2019

WCHK2019 Corum-Chu
Speaker

How to make your website attractive
with the help of Psychology

WordCamp HK
https://2019.hongkong.wordcamp.org

Hello!

CORUM CHU

SPEAKER

- Ex-Digital Marketing Lead of HKT Tap & Go, 3HK
- Visiting Lecturer, The Hong Kong Polytechnic University
- Executive Vice President, HKUST Alumni Association
- Currently a Master in Psychology Student at CUHK
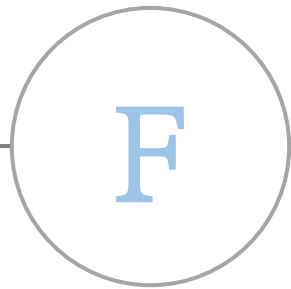
Before we start...

I am not an expert..

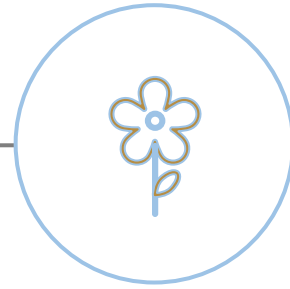Treat this as a sharing session

I haven't tried all of them···

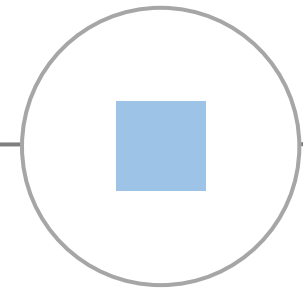But all of them are well supported by researches

What include in a website...

Fonts

Pictures

Copywriting

Let's see how psychology helps...

Font selection can affect performance!

Fonts

Fonts

Let's play…

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A   B   C

Which is better for   Answer

- Fitness Class   - C
- Board Game   - A
- Makeup   - B

BUT WHY?

How people evaluate font choices
—

You see a font! → Activate perceptual associations → Activate direct association

WORDCAMP

Weight: Heavy
Size: Large
Spacing: Tight
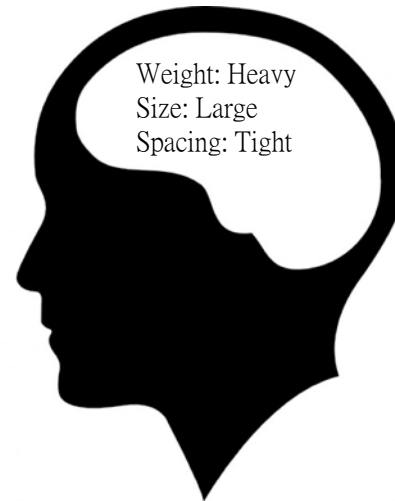
| Group	Responses	Level	Fonts
1	Pleasing Engaging Reassuring Prominent	High High Average Low	Scheherazade Informal Roman Ancient Script Enviro Pepita MT
2	Pleasing Engaging Reassuring Prominent	Average High Low Average	Baphomet EaaA Chiller Stonehenge Paintbrush
3	Pleasing Engaging Reassuring Prominent	Low Low Average Average	Playbill Logan Onyx Industria Inline StencilSet
4	Pleasing Engaging Reassuring Prominent	Average Average Average High	NewYorkDeco Bandstand SunSplash Middle Ages Fisherman

Group	Responses	Level	Fonts
5	Pleasing Engaging Reassuring Prominent	Low High Low Average	AluminumShred BigDaddy Integrity Ransom Amazon
6	Pleasing Engaging Reassuring Prominent	Average Low High Average	Georgia Verdana Janson Text Century Gothic Times New Roman Century Schoolbook
7	Pleasing Engaging Reassuring Prominent	High High Average High	Maiden Word Author Viner Hand ITC
8	Pleasing Engaging Reassuring Prominent	High Average High High	Hamburger

Source: Henderson, Giese, Cote (2004) - Impression Management Using Typeface Design

Match your message with appropriate font

Kang and Choi (2013) created ads for a cell phone

- If message focus on slim, condensed typefaces performed 27% better

- If message focus on "elegant", elegant typefaces performed 32% better!
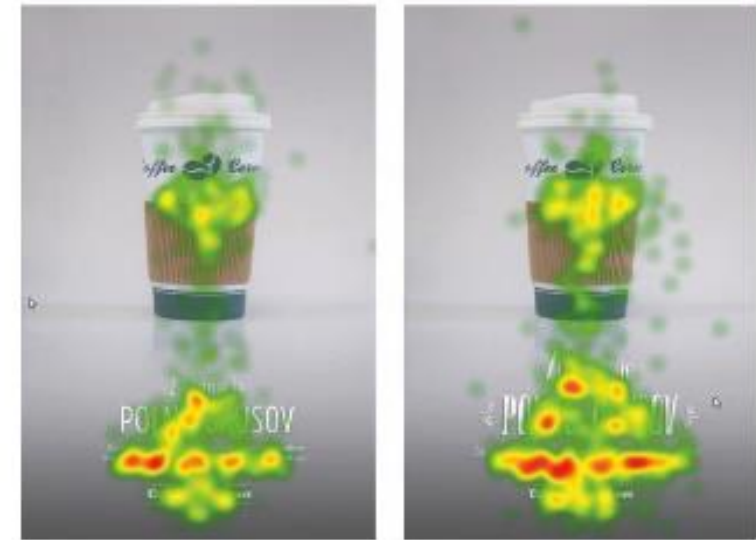
PUŠKAREVIĆ (2018) conducted a similar research. Heat maps comparing the eye movements of the control and experimental groups.

Everyone knows the selection of pictures will affect the traffic of a site

Pictures

But how should we choose?

Pictures

Which picture should we use?

Rule No. 1

Chameleon Effect
變色龍效應

When we are exposed to nonverbal behavior, we experience an unconscious urge to mimic that behavior (Chartrand & Bargh, 1999)

3Ss to evaluate a picture

Smile - Creates emotional purchase
Sight – Our brain ask us to follow eye gaze
Sign of the body – You will only crossed arm when you are not comfortable! (Bull 1987)
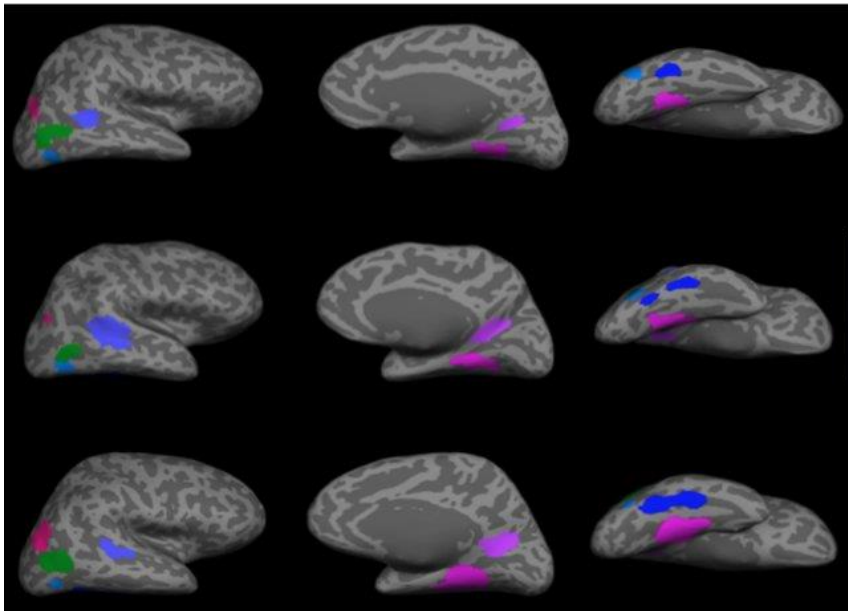
Pictures

Which one is more effective?

Rule No.2

Moving People

fMRI image. FFA = Blue, PPA = MAGENTA and EBA = Green

- There is an area in the brain, namely, Extrastriate body area (EBA), which responds specifically to pictures of bodies and parts of bodies

- Troje (2008) find out that human being are always and highly sensitive to biological motion of other people.

- Cian, Krishna and Elder (2015) tracked eye gaze and realized even static pictures evoking more perceived movement are able to draw attention more quickly.

Copywriting

If content is king, copywriting is his weapon.

Use Positive Frames

—

We need more mental resources to process negative frames *(Jacoby, Nelson, Hoyer 1982)*

In other words, negative frames will degrade your message

Examples

NEGATIVE: Don't drink excessively.
POSITIVE: Drink responsibly

NEGATIVE: 唔好浪費今次機會呀！
POSITIVE: 珍惜今次機會呀！

NEGATIVE: 唔買走寶
POSITIVE: 買到就光宗耀祖！

Reduce Risk

—

Think from your customer / readers.

Identify their risk and adjust your copies.

Risk	Description	How to tackle?
Financial	Loss of money	Guarantees
Social	Approval of others	Testimonials
Ego	Loss of prestige	Endorsements
Functional	Won't work	Free Trials
Physical	Safety concerns	Certifications
Psychological	No gratification	Emotional Copy
Time	Learn how to use	24/7 Support
Effort	Exertion in use	Clear instructions
Obsolescence	Become oudated	Low-cost Upgrade

Source: Lantos (2011)

Tell, not sell

—

Be concrete!

Incorporate numbers are more likely to go viral

Examples

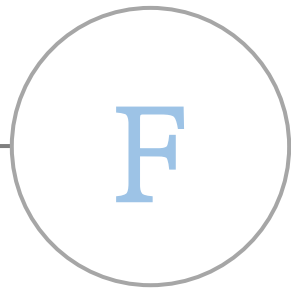SELL:　　我們客服回覆非常快
TELL:　　我們的客服會在24小時內回覆

SELL:　　我們的產品非常安全
TELL:　　我們的產品退貨率為0.02%
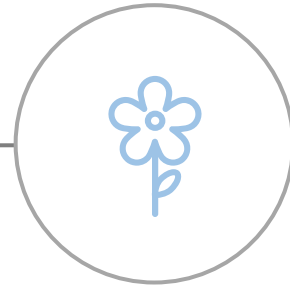
SELL:　　Wordpress helps you be more productive
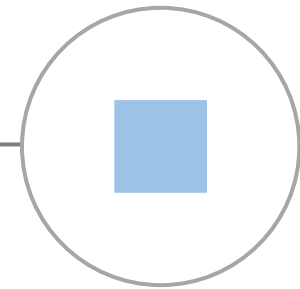TELL:　　Wordpress can double your productivity!

Takeaway

Fonts

Select appropriate font to match your message

Pictures

- Choose Pic with moving People
- Apply Chameleon Effect

Copywriting

- Use Positive Frames
- Reduce Risk
- Tell, not sell

Thank you

Well I don't quite welcome questions ☺

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In case you want to learn more⋯

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