



Glossary

How to Design for Persuasion, Emotion, and Trust (PET design™)

Glossary: How to Design for Persuasion, Emotion, and Trust

Table of Contents

A	3
B	3
C	3
D	5
E	5
F	6
H	6
M	6
O	6
P	7
R	11
S	12
T	14
U	14
V	15
W	16

A

AB Testing

This is the most objective way of comparing the results from two or more designs of a web site.

Users are assigned randomly to one version of a web site. The user does not know that he or she is seeing a special version of the site. The site uses cookies to return the user to the assigned version over a period of time. The user's response to the specific version can then be compared by recording the behavior of the users for each version of the site.

Argue Against Self Interest

A PET technique for gaining trust. Tell the user something that is good for the user but clearly against the interests of the site owner. For example an insurance company that admits that they do not always have the cheapest policy. The user then assumes that the site is working in his/her interest and trust is increased.

B

Beliefs

Cognitive content that is held as true. This underlies supporting both drives and blocks.

Blocks

Core needs or drives that go against the persuasion objective.

Brand Testing

Tests that describe how well a design matches the target characteristics of a brand. Is the design Respectable? Powerful? Established? Shoddy?

C

Cognitive Dissonance

The discomfort caused by holding two conflicting beliefs at the same time. If there is the belief that "I am a smart shopper," but also the dawning realization that "I paid too much for that car," it is uncomfortable. The user will try to find a way to believe that the car was actually worth the price; in order to avoid changing the positive belief about him/her self.

Commitment

Since people attempt to be consistent, once a person has expressed an opinion (especially in writing or to others); he or she will feel compelled to act in a way that is consistent with that position.

Compliance Laddering Once you get a person to do one small thing, it is easier to get them to do the next, and then the next, and then the next...

Computer as a Social Actor Computers can play the full set of interpersonal roles that a person can play. They can be encouraging. They can be helpful. People will tend to react to the computer very much as if it were a person (even feeling obligated to the computer).

Conditioning and Association By pairing your product with a specific stimulus, the product will be connected to the characteristics of the stimulus. Showing a product repeatedly next to a lovely pastoral scene will cause customers to associate the product with their emotional response to the scene.

Consistent Self Image People maintain a sense of themselves and attempt to act to maintain that self-image. It is common to have multiple roles, each with a somewhat different self-image. People attempt to act consistently across those roles when possible. For example, if I am honest as a friend I am also likely to be honest in the workplace.

Content Design Preparation of the textual material, images, and interactions to support the PET Persuasion Strategy.

Contrast Principle All things are evaluated by comparison to a reference. By manipulating the reference, you can change the way the thing is seen. The same amount of food will look larger if it is on a smaller plate.

Cross Sell Once a customer has selected one item to buy, you can offer another item (usually a less expensive item) that can be added to the total purchase.

Customer Experience The user experience of a customer during the process of considering and potentially purchasing an item.

D

Diffusion of Responsibility In an ambiguous situation, people in a group check to see if others in the group are acting before personally taking action. Since everyone is checking, and no one is acting, the chance of someone acting becomes much smaller than if there is only one person present. AKA Pluralistic Ignorance.

Drives Core needs that motivate the user toward the persuasion objective.

E

Easy Fun The enjoyment that comes from a simple activity that is amusing while requiring little skill. Most casual games are easy fun, for example, a game that lets users create starbursts and wiggling lines by moving the mouse.

Emotion A mental and physiological state associated with a wide variety of feelings, thoughts, and behaviors. It is a prime determinant of the sense of subjective well-being.

Emotional Design The intentional and systematic creation of stimuli, objects, and interactions in order to create specific emotional effects. Typically appealing to people's needs for food, sex, or responses to dangerous situations. This is done by using images of attractive individuals in association with a product, or telling people about the dangers associated with a behavior.

Emotional Report A person's verbal description of his or her internal emotional experience.

Engagement Involvement of a user in interaction within an interface or other activity that will result in increased investment in the target product or service.

Experience Design The application of design processes with the goal of creating an appropriate experience for the person interacting with the product. This process begins with understanding the needs and wants of the user. Analysis focuses on cognitive, emotional and motor aspects of the interaction and is completed when the quality of the experience is measured with the developed product.

Extrinsic Reward

A physical and desired consequence that is given after the completion of a desired behavior. For example: giving a free postage stamp for all customers who buy a greeting card.

Eye Tracking

Monitoring the visual scan and fixations of users. This is often represented as a 'heat map' that shows areas looked at the most frequently or the longest. (Warmer colors such as red and yellow are the areas that are getting most visual attention. Cool colors such as green and blue indicate less frequent fixations. Areas with no or minimal fixations are black.) Eye movements are often described by lines and circles indicating the path of eye movements and the points when the eye stops to look at an area.

F

Feedback Method

Information provided to users that reflects their performance. Sometimes known as 'Knowledge of Results'.

Feel Good

This is NOT just making a customer feel good. It is supporting their psychological immune system as it edits the story of their life so that they feel better about who they are. So if you give the customer a reason that they were not at fault, the customer will be very grateful.

H

Hard Fun

Fun resulting from succeeding in challenging situations.

Hyperbolic Discounting

People value things that they can get NOW more than things they might get in the future. This is because imminent gains are evaluated by the limbic system while future or long term gains are evaluated by the frontal cortex.

M

Momentum of "Yes"

Once you have a customer saying "Yes" they tend to continue. This is particularly true in an online interaction where they tend to just keep clicking the OK button.

O

Optimal Level of Challenge

The degree of task difficulty that moves the user toward a desired level of arousal. For example: skiing at a slope with an appropriate level of difficulty. Too challenging is more frightening than rewarding. Too basic and it is boring.

Optimal Level of Dissonance

Unexpectedness of information that is seen as possible or potentially beneficial and yet unusual or uncomfortable. For example, “there is a light bulb that has been burning continuously for 86 years.”

Optimal Level of Stimulation

An amount of stimulus complexity and amplitude that moves the user toward a better level of arousal. If you are bored you might play loud rock music to feel better.

Over Categorization and Correlation

A tendency to group things together more than really makes sense. If I have trouble assembling a piece of furniture, I’ll tend to think that all furniture from that company is difficult to assemble. Or I might tend to think that all furniture is generally difficult to assemble if I haven’t had other furniture assembly experiences. This can assign good or bad feelings to a product.

P

People Fun

Fun resulting from social interaction. In games this is typically created by cooperation or competition. But there are other possible emotions and experiences such as jealousy, love, admiration, compassion, etc.

Persona

A concrete description of a single user group that is created through a synthesis of the user, task, and environment profiles of the user group. A persona provides a detailed example of potential end-users that represent a specific target audience type. Personas help developers think in terms of users by providing insight into how the user might experience the product. Personas are especially helpful when there are no current users of the Web site to be observed.

Persuasion

The process of guiding people toward the adoption of an idea, attitude, or action by rational and symbolic means.

Persuasion Design

Designing to increase persuasion, in general. The PET Structure is HFI’s method for Persuasion Design. The outcome is focused on increased conversion (will do) rather than increased ease of use (can do).

PET Analysis

Analyzing an interface to increase persuasion, emotion, and trust. See PET review.

PET Interview	A one-on-one interview with a potential user, examining feelings and beliefs about a certain topic. The interview is much deeper than a standard usability interview. These interviews result in an understanding of the participants' drives and blocks, which then guides the PET Strategy.
PET Objective	The decisions and actions that are the goal of the design process. The Primary PET Objective is the final decision made or action taken to get people to that objective. The process often involves a sequence of Precursor PET Objectives.
PET Persona	An imaginary person who represents a subset the population of all users of the product. In contrast to a marketing or usability persona, a PET Persona focuses on the interaction style mindset of the context.
PET Review	HFI's systematic method of expert analysis for Persuasion, Emotion, and Trust.
PET Scan	Similar to a PET Test. The participant looks at the interface from the point of view of the PET persona. The participant describes the emotions and likely actions of a person similar to the persona. (The emotions emphasized are those targeted in the PET Strategy based on the PET Research).
PET Scenario	A sequence of tasks that a user might go through while using your product. For instance: Online purchase of toothpaste might include instructions to: Find toothpastes, look at toothpaste details, compare toothpastes, select toothpaste, and put that toothpaste in the shopping cart.
PET Sort	A technique to find out what other offerings a person might be interested in if he or she is already in a particular section of your site. This helps to increase cross-sell. This kind of cross-selling can lead people to the discovery of a related product and can lead to much higher sales.
PET Segmentation	The user population can be divided into more than one PET Persona. This is different from the segmentation that is used for marketing personas. Rather than an emphasis on demographic data, the division is based on interaction style. A persona can include women in their 60s as well as some teenage boys, as long as both think about the subject matter the same way.

PET Strategy	The process of building the persuasion elements.
PET Strategy vs. Persuasion Strategy	These are the same. PET is the HFI term for a strategy which emphasizes the elements of persuasion
PET Structure	The entire process of building or rebuilding an interface that is persuasive as well as usable. The process includes: PET Research to find out about the users' expectations, PET Strategy to apply the PET Research and the use of PET Tools to create a PET Design, The final step is the PET Scan to determine the success of addressing the drives and blocks found in the earlier research.
PET Research	See PET Interview.
PET Test	The PET equivalent of User Testing. A participant describes a scenario from the point of view of the PET persona The participant describes the emotions and the likely actions taken by someone fitting the description of that persona.
PET Tools	Specific tactics for creating trust and persuasive content. Many are based on known human biases and shortcuts. See the PET Job Aid handout for the list of PET Tools.
PET Validation	Technique for verifying the impact of PET Work. For example, we do an AB test (see AB Testing) to find out the impact of the new interface on conversion. If AB testing is not possible we can use less reliable methods like lab testing, and time-line evaluation of business results.
PET Validation	A technique for verifying the impact of PET Work. For example, an AB test (see AB Testing) can be used to determine the impact of the new interface on conversion. If AB testing is not possible lab testing, a time-line evaluation of business results can be used.
Physical Address	Displaying the postal address of your organization on your site increases trust as it suggests that you are an established and legitimate organization.

Pluralistic Ignorance	In an ambiguous situation everyone in a group checks to see if others in the group are acting before personally taking action. Since everyone is checking, and no one is acting, the chance of someone taking a necessary action becomes much smaller than if there is only one person present. AKA Diffusion of Responsibility.
Power	Used in the context of talking about Detailed Design. The imagery and content should have an impact on the user. It shouldn't be boring.
Precursor PET Objective	An action your user will need to take before the final action. Examples would be: looking at the product description or comparing the product to alternatives. These actions can lead to the Primary PET Objective.
Primary Level Drive	A drive tied to physical need.
Primary PET Objective	This is the action you want people to take. It almost always ends with "and you make money." One exception is government sites.
Priming and Framing	<p>Priming: An attempt to increase the number of times a customer pays attention to a logo or product.</p> <p>Framing: The lens through which we see the world. With products, this advertising technique attempts to predetermine how a product or service will be seen by putting it into a specific context, thereby setting the criteria for "good." You want to be able to say something like "our bank is good because it's exclusive and classy," or "because it's the patriotic bank."</p>
Probe	The technique used during in-depth interviews to explore the interviewee's emotions about the given topic. The questions asked gently nudge the interviewees to disclose their feelings. For example: "How do you feel about shopping online?"
Profile Data	A collection of information about a given user group.

Psychological Reactance Rebellion against authority. When you tell people NOT to do something, this may increase their desire to do it.

Public Commitment Giving a statement, written or verbal, in a public way will tend to cause people to behave in a way that's consistent with that statement. So if someone writes an essay saying how good Dove soap is, he or she is more likely to buy Dove soap in the future.

R

Reason for Request Giving a reason for request, generally using the word "because," will tend to get compliance. Just the word "because" will get compliance even if what comes after the word is not compelling. If the request is greater, then a more compelling reason is needed.

Reflective One of the three levels of Donald Norman's theory for Emotional Design. The reflective level gets at what we see in the product that may enhance our self-image or individual satisfaction.

Retrospective Methods A method of user testing. The session where a user interacts with the product is recorded. The participant is then given an opportunity to view and narrate the recording, describing thoughts and feelings during the original activity. Retrospective methods are needed when the activity being investigated involves a high cognitive load.

ROI (Return On Investment) A monetary evaluation of benefits relative to effort or expenditure, a measure of how much profit or cost savings results from a given change. In the context of usability, ROI is the monetary (or other) benefit gained as a result of an investment in good usability design.

Role Model A person who gives guidance and advice from the perspective of experience. In the process of developing extreme commitment to a group or product, people who are new will often need a role model to follow. People who are already committed long-term members can become more committed by becoming Role Models.

Rule of Reciprocation A social rule where people given a gift feel compelled to give something back. For example: You give your customer a small gift. Later, they're likely to consider signing up for your new service.

S

Sales Method A PET methodology applied to a human-to-human sales process.

Scarcity Something that is seen as being in low-supply will be more desired. Scarcity may indicate that other people have already acquired the object (social proof). Scarcity may also indicate that the item may be hard to get in the future. Interestingly, scarce things are often perceived as being better in quality. A cookie from a plate with only three cookies may be rated higher than one from a full plate.

Scenarios

1. A concrete description of a user performing a task in a specific context. Often a use scenario describes a desired or to-be-built function. This contrasts with a task scenario, which describes a currently implemented function.
2. Specific conditions under which a user will perform a set of tasks.

Screening Evaluation One of the two ways that people function in terms of Trust. Screening Evaluation occurs in a fraction of a second and is mostly based on design quality and brand recognition. This is an immediate "are you trying to scam me" kind of Trust.

Seducible Moments Opportune moments for cross-sell and up-sell. These are times in the normal sequence of events when it's effective to make an offer to the user. Common examples are: asking "Do you want fries with that?" at the end of a fast food order or displaying candy near a checkout line.

Sequencing Preparing materials to be seen in the order of the user's experience so that the necessary emotions are created.

Serious Fun The real benefit of experience. Typically in games, this outcome-based fun is learning or exercise.

Side Effects in PET Design Situations where people respond in a manner that is not predicted or desired. Often these responses limit or discourage trust and should be avoided.

Simple Descriptive dData Analysis Describing the numbers without the use of formal statistical analysis. Descriptive analysis may emphasize: Frequency of specific events, Modal or most common responses, or Outliers or unusual responses.

Social Learning Learning through observing what someone else does. This can be facilitated by making the behavior of others visible in the form of testimonials, or sample behavior. Human brains are ready to attend to the behavior of others and imitate the behavior if it appears to be beneficial.

Social Proof When we see other people doing something, we assume they are having a positive experience and we want to do the same thing. One example of this is saying how many of a product have already been sold.

Social Support Another of the steps in the extreme commitment process. Friends and others provide social support by listening and providing feedback, examples, or sharing experiences. Organizations can provide social support using web sites that provide areas for comments and questions, or activities in physical locations, such as business-sponsored games that attract like-minded customers.

Success Centered Design Success Centered Design (SCD) is a PET approach to design. The design process is focused on gaining the trust of users and persuading them to take action in a way that makes them successful at their task as well as improving the success of the business. The business success is at the center of the design methodology.

Social Validation Product benefits gained from interacting with others. People become more committed to a target product or group if others provide a context in which to discuss the target or provide reinforcement such as attention, interest, and admiration to others in the group. (Also see Social Proof.)

Synergy Some PET Tools work well together, and some don't. Offering a discount or using the "power of free" doesn't work well with the use of scarcity or "high price equals good."

T

Task Flow Part of the conceptual design stage. The task flow refers to the sequential steps in the task. It can be shared through “task flow diagrams”. This process should be completed prior to design of a prototype. Task design follows a task analysis and embodies the improvements in the task flows. These flows can be tested for practicality before any formal page design has been done.

Task vs. Scenario A Task is a discrete action such as “find Dove soap.” A Scenario provides more information about the context of the task and may include a sequence tasks. For example, the scenario might include the instructions. “You need to decide whether to buy Dove or another brand of soap. Find information about Dove soap and how it compares to your favorite brand. Then follow the steps to purchase the bar of soap you chose.” This scenario might be described briefly as “Select and buy a bar of soap,” but the elements are a sequence of tasks.

Trust Confidence in, or reliance on, some person, organization, or object.

Trust Score Card Systematic rating and quantification of the trust created by a design. Note that unlike other scorecards, a higher score is not always better. Trust is important up to a point. Beyond that it is unimportant or can even be negative (in giving the feeling of “protesting too much”). This is because trust is a “hygiene” factor.

Tunneling Walking someone through facts one at a time, along with the consequences of those facts. For instance: “Smoking causes lung cancer. Many people who smoke eventually develop lung cancer. If you get lung cancer then you are more likely to be very uncomfortable. You may die in an unpleasant and painful manner.”


U

UCD User-Centered Design (UCD). Design methodology in which interviews and empirical tests of users’ needs determine the characteristics of a design or computer application.

Usability Engineering The practice of measuring performance of a system along identified usability metrics (efficiency, effectiveness, learnability etc.) and redesigning for better performance.

Usability Persona

A concrete description of a single user group through a synthesis of the user, task, and environment profiles of the user group. The persona provides a concrete example of the characteristics of a potential end-user that represents a specific target audience type. Personas help designers and developers think in terms of users by providing insight into how they might use the product.



Paula Grey
Professional Staff Member, Senate Agriculture Committee

- 42 years old
- Divorced, 1 child
- Law degree
- Very comfortable using a computer, intermediate Internet user, with high-speed connection at work and DSL at home for daughter.
- Uses email extensively; accesses web for about 2 hours a day for work.

Persona of a user of government site

User Experience

A contemporary term for the field of usability. User Experience goes beyond whether or not people can use the interface. It also looks at the user's emotional reaction and the persuasiveness of the experience. HFI's PET process deals with those aspects of the User Experience that go beyond usability.

User Profile

Description of a GROUP of users.

V

Value Added Service (VAS)

An add-on to a current product or service. An example would be a phone company providing a ring tone or wallpaper for mobile phones for new subscribers.

Visceral

One of the three levels of Donald Norman's theory for Emotional Design. The Visceral level is about the "gut-level" reaction to the aesthetics of what's experienced. These reactions often include physical sensations due to a physiological response.

Visceral Appeal

A positive "gut-level" reaction. This is automatic for most people. Examples include: objects that are symmetrical and/or have smooth edges.

W

Web Log Analysis

Conclusions drawn from the analysis of a record of Web site use as reported by a tool such as WebTrends. Web logs typically show most-visited directories and pages, where users enter the site, what words they entered into a search on the site, and their path through the site. Logs cannot always determine why a behavior occurs.

Written Public Statement

See Public Commitment.



Human Factors
International

410 West Lowe, P.O. Box 2020
Fairfield, IA 52556
Phone: 800.242.4480
Fax: 641.472.5412
hfi@humanfactors.com
www.humanfactors.com