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

Human Factors International

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

Table of Contents

A

AB Testing

An objective way of comparing how users behave using two or more designs of a website. As such, it provides the most definitive validation method for PET design.

Different users are assigned randomly to different versions of the site, allowing usage statistics for each to be collected and compared. In particular, data on *bounced*, *bolted* and *bailed* visits allows investigation of the impact of different site designs on users being engaged, persuaded and converted.

Anchoring Principle

A cognitive bias in which people assign too much weight to the first piece of information (the anchor) they receive. So, for example, the initial price offered for a used car will set the standard for the rest of the negotiations, so that prices lower than the initial price seem more reasonable even if they are still higher than the car's real worth. Similarly, in retail, a "retail" price shown for goods, on sale, may make the sale price seem like great value, regardless of the real value of the goods.

Archives

Archives are a trust factor because they show diligence and demonstrate the established, enduring nature of your organization.

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.

Awards

Awards are a trust factor; therefore, if an organization or individual has achieved a widely-recognized and/or credible award, it should prominently publish this fact.

B

Behavioral Level of Design

One of the three levels in Donald Norman's theory of Emotional Design. At this level, designs are judged by the extent that they support human tasks and behaviors as intended. It is therefore the primary focus for usability design.

Beliefs

Aspects of the world a user believes to be true, whether they are, or not. PET interviews seek to discover Beliefs (along with Feelings) as evidence for the Drives and Blocks that underpin PET design work.

Blocks

Emotional barriers that must be overcome through design, or at least mitigated, if a user is to be persuaded to take a desired action. Blocks are the opposite of Drives.

Brand Testing

Testing to assess the emotional/persuasive impact of a brand, and/or to determine how well a design supports the intended characteristics of a brand.

C

Certifications

If a business, organization, or individual has gained a certification, it should prominently publish this fact, since this increases trust in the site. Example certifications include professional and academic qualifications, trade, software, ISO, and safety certifications, to name but a few.

Citations

Citations are a trust factor which, when included on your site, shows intellectual integrity and diligence. It also promotes, by association, the impression of your site or company being an authority.

Cognitive Dissonance

A PET technique in changing impression. Cognitive dissonance refers to the discomfort caused by holding two or more conflicting (dissonant) beliefs at the same time. People seek to reduce the discomfort by changing one of the beliefs, thus returning to a state of 'consonance'. So, for example, someone holding the belief that "I am a smart consumer," may be faced with the dawning realization that "I paid too much for that car." The two beliefs are in conflict (dissonant) and therefore uncomfortable, so one of the beliefs must change. To avoid undermining positive self-belief, and because it is difficult to get a different car, the user's attitude about the car will change, so that it is seen as more valuable, and therefore worth the price paid.

Columbia Obstruction Device

A device used by behaviorists in the first half of the 20th century to investigate drives. We use this in PET as an informal analogy for illustrating the way various persuasion tools work. Rodents are attracted by food at one end of the box, but to get to the food, the rodent must cross an electrified grid that delivers a painful shock. The greater the drive (analogous to the tool's persuasive power), the more likely the rodent will cross. The more painful the shock (analogous to usability issues or other blocks), the less likely the rodent will cross.

Commitment

A PET technique in changing impression. People attempt to be consistent. So, once a person has expressed an opinion or acted in a particular way, he or she will feel compelled, thereafter, to act in a way that is consistent with their expressed position. In PET, if you can design for ways of getting people to commit in a small way (make a statement or perform a simple action), that will make it much more likely that they will, in future, take a bigger step in the desired direction. This is sometimes referred to as the 'foot in the door technique'. It is also linked to Compliance Laddering.

Common People

Images of common or ordinary people are a trust factor. Well-selected images of ordinary people will increase the level of trust in less credible sites, but may decrease the trust level in sites that are already highly credible. This is because users might expect credible organizations to be able to invest in famous people. Ill-considered images will generally reduce trust by making novice users feel manipulated, and by suggesting lazy use of stock photography to more experienced users.

Compliance Laddering

A PET technique used in pressure compliance. 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... It's a particular way of making use of Commitment.

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

A PET technique in changing impression. By pairing your product with a specific stimulus, the product will, through conditioning, become emotionally associated with the characteristics of the stimulus. For example, showing customers an image of a car in the context of a lovely pastoral scene will cause a conditioned emotional response to the car consistent with the positive emotional response to the scene. The more often you repeat this, the stronger the conditioned emotional response will become.

Confabulation

The falsification of memory in which people fill gaps in recall with fabrications that they believe to be facts. Confabulation is, for example, associated with rational explanations, retrospectively given by people, to account for irrational behavior that has an unconscious emotional cause.

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. In PET, attention to detailed design of the wording, imagery and layout is vital to ensuring persuasiveness and avoiding unintended side-effects.

Contrast Principle

A PET technique in changing impression. All things are evaluated by comparison to a reference. By manipulating the reference, you can change the way something is seen. So, for example, the same amount of food (the thing) will look larger if it is on a smaller plate (the reference).

Credible Organizations

Credibility is a pre-requisite for trust. The use, in synergy, of a variety of trust factors, such as domain name, design quality and physical address will encourage the belief that your website can be trusted.

Criteria for Good

A framing technique in which the criteria for comparing competing products are set selectively. This allows you to demonstrate that your product meets all (or most) of the comparison criteria, whereas the competition does not.

Cross Sell	The action or practice of selling an additional product or service to an existing customer. So, for example, once a customer has selected one item to buy, you can offer another item (either similarly priced or less expensive) that can be added to the total purchase. PET uses the 'PET Sort' technique to identify where, in the user journey, users are most likely to be persuaded (e.g. the 'seducible moment') and what additional items might then be purchased.
Customer Experience	The complete set of all experiences a customer has with a supplier of goods or services, over the duration of their relationship with that supplier. The user experience of a customer, during the process of considering and potentially purchasing an item is, for example, a component of their overall customer experience.
Customer Service Comments	Customer service comments are a trust factor because they are one of the most significant ways to assess both the site and the organization. Users specifically search the web to find and review other users' comments about organizations and the services they offer. Making provision on your site for these comments (and providing a good service so as to ensure they are positive) will therefore increase trust.
D	
Decoy Strategy	A PET technique in changing impression… linked to the Contrast Principle. People want to compare things before making decisions and like to make easy comparisons. So you can persuade them to select one of a small number of easily compared choices by introducing another choice that can't easily be compared. For example, you are more likely to get people to purchase a front loader washing machine, if you give them two front loader choices (easily compared) by contrast to a third choice of a top-loader (less easy to compare). In another example, you can increase sales of an item, by offering a similar, but inferior item at about the same price. It's easy to compare them, recognize the contrast in quality, and conclude that the better quality item represents exceptional value.
Decidophobia	A colloquial term we use for the 'Paradox of Choice'.
Deep Needs	See 'Specific vs. Deep Needs'

Design Quality	A factor in trust. If your site shows attention to design quality, people are more likely to trust it. Conversely, people immediately evaluate poorly designed sites as untrustworthy (see 'Evaluation for Trust')
Diffusion of Responsibility	A common cause of inaction, in circumstances where action is obviously required (e.g. someone is crying out in distress and no one from a group of bystanders intervenes). 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. Persuasive design seeks to avoid diffusion of responsibility, by addressing the user in the first person and by making calls to action explicit. E.g. '**YOU** must act **now**!'
Discounts	See Extrinsic Reward
Discovery Optimization	A persuasive navigational technique. People are persuaded by discovering goods or services on offer that they may not yet have thought of. IKEA, for example, makes use of discovery optimization by organizing their stores so as to force shoppers to walk through every department in a prescribed order (the Guided Path). The PET Scan technique supports design for discovery optimization by identifying cross-sell and up-sell possibilities along the user journey and where/when the Seducible Moment might occur in each case.
Divestiture Aversion (Fear of Loss)	A PET technique in changing impression. There's a cognitive bias in which people place greater value on what they already possess than on what they might acquire in the future. This is because they have an aversion to losing something they already have, known as Divestiture Aversion. In PET design, we can, for example, persuade people to buy a product by giving them a time-limited trial offer. They get used to having the product and will, as a result, be reluctant to lose it. They'll then be more likely to purchase it because making the payment is seen as a smaller loss than loss of the product.
Domain Name	Choosing an appropriate domain name has a big impact the trust factor. Select a domain name that is, for example, short, easily spelled, memorable, meaningful and easy to pronounce. Having a trusted top level domain (TLD), such as ".gov" or ".com" is also crucial and note that ".org" is trusted even though this is not a restricted TLD.

Drives	Core needs that motivate the user toward the persuasion objective. Drives should be reinforced in the design, to persuade a user to take a desired action. Drives are the opposite of Blocks.

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.
Efficacy	One's ability to complete tasks and achieve goals. 'Self-efficacy' is a person's belief in his or her ability to succeed in a particular situation. People are intrinsically motivated towards efficacy so, in PET we should design systems and tasks that promote this feeling of success.
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 Arousal	A state of heightened physiological activity often due to external stimuli associated with, for example, sex, food and danger. Humans' lower brain structures, involved in the limbic system, (the 'lizard brain') are central to reacting to these kinds of stimuli. In PET, we use arousing images and other content to increase interest and engagement in the websites we design.
Emotional Design	The intentional and systematic creation of stimuli, objects, and interactions in order to create specific emotional effects. Designs might, for example, be developed to appeal to people's needs for food, sex, or responses to dangerous situations. Viscerally or reflectively appealing images could be used 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. In PET we are interested in emotional reports that we elicit from users during PET interviews.
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.

Evaluating for Trust	The assessment process people adopt in determining if a website can be trusted. This occurs in two stages:

1. **Rapid screening**. Immediate **rejection**, as untrustworthy, of websites that, for example, make a poor visual impression, show poor design quality, are boring or include pop up advertisements

2. **Evaluation of content**. Longer-term **acceptance** of websites that provide, for example, in-depth, expert, relevant, unbiased, and personalized information, using clear language to describe a variety of topics

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.
Extensive, Current Content	A factor in trust. Promote trust by ensuring there's plenty of good, up to date, content throughout your site. Lack of content gives the impression of a site either under construction, of little interest to contributors, or that you couldn't think of anything worthwhile to include. Out of date content gives the impression of a poorly maintained and little visited site.
Expectation	A Persuasion Tool that affects the experience we have after making the decision. If, before the decision is made, we set a particular expectation, then the actual experience will tend to align with that expectation. For example, if you expect a cup of coffee to be very high-quality, then you'll experience that coffee as being much higher-quality coffee.
Extrinsic Reward	A persuasive technique for changing behavior in which a reward is given after the completion of a desired behavior. For example: giving a free postage stamp for all customers who buy a greeting card, giving discounts or 'buy one, get one free' offers. In PET design we recognize that extrinsic reward can be a powerful persuasive motivator. Its use is limited, however, by the fact that (a) people won't be persuaded if they see a better reward elsewhere and (b) it destroys people's more enduring intrinsic motivation that good persuasive design should be seeking.

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 can also be depicted by lines and circles indicating the path of eye movements and the points when the eye stops to look at an area.

F

Famous People

A Trust tool. Pictures of famous people engender greater trust, and there are two reasons why. One is that they lend the brand some of the trust they have (ie "if Oprah gives it her stamp, she must trust it, so it's a trustworthy brand"). The second reason is people recognize that the brand must have paid that celebrity a lot of money, which indicates they're probably not a fly-by-night operation.

Facts

A persuasion tool in which we tell people facts about why a decision is the right one to make. For example, telling people the number of calories in food to help them make healthy decisions. This is a 'logical' kind of persuasion, so there's a strong tendency for people and organizations to try it. However, facts are surprisingly ineffective for persuasion.

Feedback (in persuasion)

A PET tool used in common persuasion. Providing feedback on the benefits of changing a behavior can be persuasive. Examples might include designs that demonstrate the health and financial benefits of quitting smoking (e.g. life expectancy increase over time and money saved so far). Motivating people to lose weight might also be helped in this way. Data visualization techniques can make feedback more engaging and thus more motivating.

Feel Good Principle

A PET technique in changing impression. We present information about a desired behavior in such a way that users will feel good both about the way they are and how they'll feel if they follow the desired behavior. An example might be, in persuading users to file for bankruptcy protection, telling them that there are external reasons why people go bankrupt… "It's not your fault!" …and that seeking protection is the responsible thing to do. It should not be confused with making people feel good through, for example, an extrinsic reward.

Fiero	The sense of satisfaction, triumph and even joy one achieves from succeeding in a difficult task. 'Fiero' is closely linked to 'hard fun'.
Flow Theory	A theory proposed by Mihaly Csikzentmihalyi, in which flow is described as the mental state in which a person performing an activity is fully immersed in a feeling of energized focus and ecstasy. In essence, flow is characterized by complete absorption in what one does, and is associated with a loss of self-awareness as all focus is on the activity itself. In PET, we can promote flow by designing challenging but achievable tasks. We should avoid designing tasks that are either too easy (boring) or hard (frustrating) and should design so that users can move to the next level of difficulty as their skills develop. This will maximize intrinsic motivation and engagement.
Framing	A PET technique in changing impression. In framing we apply a lens to the way reality is conveyed so that we can control the impression a product or service gives. Typically we do this by putting the product or service into a specific context that will ensure it is perceived positively by our targeted customers. Framing is often used in conjunction with Priming.
Frequently Asked Questions (FAQs)	A factor in trust. The inclusion of FAQs indicates expertise, diligence and sensitivity to the needs of the user. Their mere inclusion helps to promote trust, i.e. users will not necessarily read your answers, but will nevertheless want to see that they are available on your site.
G	
Gamification	The introduction of game-like interactions to a design, to increase arousal so as to make the site more fun, more engaging, more intrinsically motivating and, ultimately, more persuasive.
Goal Setting and Knowledge of Results	A technique promoting intrinsic motivation. Information is provided to users to set them clear goals and to show their progress/performance in meeting these goals. There are obvious examples in computer games, where the goal might be an opponent's score and you can see your own score increase in relation to this. It can also be used in more serious applications; for example, setting people health goals, like losing weight, and providing compelling indicators showing their progress and giving them encouragement along the way.

Guided Path	The path you design to guide customers along the user journey. This is important for Discovery Optimization, and is a key part of the persuasive strategy used by, for example, IKEA and most supermarket chains, in tempting customers to buy items they had not yet thought of. Analogously, it is also used in persuasive website design, to ensure that users are exposed to goods, services and features you'd like to tempt them with.
H	
Hard Fun	Fun resulting from succeeding in challenging situations.
High Price Equals Good	A PET technique in changing impression. To simplify a complex world, people will tend to judge goods and services, offered at a higher price, as superior to cheaper ones. In PET, setting a high price may, counter-intuitively, persuade people to buy goods, especially if they have no reference as to the real value of what's being offered.
Hyperbolic Discounting	A cognitive bias in which people value things that they can get NOW more than things of greater value they might get in the future. This is because at a deep emotional level, driven by the limbic system, we seek immediate gain to give us instant gratification. Rational evaluation of longer-term gains on the other hand, involves the frontal cortex. If there is a battle between our emotional tendencies and rationality, our emotions usually win.
I	
Intrinsic Motivation	Motivation that comes from the pleasure of engaging in an activity or from the sense of satisfaction in completing a task or achieving a goal. It contrasts with extrinsic motivation, which is in response to the expectation of a reward.
L	
Links	A factor in trust. Inclusion of links shows diligence and, if you link to other authoritative sites, gives authority to your site by association. Including links can also be related to 'argue against self interest' in that, by including links, you are admitting you don't necessarily have all the answers yourself. You still want to be helpful, however, even if that means sending users to other sites. Note that this trust tool only refers to links to outside sites, not links that lead to other pages in your own site.

'Lizard Brain'	Colloquial term we use to describe the lower brain structures humans have in common with the less complex brains of animals such as lizards. These brain structures, including the brain stem, hippocampus and amygdala, relate to the limbic system, which is associated with basic, often innate emotional responses to external stimuli.

M

Maslow's Hierarchy of Needs	A theory of motivation, in which individuals' needs are described as a hierarchy, often illustrated as layers in a pyramid. Needs at each level must be met prior to an individual aspiring to the next level. Maslow's theory describes five levels: Physiological, Safety, Social, Esteem and Self-actualization. In PET we can design to meet needs at one or more of these levels. For example, a mobile phone may meet people's safety ('I need to contact you in an emergency'), social ('I like to keep in touch wherever I am') and self-esteem needs ('Look at my cool phone'), with somewhat different design considerations applying to each of these levels.
Match Existing Design Knowledge	A factor in trust. People use their existing knowledge to assess whether or not to trust a website and its content. So make sure you present some generally recognized facts that will be known by users, and will make sense to them, as a foundation for building trust in more esoteric information.
Momentum of "Yes"	A PET technique used in pressure compliance. 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.

N

Norman's Model of Emotional Design	A theoretical model of the way the human brain responds emotionally to the designs we produce. Norman describes three levels at which we judge the appeal of designs: The 'Visceral', 'Behavioral', and 'Reflective' levels (see separate definitions of each).

O

Obedience to Authority
A PET technique in pressure compliance. People feel pressured into complying with the will of authority figures. In PET design, you can use images, statements and other content to convey authority figures, such as doctors, nurses, policemen, celebrity chefs and captains of industry so as to reinforce persuasive messages.

Optimal Level of Challenge
A PET emotional design aim for achieving intrinsic motivation. It requires the right degree of task difficulty to move the user toward a level of arousal that will motivate them intrinsically. For example: skiing at a slope, or playing a computer game with an appropriate level of difficulty. Too challenging is more frightening than rewarding. Too basic and it is boring. Optimal level of challenge is a key factor in 'flow' (see Flow Theory).

Optimal Level of Dissonance
A PET emotional design aim for achieving intrinsic motivation. It requires unexpected information or facts to be presented to users that are seen as believable or potentially beneficial and yet unusual or uncomfortable. For example, "there is a light bulb that has been burning continuously for 86 years" or "flights from London to Madrid for just EUR 25." Facts at an optimal level of dissonance (neither too ordinary nor unbelievable), stimulate and motivate users.

Optimal Level of Stimulation
A PET emotional design aim for achieving intrinsic motivation. It requires an amount of stimulus complexity and amplitude that moves the user toward the right level of arousal to optimize a particular task or desired behavior. So, for example, performance on repetitive, potentially dull tasks can be optimized through playing rock music, whereas rock music might be over-stimulating and distracting for demanding tasks such as air traffic control.

Over-Categorization and Correlation
A PET technique in changing impression. This involves exploiting people's tendency to simplify a complex world by grouping things together more than really makes sense. A person's knowledge of French cheese, for example, might lead them to oversimplify choices by thinking, "the cheese is French…it must be good!" So, by getting people to classify a product as one of a well-respected class of products, you will improve the impression of the one you are promoting. The "correlation" part is to say that you tend to assume that things in the overly-large categories will give you similar experiences.

Overestimation of Big, Unlikely Events	A PET technique in changing impression. It's a common cognitive bias for people to overestimate big, unlikely events such as winning the lottery or dying in an air crash. This can be used in websites and other media to persuade people, for example, to gamble on the lottery or to take out volcano eruption insurance, thousands of miles from a risk area.

P

Paradox of Choice (Decidophobia)	Limiting choice is a PET technique in changing impression. Paradoxically, people think they want many choices, but can, in fact, be overwhelmed by the complexities too many choices introduce to decision-making. So, people are more likely to be persuaded to make a purchase (or other decision) if you limit their choice to a small number, often no more than three or four.
Pay	Persuasion by incentive. This includes both rewards (sign up with us and get a free toaster!) and discounts (40% off!). Though pay can be somewhat effective for persuasion, it has severe downsides. It undermines the value of what people are getting, it undermines the intrinsic reward of doing the action they're taking, and it undermines loyalty. It also puts your company in the "race to the bottom" which tends to kill your margins. Companies tend to focus heavily on Pay to the exclusion of other persuasion, which is a mistake. Pay really isn't recommended as a persuasion strategy.
Peer Advice	A factor in both trust and persuasion. In trust, users expect to see customer ratings and reviews against the goods or services offered for sale by reputable e-commerce sites. In persuasion, ratings and review comments support both 'social proof' and 'social learning' persuasion techniques.
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 description of an imaginary person that represents the characteristics of a specific user group so as to bring it 'to life'. Each user group will typically be one that exhibits similar behavioral patterns in purchasing decisions, use of technology or products, customer service preferences, lifestyle choices, etc. In classic UX, personas are described in terms of the user, task, and environment profiles of the user groups they represent. In PET, they place special emphasis on user motivations, emotions, attitudes and lifestyle choices. Personas help designers, developers, marketing people and others to think in terms of users and how they might experience the product.
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 the likelihood that we'll persuade people to act in the way we want them to. 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	HFI's systematic method of expert analysis of an interface to evaluate and improve the design for persuasion, emotion, and trust. Synonymous with PET review.
PET Interview	A one-on-one interview with a potential user, to elicit and examine feelings and beliefs about a certain topic. The interview delves much deeper into the user's emotional space than a standard usability interview. Analysis of the user's feelings and beliefs allows us to derive drives and blocks, which then guide the PET Strategy.
PET Objective	A behavior or action you would like users to take as a persuasion goal for your design. The Primary PET Objective is the ultimate goal; for example persuading users to click on 'buy now with 1-Click', or click on a button to vote for a specific election candidate. Precursor PET objectives are secondary goals that, if achieved, support the primary PET Objective. There may, for example, be a sequence of secondary goals such as persuade users first to enter the site, then to view products on offer, then to find some attractive products, then to place attractive products in the 'shopping cart'. All of these aim to lead, ultimately, to clicking on the 'buy now!' button. A framework of Primary and Precursor PET Objectives is used to build PET scenarios.

PET Persona

A persona that places special emphasis on user motivations, emotions, attitudes and lifestyle choices. (Also see 'Persona')

PET Review

HFI's systematic method of expert analysis of an interface to evaluate and improve the design for persuasion, emotion, and trust. In a similar way to the use of heuristics in usability expert reviews, PET reviews make use of PET design heuristics. Synonymous with PET Analysis.

PET Scan

The PET equivalent of a user test, the PET Scan requires one-on-one PET interviews with participants to evaluate the persuasiveness of an existing interactive design. Participants are shown pre-recorded interactions, and are interviewed about their feelings and beliefs around persuasive design aspects that are of interest. Analysis of PET Scan data supports evaluation against the PET Strategy, especially in designing around Drives and Blocks to achieve PET Objectives.

PET Scenario

A story about a persona visiting a website or using a system with a certain motivation and a specific goal in mind. In PET, scenarios are constructed around a sequence of tasks involved in achieving PET Objectives. For instance, online purchase of toothpaste might involve the persona landing on the website, finding toothpastes, looking at toothpaste details, comparing toothpastes, selecting preferred toothpaste, and putting that toothpaste in the shopping cart, prior to finally making the decision to purchase. Alongside personas, scenarios help designers, developers, marketing staff and others think about a design or system from the users' perspective.

PET Segmentation

The way PET user groups are segmented for the purposes of defining personas. Each group will comprise users having similar motivations, emotions, attitudes and lifestyle choices, rather than being defined on more conventional demographic lines, as sometimes used by marketing people.

PET Strategy

The strategic approach taken to the design of a persuasive system. A PET strategy (sometimes referred to as 'Persuasion strategy') needs to be in place prior to the design of specific persuasion elements, to ensure the overall approach to persuasion design makes sense.

PET Structure	The process of designing or redesigning an interface that is persuasive as well as usable. The process builds on the results of PET interviews and related research, and includes development of the PET Strategy and the application of PET tools to create a coherent PET Design. After the PET structure has been completed, the next step is the PET Scan to evaluate how well the drives and blocks identified through PET interviews, have been dealt with in the design.
PET Research	The 'up front' research that provides the foundation for the PET structure. The conduct of PET interviews is a central to this research.
PET Scorecard	A table for presenting the results of a PET review.
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 outcome of PET Work. For example, we do an AB test (see AB Testing) to find out the impact of the new interface on, for example, bounce, bail and conversion rates. Other, though less reliable, methods include analysis of user feedback and comments, customer satisfaction surveys and data from the helpdesk.
Physical Address	A physical address (as opposed to a PO box or no postal address) is a trust factor because it indicates that you are an established and legitimate organization.
Placebo Effect	A PET technique in changing impression. In medicine, for example, you can achieve health improvements just by giving the impression you are treating patients with a drug, even if you are giving them a 'placebo', a neutral substance with no known medical properties. There is evidence that the more expensive patients think the drug to be, the greater the placebo effect. This is seen as further evidence for 'High Price Equals Good', especially in evaluating an experience after it has taken place. 'It was expensive, so it must have been good!'
Pluralistic Ignorance	Another term for 'Diffusion of responsibility'.

Policies That Show Trust	Policies that show you trust your customers, such as a returns policy that trusts customers to not treat your products as free rentals. This tool is actually a reciprocity of trust - 'You trust me so I trust you in return'. Be careful, however, not to make your policies so customer-centric that they undermine your business model. There will always be those that will try to take advantage of your trusting nature!
Power of 'Because!'	Another term for 'Reason for Request'
Power of Expectation	A PET technique in changing impression. Presenting goods or services in a way that raises the expectation that they will be good, results in users perceiving them as better. A well-formatted report, for example will be seen as better written than a scruffy one, even if the text is exactly the same. Similarly, a well presented meal will not only be more tempting than the same food just thrown on the plate, but will also taste better (as every good chef knows!). So, in PET, if we design to give the **expectation** that goods and services will be good, they are more likely to be **experienced** as good.
Power of People We Like	A PET technique in changing impression. We are more likely to be persuaded by people we like. So, in PET design, choose images, testimonials and other content that relates to people who are respected by, or resemble the audiences you are trying to persuade.
Power of FREE	The word "Free" is very persuasive, because people feel that they can try something without any risk. Studies show that "Free" is significantly more compelling than "1 cent." This tool is much stronger if you just offer something free, not as a reward for doing something else. When it's a "free" reward, that's really a Pay strategy (see "pay"). If you want something in return, consider a Reciprocity strategy instead (see "Rule of Reciprocation").
Precursor PET Objective	A PET Objective that supports the Primary PET Objective. (See 'PET Objective' for a fuller description.)
Pressure by People We Like	A PET technique used in pressure compliance. We are more likely to comply if pressure is applied by people we like. In PET, getting friends to recommend some desired behavior, such as signing up to an online service, is a persuasive way of getting users to comply.

Primary PET Objective
The behavior or action you would like users to take as the ultimate persuasion goal for your design. It is typically supported by a number of Precursor PET Objectives. (See 'PET Objective' for a fuller description.)

Priming
A PET technique in changing impression. In Priming, a targeted customer is repeatedly exposed to a stimulus, often a logo or image of a product, presented in a positive way, typically through advertising. This has a subconscious impact on the customer's memory, such that he/she is 'primed' to respond positively to the real product (hopefully making a purchase). This technique is often used in conjunction with Framing.

Probing
A technique used during in-depth interviews to explore the interviewee's emotions about the topic we're researching. The 'probing' questions asked gently nudge the interviewees to disclose their feelings and beliefs. For example: "How do you feel about shopping online?"

Profile Data
Data on the demographics and characteristics of a distinct group of users.

Psychological Reactance
A PET technique used in pressure compliance. People tend to rebel against authority, so when you tell people what to do or what not to do, this may increase their desire to do the opposite. You can therefore encourage people to do things by giving the impression you want them to do the opposite. An example might be to suggest that a computer game is only suitable for adults over the age of 18 years. The real aim might be to excite the interest of 16 and 17-year-olds.

Public Commitment
A PET technique in changing impression. 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, for example, if someone writes an essay saying how good Dove soap is, he or she is more likely to buy Dove soap in the future. (Also see Commitment)

Pushy Sales Language (Avoidance)
Pushy sales language has a negative impact on trust and should be avoided; people are likely to react against it.

R

Reason for Request

A PET technique in changing impression. Giving a reason for request, using the word "because," will tend to get people to comply. Just the word "because" will get compliance for small requests, even if the reason is not compelling. The bigger the request the more compelling the reason needed to get people to comply.

Reflective Level of Design

One of the three levels in Donald Norman's theory for Emotional Design. The reflective level refers to the way a design influences people through their capacity for conscious, reflective thinking. Designing at this level therefore requires us to design to appeal to our target audience's self-image. Typically, the Reflective level evokes associations with the brand, which have been previously learned. This is in contrast to the Visceral and Behavioral level, which are inherent in the product itself.

Repetition (in persuasion)

A PET tool used in common persuasion. If you repeat the facts often enough you can drive them home persuasively.

Rewards

See Extrinsic Reward

Role Model

A person who serves as an example, and whose behavior is emulated by others. In the process of developing extreme commitment to a group or product, people will follow the role model's example and will become committed as a result. Through their commitment, they may themselves become role models which, in turn, will increase their level of commitment.

Rule of Reciprocation

A PET technique used in pressure compliance. The technique is built on 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

Scarcity

A PET technique in changing impression. 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.

Seducible Moments	Opportune moments for cross-sell and up-sell. These are times in the customer journey when customers are most likely to be persuaded by an offer. Common offline examples are: asking "Do you want fries with that?" at the end of a fast food order or displaying candy near a checkout line. An online example might be offering white goods insurance immediately following their purchase.
Serious Fun	Fun that is intellectually stimulating but not too challenging. Learning experiences, such as doing research on Wikipedia are classed as 'serious fun'. Serious fun can be introduced into games that also support learning or the gamification of educational websites.
Side Effects in PET Design	The unintended consequences of PET design decisions. Examples might be the poor selection of images or verbal content that, while persuasive for some user groups, might repel or undermine trust in others.
Simulation (in persuasion)	A PET tool used in common persuasion. Computers provide great opportunities for simulating the effects of a behavior in such a way as to persuade people to change. Examples might be simulating, via a computer game, the effects of alcohol on driving performance or, via a computerized doll, the disruption for teenage life of having a baby too young.
'Smarmy' Tone (Avoidance of)	A smarmy tone has a negative impact on trust and should be avoided; people are likely to react against excessively flattering language.
Social Learning	A PET technique in changing impression. Social learning refers to learning by observing and imitating what others do. In PET, if we can communicate to a user that other people are behaving in a desired way, then we can persuade them to behave in the same or a similar way. In websites, we can convey the behavior of others through, for example, personal stories, testimonials, reviews and images of desired behaviors. We can increase the persuasiveness of social learning by illustrating the desired behavior through people who are similar to, liked by, or respected by our targeted users.

Social Proof

A PET technique in changing impression. It is based on a phenomenon where people conform to what others are doing in an attempt to reflect correct behavior for a given situation. In PET, we use social proof through conveying that large numbers of people are behaving in a desired way, so as to persuade users to behave in the same way. We might, for example, explicitly show the number of people who have recommended a product, have stayed in a specific hotel or are currently involved in an online poker game. The message is 'they're all doing it…so should you!'

Social Support

One of a number of factors that can help to achieve extreme commitment to a product or brand. 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

A term we use to emphasize the focus of PET design on business success, over and above plain usability. Success-Centered Design means positive business outcomes that require an emphasis on persuasion ('will do') beyond conventional performance ('can do').

Social Validation

Another term for 'social proof'

Specific vs. Deep Needs

(see also Maslow's Hierarchy of Needs) Specific needs are those that relate to some clearly identifiable, rational requirement. Deep needs, on the other hand, are those that originate at a deep, often less conscious, emotional level, making them more difficult to explain rationally. In personal hygiene, for example, there may be a specific need to purchase shampoo to keep ones hair clean. Alongside this, there may be deep needs at Maslow's 'social' level associated with attractiveness in a social setting (hair shines and smells lovely) or with Maslow's 'esteem' level (having hair like Jennifer Aniston from the TV show Friends). In another example, you may buy popcorn at the cinema because, specifically, you are hungry and know it tastes good. At the deep level, however, you may associate popcorn with what your parents bought for you when you went to the cinema as a child.

Subtlety (Use of)	Subtle content increases trust. It is better to embed powerful persuasion messages in subtle content that people do not recognize as overtly persuasive. This will not only optimize the persuasive power of the messages, but will ensure that trust is not undermined by language that is salesy, smarmy, or 'too good to be true'.
Synergy (in PET design)	The interaction of two or more PET tools such that their combined persuasive effect is greater than the sum of their individual effects. Some PET Tools work well together, and some don't. For example, the tools 'scarcity' coupled with 'high price equals good' pull in the same direction, promoting synergy. On the other hand, 'scarcity' would give the opposite impression to 'discounted special offers' so these tools would not work well together.

T

Testimonials	A trust tool that often also allows for persuasive tools to be used. In trust, users expect trustworthy organizations to be able to obtain, select and publish testimonials on their websites. When they do, sites are seen as more trustworthy. Having testimonials is also an opportunity for persuasion tools (see 'social learning' and 'power of people we like').
'Too Good to be True' (Avoidance)	Making claims or offers that are too good to be true undermine trust; such claims will likely make people react against your website.
Trust	Confidence in, or reliance on, a person, organization or object.
Trust Analysis	The systematic analysis of a design to investigate the extent to which trust markers have been used to obtain the Critical Trust Score for achieving the Trust Threshold.
Trust Score Card	A table for presenting the results of Trust Analysis.
Trust Threshold	The threshold, above which trust has been successfully achieved in a design. Once this threshold has been reached, people will generally trust the site, so applying further effort in designing for trust is typically not cost effective.

Tunneling

A PET tool used in common persuasion. Tunneling is a technique for presenting facts logically, step by step, so as to drive them home persuasively. 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

User Experience

A person's perceptions and responses that result from the use or anticipated use of a product, system or service. As such, 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.
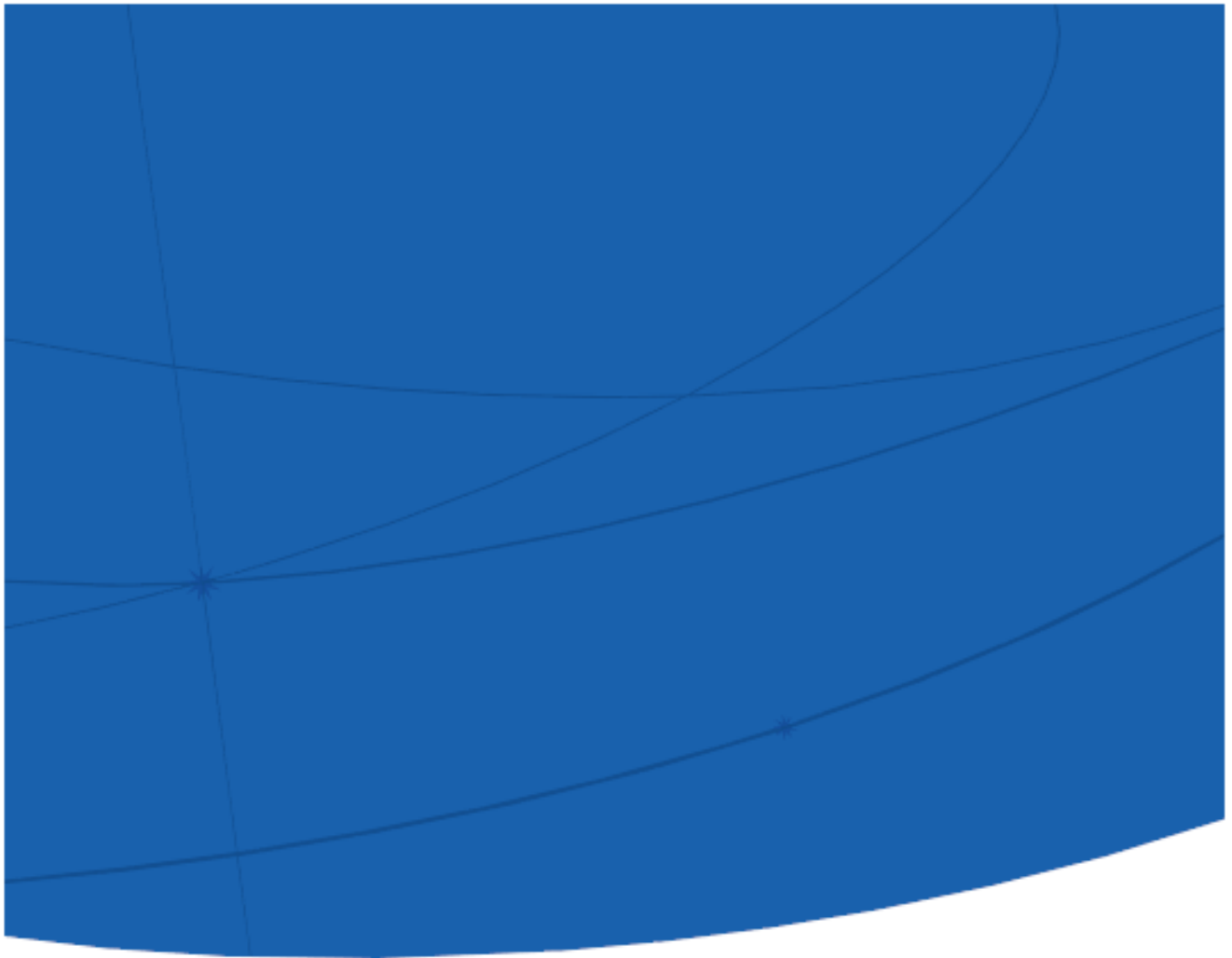
User Profile

The demographics and characteristics of a distinct group of users.

V

Visceral Level of Design

One of the three levels of Donald Norman's model of Emotional Design. This is the immediate response evoked by the look and feel of a design, usually felt in a physical "pit of your stomach" way. It can be positive, such as smooth shapes, saturated colors, and symmetry. Or it can be negative, such as gross/squirmy things. This level of design will work in conjunction with the other two levels in Donald Norman's model. See "Behavioral Design," "Reflective Design," "Emotional Design," and "Norman's Model of Emotional Design."

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