

#24 How to nudge our users to take the actions we need at the lowest cost? – Part 1/2

Development

Pre-SignUp

Post-SignUp



UX Core Guide by Wolf Alexanyan
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#22 Framing effect

The first thing to take care of is the form of our communication. Any part of our communication at any stage of the product plays a significant role. Often, a couple of correct phrases can be enough to trigger the action we need. By communication, I mean any contact of the company with actual/potential users.

#83 Loss aversion, #36 Neglect of probability, #86 Zero-risk bias, #93 Ambiguity effect

We can present the situation in terms of possible user losses. Moreover, it is enough that these losses are likely purely theoretical.

#79 Hyperbolic discounting

We can link the action we need to short-term rewards. Example: "Enter your email address and get a 20% discount for the next ten days."

#25 Confirmation bias

We can create calls to action that are consistent with the point of view of our users.

#4 Mere-exposure effect

In our communication, it will be useful to use objects/events that are well known to users and have positive associations.

#19 Conservatism (belief revision), #99 Prejudice

Our communication must fit into the ideological, moral, and ethical ideas of our audience. Also, our communication must correspond to the concept of "fairness," which our audience uses (**#47 Just-world fallacy**).

#73 Hard-easy effect

We need to make sure that the actions we expect from users are easy to complete.

#75 Barnum effect

We can openly use flattery in our suggestions to act. This can be especially effective if the user is susceptible to the **#74 Dunning-Kruger effect**.

#80 Appeal to novelty

We can create a new wrapper for our call to action.

#6 Cue-dependent forgetting

We can tie our call to actions to specific positive events taking place in the system. For example, in many mobile applications, app developers ask the user to rate the AppStore application immediately after some successful action by the user.

#24 How to nudge our users to take the actions we need at the lowest cost? – Part 2/2

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#10 Omission bias

We can enable the desired action for new users by default. Most people never go into the depths of product settings to disable insignificant (in their opinion) things.

#11 Base rate fallacy

We can play on formulations and statistics. This approach is especially relevant if we need the user to act urgently.

#76 Illusion of control

We can offer users a choice between options, each of which is consistent with our business goals. To speed up decision-making, we can also add a "dummy" option (**#92 Decoy effect**, **#21 Distinction bias**).

#18 Anchoring effect

If the solution we need is related to numbers, we can use one or more approaches from the description of the anchoring effect.

#13 Humor effect

If we find that humor is appropriate in our communication, then its proper use can sometimes be more beneficial than any other approach.

#15 Von Restorff effect, #20 Contrast effect

We can use external indications (pulsating buttons, italics in words, etc.).

#16 Self-reference effect

We may use content that resonates with the user's individual characteristics.

#46 Functional fixedness

We can add the action we want the user to perform to his standard workflow in the application.

#49 Automation bias

We can propose an action we want the user to perform based on machine analysis, and statistics. In the same proposals, we can refer to the fact that most users who have common characteristics with the current user have already performed this action (**#50 Bandwagon effect**).

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Depending on how much we want our users to be aware of the actions they perform, we can play with the semantic load of the buttons accordingly (**#87 Processing difficulty effect**).

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Depending on the nature of our product, and the user actions we need, we can come up with working options for "nudging" by examining **#45 Stereotype**, **#52 Out-group homogeneity**, **#53 In-group favoritism**.