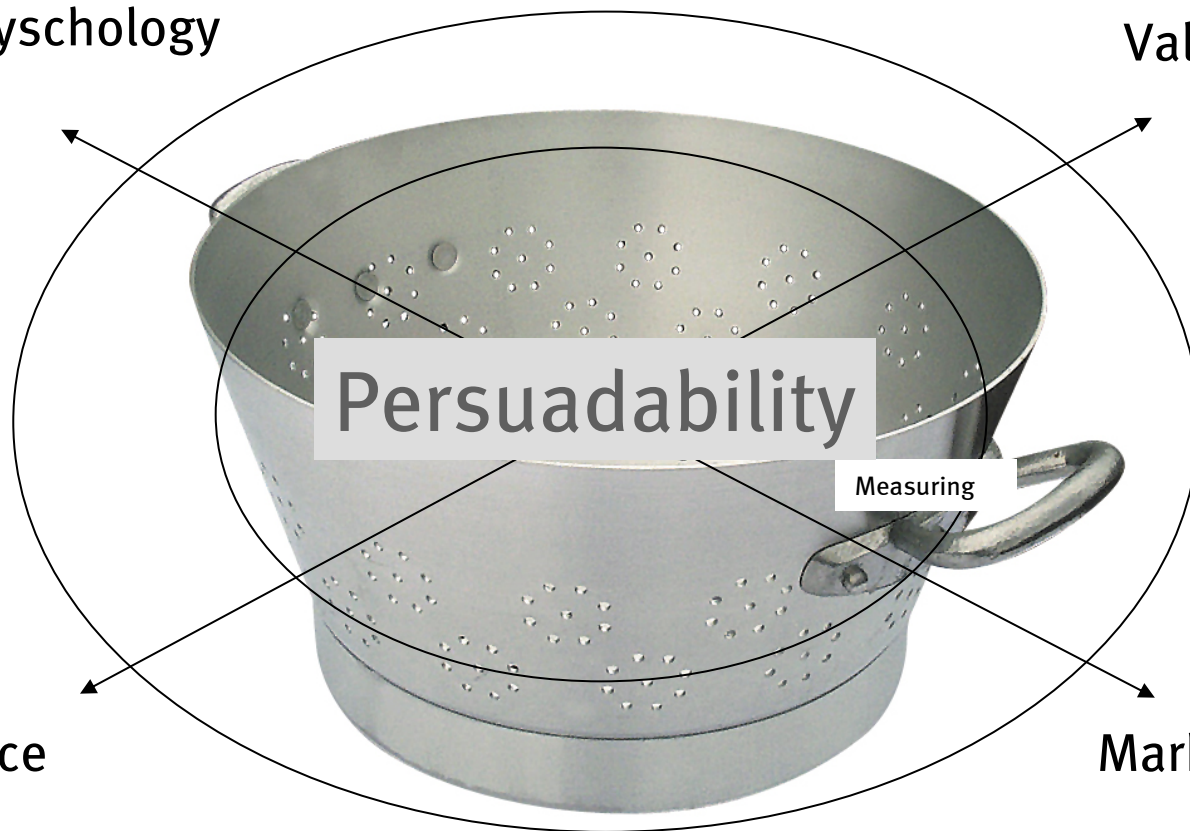
the capability of an on-line presence to bring a user into action and convert her into a customer

Persuadability: the art of conversion



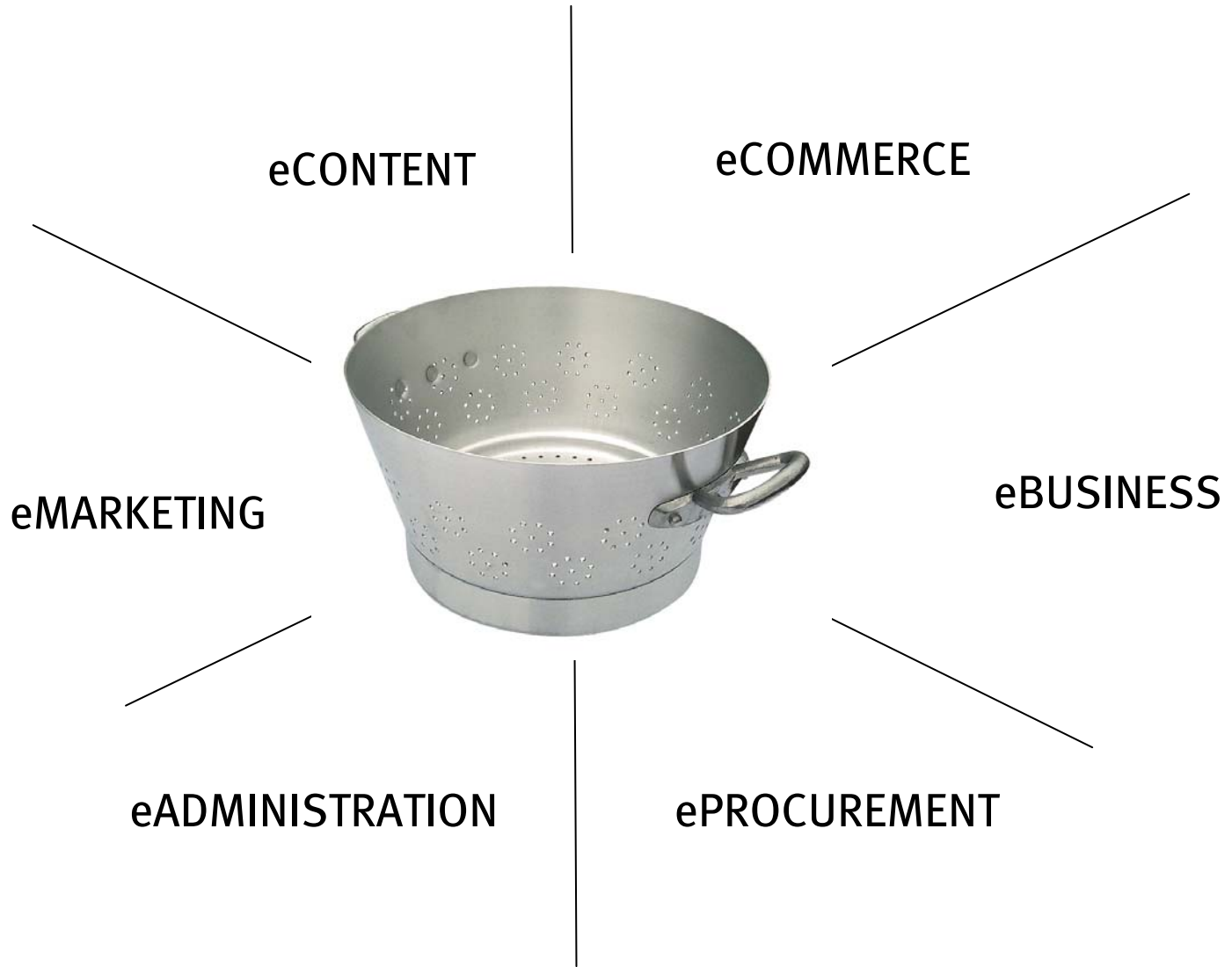
Consumer Psychology

Value proposition



User experience

Marketing strategy



Getting the user to click on
the right link is the very
essence of persuadability



Where's the action?

Remember AIDA?

Attention, interest, desire, action

On-line: AAIADA

Attention, ACTION,
interest, ACTION,
decision, ACTION

Click equals action

Conversion is the sum of
several micro-actions.

Conversion is making the
right clicks.

Improve little-by-little and keep up the rhythm



Adam Bosworth
Google's VP of engineering

"Run like mad"

*"It's not about
intelligent design, it's
about intelligent
reactions"*



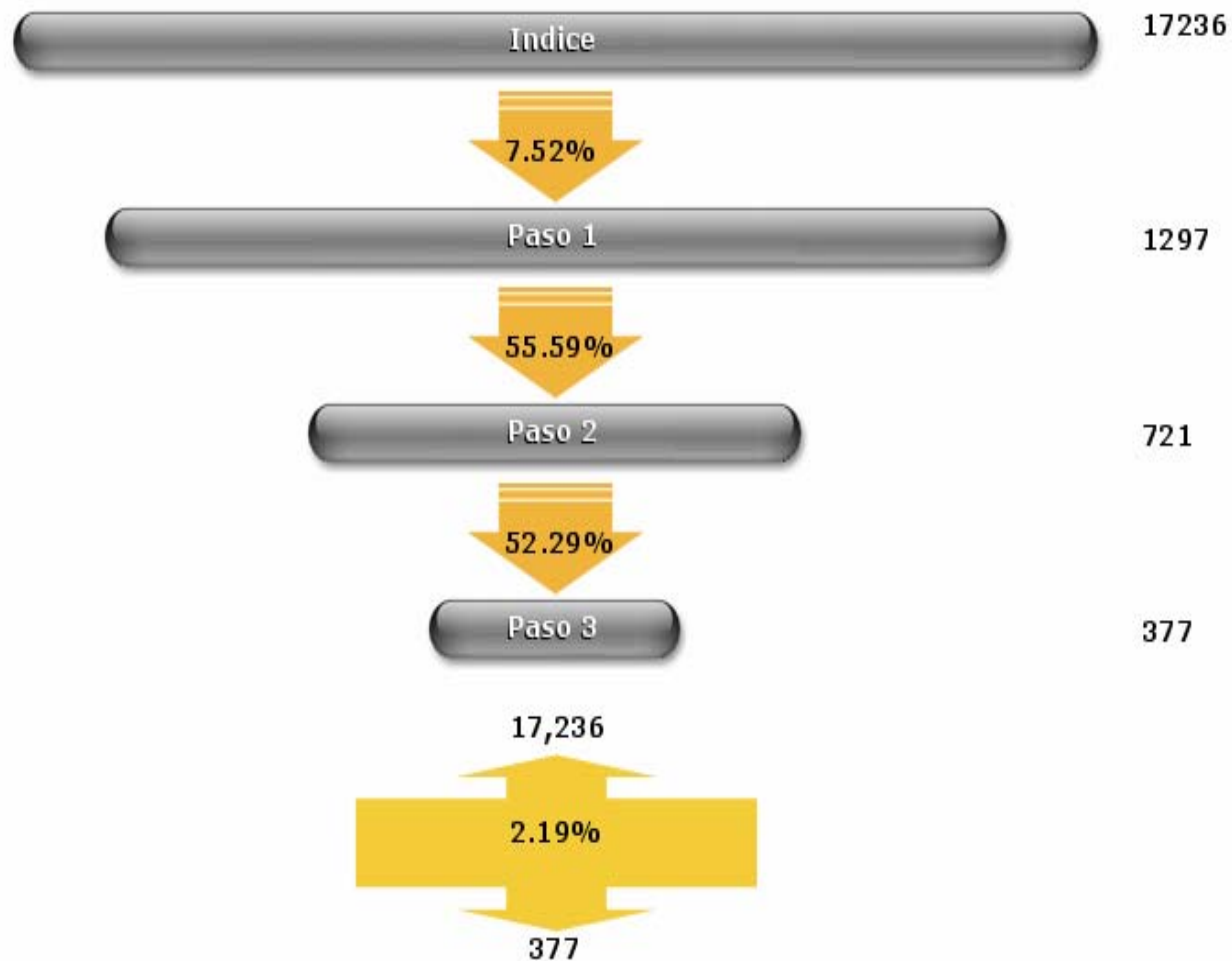
Consider tuning a permanent process
Test, learn, apply, REPEAT

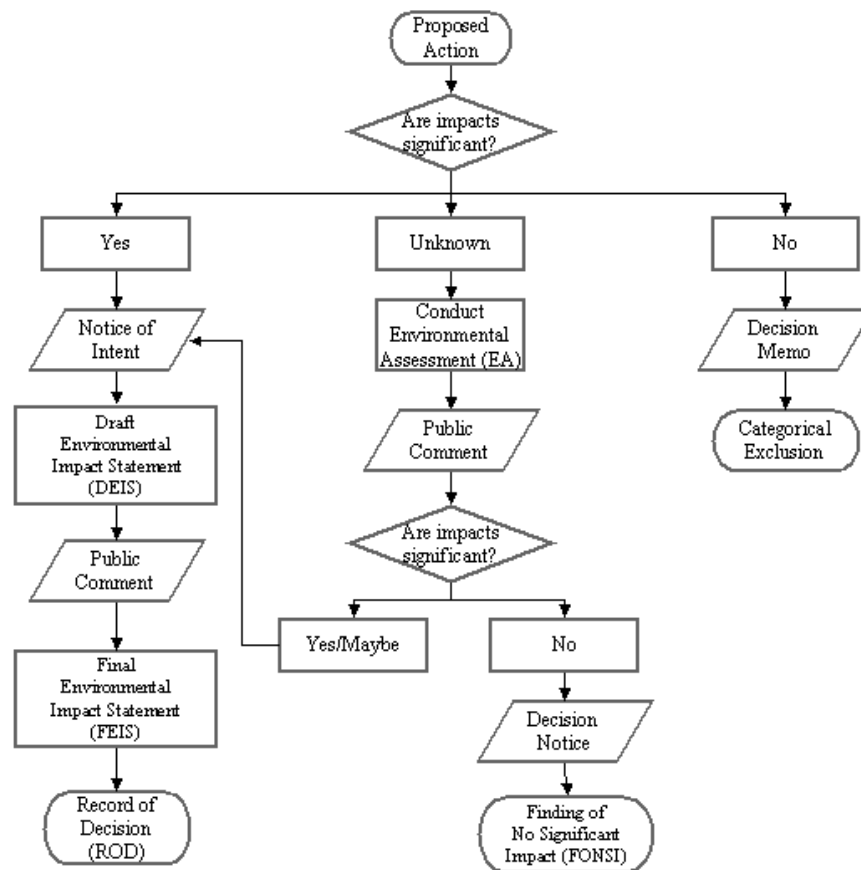


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Beyond Usability


Real time measurement as food for thought (intelligent reaction)





Have several user-scenarios in mind



A grayscale photograph of three men in business suits shaking hands. The man in the center is smiling broadly. The man on the left is looking towards the center, and the man on the right is looking towards the center. They are standing in front of a window with a dark frame.

**To achieve
conversion the
buying model and the
selling process
should match**

Why is Persuadability important:

**All web sites try to persuade
and orient toward action**