



Any business has a tried and tested formula for success whether its Raymond Blanc (below, middle) restaurants or online retailers like Amazon or eBay. A winner knows what the formula is. A loser doesn't! Unfortunately, online it's difficult to find. But you must. It's the difference between success and failure. It's about emotions, persuasion and trust. Nigel Grace (left), MD, Human Factors International explains.



HFI has developed a web design technique called PET – Persuasion, Emotion, and Trust. These are all factors that are often ignored in traditional website design, yet are essential to get your message across, build relationships, and sell products and services online.

Today's interactive, online environment offers more opportunities to influence decision making than traditional advertising and marketing. While a website's usability is still important, there is more to engaging people than simply making sure they can find content and perform transactions.

Brands like Microsoft have invested heavily in researching how to engage customers. Its signature tune when logging on and off, for example, is locked into the subconscious and immediately identified

with the brand when heard.

User-engagement, rather than classic usability, is what sets effective web design apart. In the physical world, our choice of restaurant, for example, reflects how we feel on a particular day. In the same way, our mood influences what we wish to look at online and determines our emotional response to a site. For businesses, this changes virtually everything about planning a website.

As our decisions are not made logically but based on emotion, website design needs to respond to the subtle emotional triggers that create engagement. The goal is to persuade, engage and inspire the customers' trust to convert or transact. To achieve this, you need to understand what motivates your customers to keep clicking through a transaction so that they take the

action you intend.

One global pharmaceutical firm we worked with wanted to increase conversion rates for its online health survey. The problem was that people were uncertain how they would benefit by completing the survey. We analysed the site's persuasion, emotion and trust deliverables and found that if they completed the survey, people then wanted referrals to community-based support groups.

Remember, when designing for persuasion, emotion and trust, your site's personality – its look, tone and feel – should also reflect your existing bricks and mortar brand. A consistent online and offline presence will enhance your brand and help achieve your business goals. HFI, T: +44 (0)207 290 3430, W: humanfactors.com/Europe