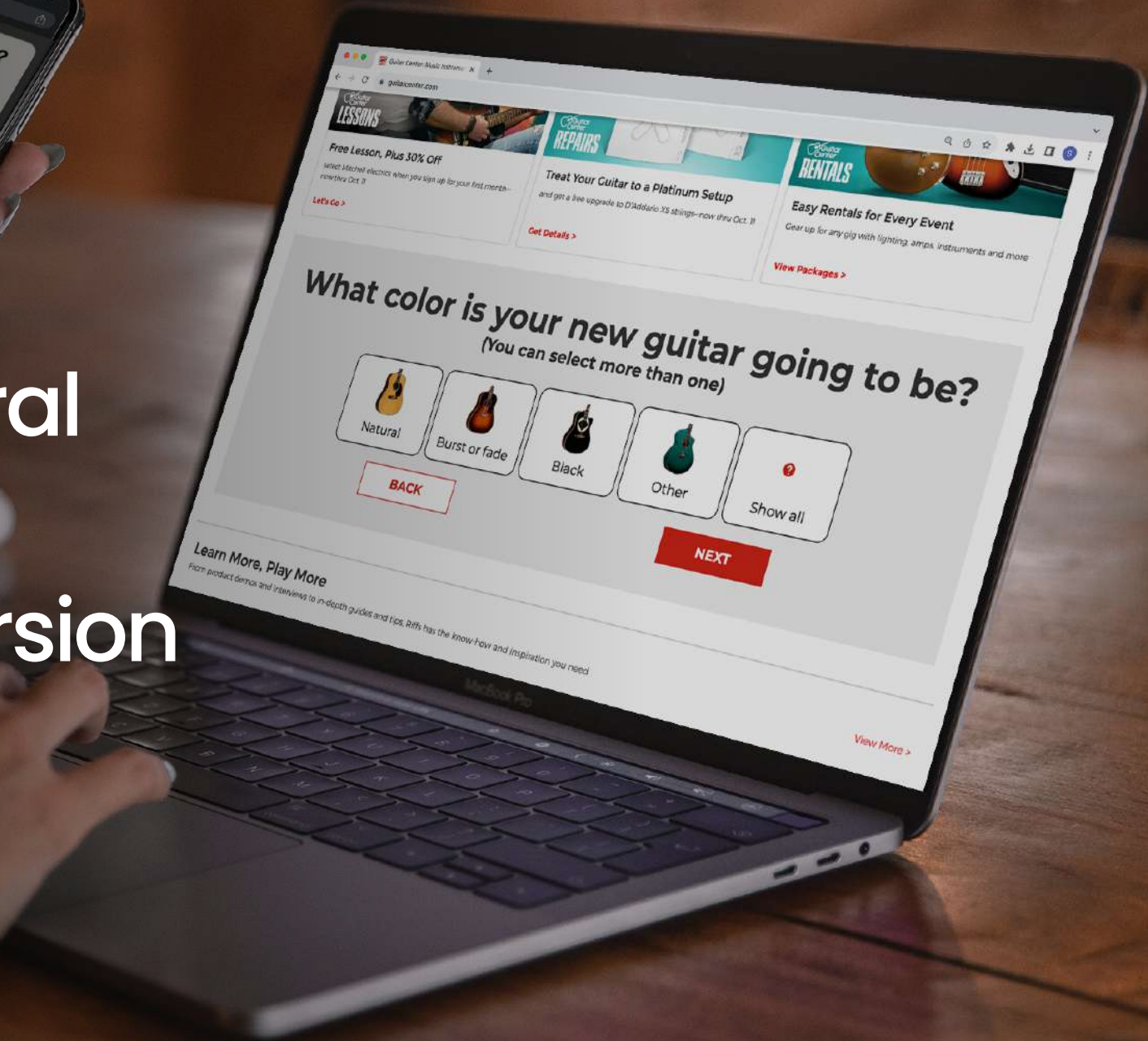


# The behavioural psychology of guided conversion



## About

This guide has been developed by preezie in partnership with behavioural psychology specialist Kris White and a team of academic psychology researchers.

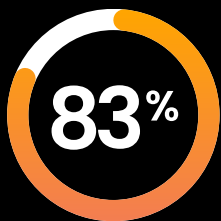
The psychological principles, examples, and recommendations in this document are based on:

- preezie customer projects and data points
- Global ecommerce case studies
- Academic literature
- Consumer market research



## Introducing

**Kris White** is a behavioural psychology specialist who leverages a deep understanding of cognitive psychology, neuroscience, evolutionary psychology, and sociology to uncover behavioural insights and drive behaviour change.



AUS



USA

**of shoppers find it appealing to receive assistance in finding and selecting the right product for their needs from an online retailer.<sup>1</sup>**

1. Inside the mind of the 2023 online shopper, preezie, 2023

With over 20 years' experience, Kris has consulted on behaviour change challenges and opportunities for global corporations, startups, scaleups, and government leaders, working across cities including London, Singapore, New York, Sydney, and Perth. As a recognised thought leader, Kris has contributed to industry articles,

podcasts and events, including speaking engagements at Behavioural Economics meetups in Sydney and New York, as well as the national Market Research industry conference in Australia. Kris is a full member of the Research Society of Australia and holds a double degree in Psychology and Philosophy.



## Behavioural psychology



Ultimately we are all in the business of behaviour change. Behavioural psychology cuts to the chase giving us the tools to change behaviour. The rest is noise.

— Kris White

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### The importance of behavioural psychology:

Behavioural psychology integrates a broad range of evidence-based principles from psychology, known to influence decision-making and behaviour. This cutting-edge field, closely related to behavioural economics, utilises an understanding of mental cognitive

biases and emotional drivers to comprehend and shape behaviour. The increasing number of applications demonstrating the commercial and social value of behavioural psychology is undeniable, making many traditional marketing approaches obsolete.



**Convert:** Streamline the path to purchase with guided quizzes

## journeys, powered by preezie

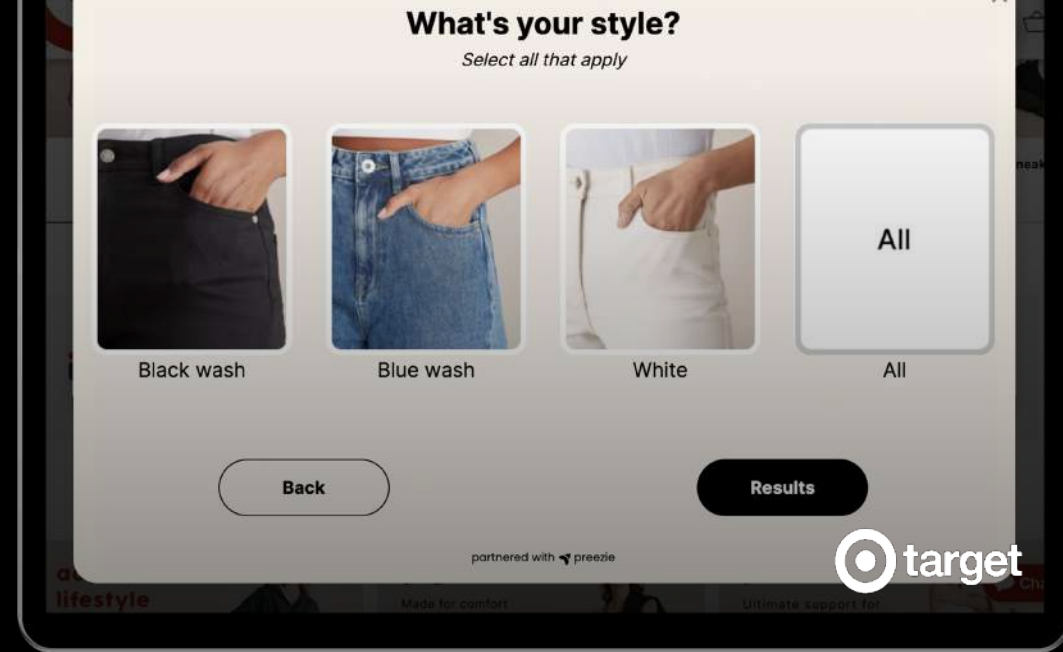
Our journeys utilise behavioural psychology principles and smart logic to engage shoppers through interactive questions, delivering personalised product recommendations that cater to their unique interests and needs.

Seamlessly integrate preezie's journeys into your customers' online shopping experiences. Our captivating product discovery quizzes not only grab their attention but also expertly guide them towards making ideal purchases.

For example, a global retailer has successfully implemented our journeys with a 'Denim Finder' feature on their website. This interactive tool asks customers a series of questions to understand their style and fit preferences, delivering personalised denim recommendations that perfectly match their individual needs.

The versatility of preezie's journeys extends beyond product discovery. They can assist customers in finding the ideal gift, selecting the correct shoe size, determining their skin type for face care products, and even booking suitable hair treatments before salon appointments.

Embrace the interactive, educational, and enjoyable nature of our quizzes to foster longer sessions and greater shopper engagement, ultimately leading to increased conversions and a higher average order value.



Unlock the power of zero-party customer data through journeys, capturing essential information such as budget, occasion, fashion style, hair type, and other demographics. Leverage this wealth of insights to create comprehensive customer profiles, empowering you to launch hyper-personalised campaigns that build stronger connections for enduring customer relationships.

The 4 stages of building  
your preezie workflow:

01

**Build a  
narrative**



02

**Use the right  
language**



03

**Manage  
price**



04

**Structure  
and design**



# Build a narrative

01

## The 4 stages of building your preezie workflow:

- 01 Build a narrative
- 02 Use the right language
- 03 Manage price
- 04 Structure and design

## Integrate your brand story into the journeys

Research demonstrates the power of storytelling and narratives to influence behaviour. A strong story is more emotionally engaging, memorable, and trustworthy. When creating preezie workflows, think about the story and narrative

you are trying to create for your audience. Ensure this theme is consistent the entire way through. Customers who successfully implement preezie workflows with narratives see higher engagement, completion, and conversion rates.



### Develop an identity



### Make it an experience



### Embed your brand story



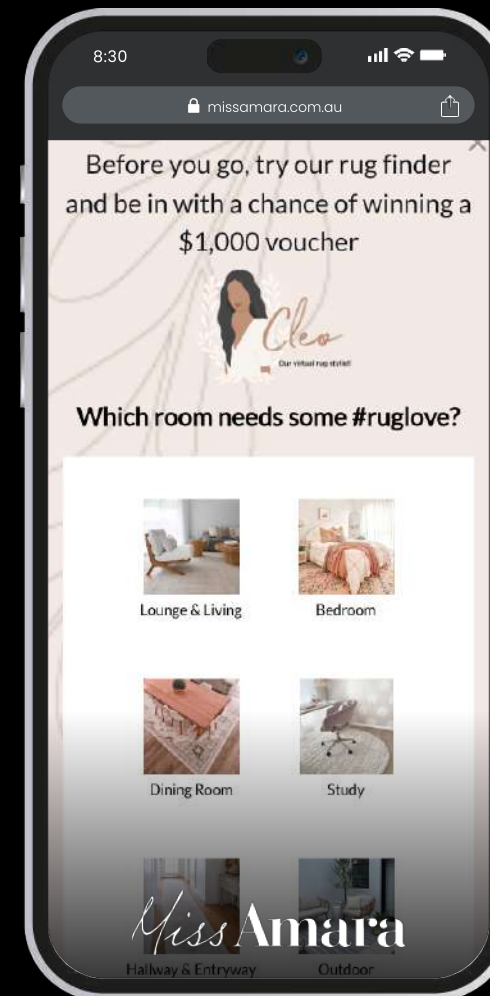
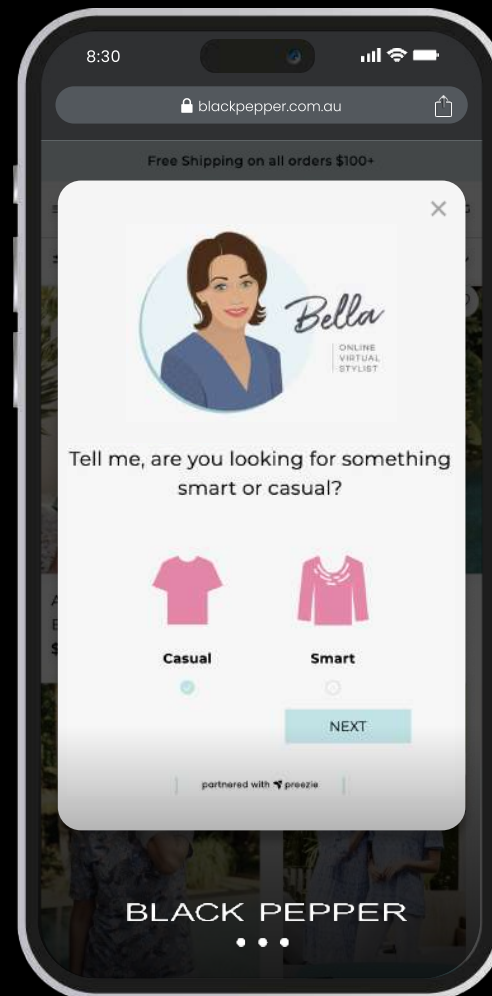


## The 4 stages of building your preezie workflow:

- 01 Build a narrative
- 02 Use the right language
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- 04 Structure and design



## Develop an identity



Give your workflow a unique name or identity to seamlessly guide customers into making confident purchasing decisions.

Black Pepper's *Bella* or Miss Amara's *Cleo* are great examples of this.

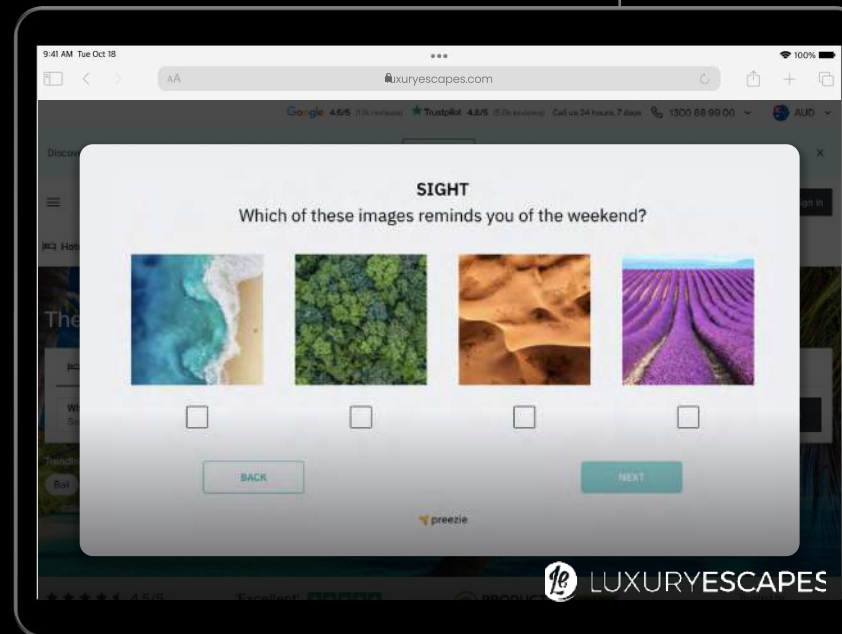


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## Make it an experience



For omnichannel brands, why not craft an all-encompassing experience? Luxury Escapes created a Holiday Lab to diagnose and prescribe treatments for your holiday woes.

They brought this concept to life using preezie in a physical pop-up. Once customers complete the journey, preezie promptly delivers their personalised result diagnosis straight to each user's email!

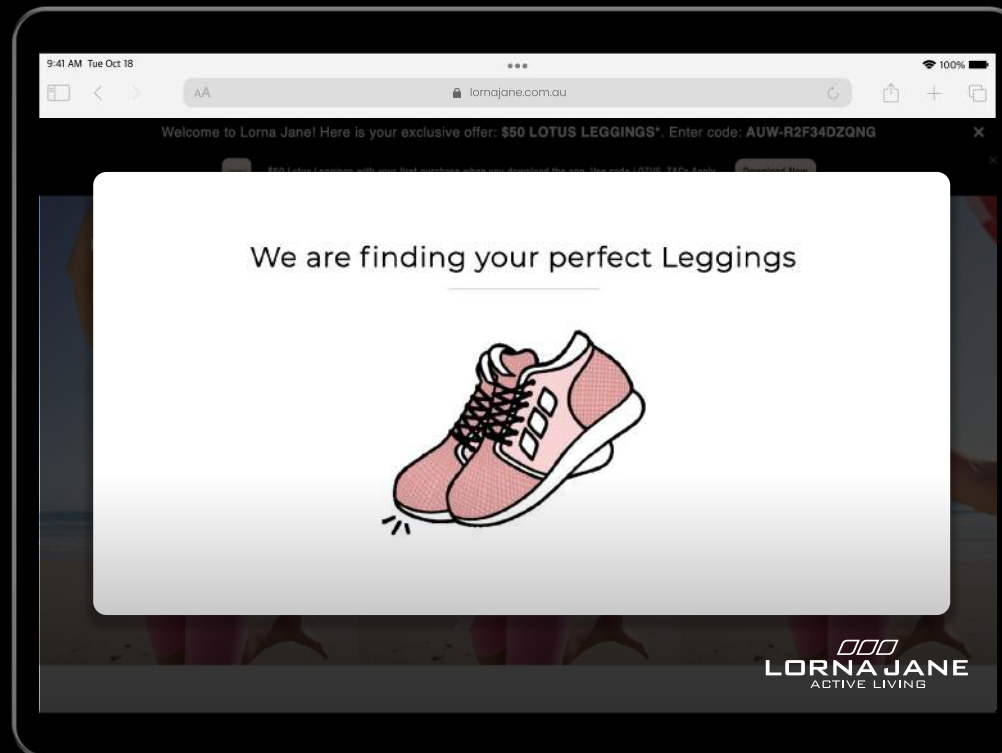


## The 4 stages of building your preezie workflow:

- 01 Build a narrative
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## Embed your brand story



Lorna Jane delivers a simple message accompanied by a loading "shoe" GIF, introducing an element of fun while shoppers anticipate their personalised product recommendation results.



## The 4 stages of building your preezie workflow:

- 01 Build a narrative
- 02 Use the right language
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- 04 Structure and design

## Align the journey to personas and segments

### The psychology

Understanding the psychology of customers is crucial for an effective journey. Utilising personas and segments during the journey-building process ensures that you resonate with customers, addressing their genuine mindsets and needs. Consider your personas, delving into their

demographics, preferences, location, and more. This information becomes a guiding beacon for crafting narratives.

### Example

The journey, creatives, and copy tailored for 55-year-old Sarah, aiming to purchase a \$200 bottle of red wine, will differ significantly from those designed for 23-year-old Shelby, in search of roller skates.



Jack 20-30

#### Demographics

- Renting with friends
- \$60K - \$100K
- Single
- Graduated and has a student loan

#### Behavioural identifiers

- Shops on mobile
- Prefers 24hr chat systems
- Items under \$100 sales
- Shops while commuting to and from work



Sophie 35-45

#### Demographics

- Owns a home and has a mortgage
- \$100K - \$150K
- Married
- Graduated

#### Behavioural identifiers

- Shops on laptop
- Prefers talking to a sales assistant
- Best fit, well suited products
- Shops in the evening



**Use the right language**

02

The 4 stages of building your preezie workflow:

- 01 Build a narrative
- 02 Use the right language
- 03 Manage price
- 04 Structure and design

Use priming language

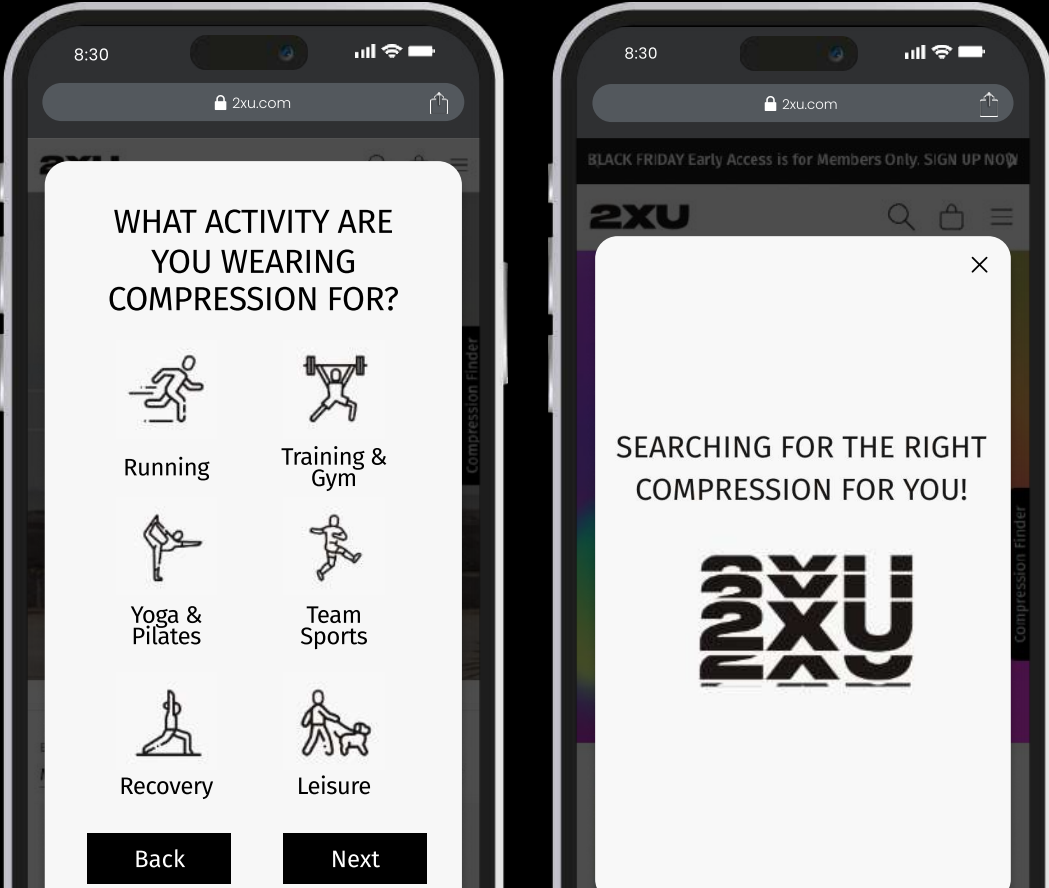
The psychology

The use of strategic language will prime the customer for conversion.

**Conceptual priming:** Exposure to one idea or stimulus influences how subsequent ideas are interpreted.

This means that what your customers see at the start of the journeys will affect how they react later, even if the two elements are unrelated.

In preezie's journeys, the concept of conceptual priming can be applied by strategically framing the initial content or questions in a way that positively influences the customer's mindset and perception. By carefully choosing words and concepts, preezie can shape the customer's experience and enhance the likelihood of a favourable response or conversion as the journey progresses.



**Considerations & examples**

- ✔ Language should create excitement, engagement, or surprise.
- ✔ Copy when waiting for recommendation results. *Example: "Personalising your holiday package..."*
- ✔ When your results are displayed, look to create a "sensory projection". *Example: "Which of these guitars can you see yourself playing at your next jam session?"*
- ✔ Avoid using terms such as "no preference" or "don't mind" as options because they detach the user from their own identity.

## The 4 stages of building your preezie workflow:

- 01 Build a narrative
- 02 Use the right language
- 03 Manage price
- 04 Structure and design

### Considerations & examples

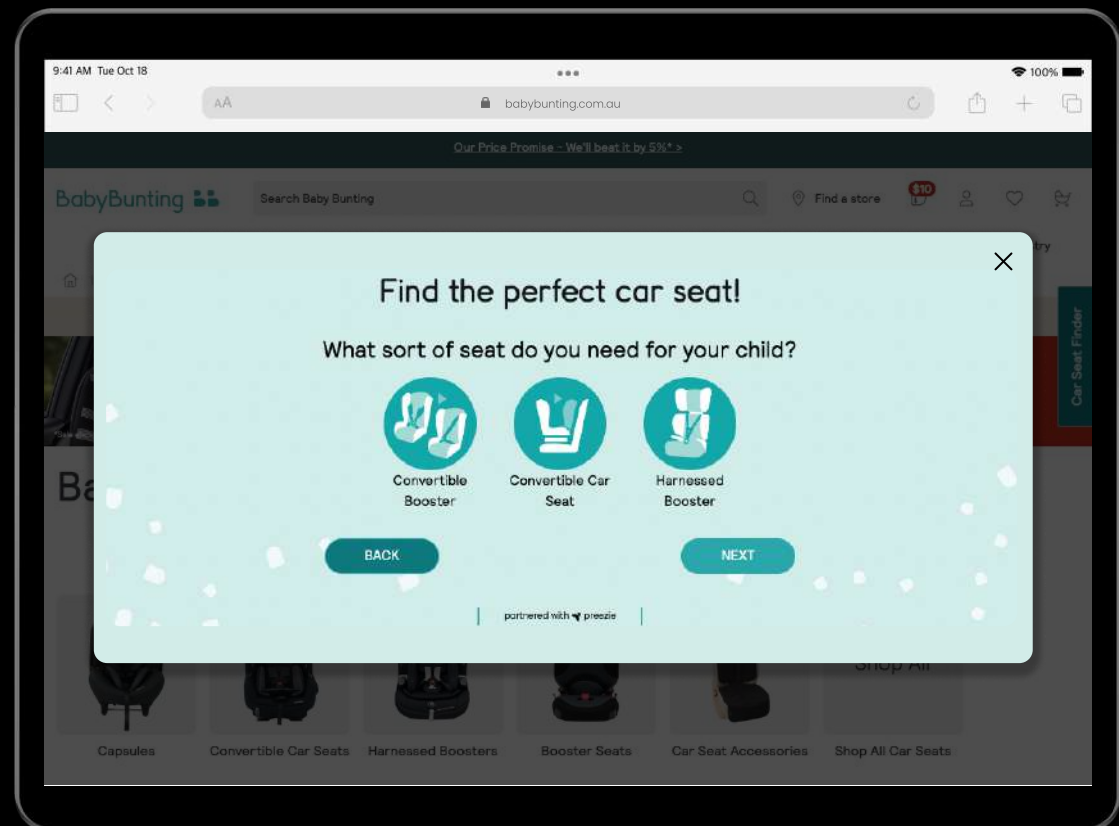
- ✔ Utilise language that implies personal ownership, such as using "you" and "yours" instead of "it" (referring to the product). For instance, ask, "What is the age of your child?" rather than "What is the child's age?"
- ✔ Employ assumptive close techniques, like asking, "Where will your camping adventures mostly be?"

## Create an endowment effect

### The psychology

Individuals tend to value things more when they feel a sense of ownership and are reluctant to part with them.

Tailoring the language and framing of questions to instill a sense of ownership and personal connection for the users. When crafting questions or prompts, use language that emphasises the user's direct involvement or possession.



## The 4 stages of building your preezie workflow:

01 Build a narrative

— 02 Use the right language

03 Manage price

04 Structure and design

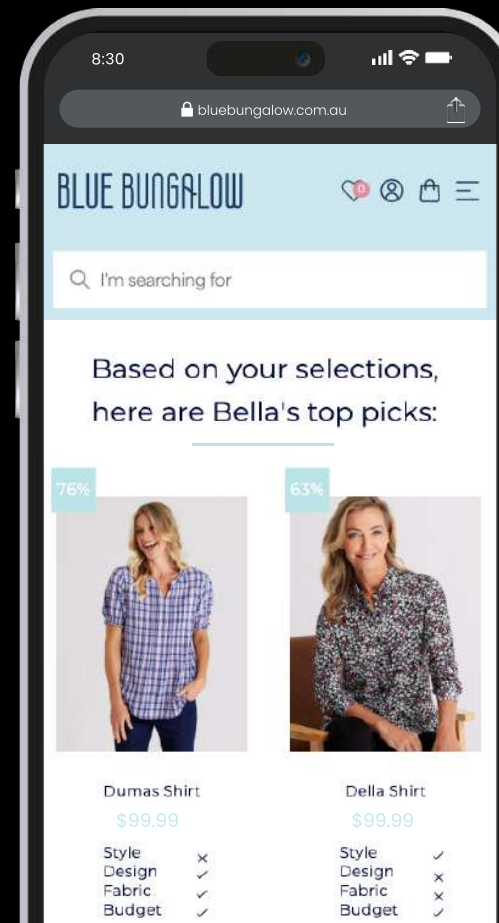
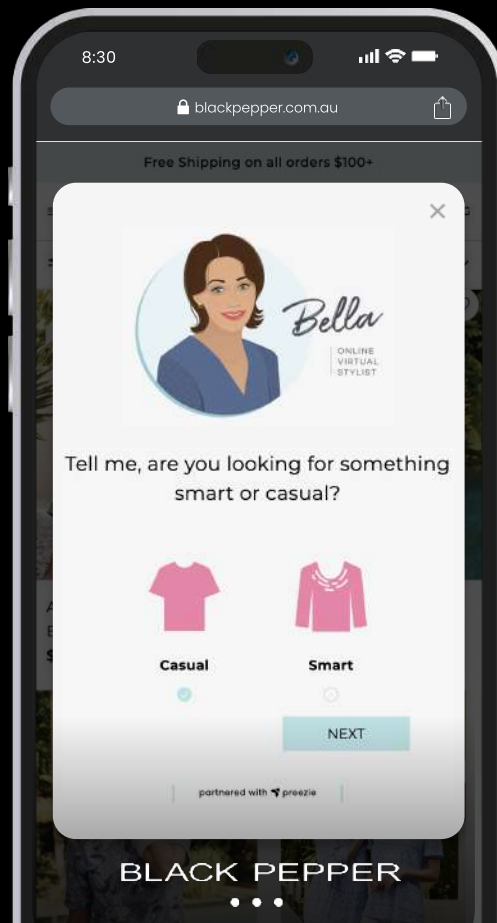
## Authority bias & social proof

### The psychology

**Authority bias:** People tend to place more trust in the opinions of individuals perceived to have authority.

Influence and authority are perceived through two main types of characteristics:

- **Status:** High socio-economic, competence, dominance, and physical attractiveness.
- **Connectedness:** Warmth, vulnerability, trustworthiness and charisma.



### Considerations & examples

Think about how you articulate your rationale for the preezie recommendation:

- ✓ **Expertise:** Based on specific topic and product knowledge.
- ✓ **Individual:** Based on the experience or unique characteristics of an individual, founder, brand ambassador, avatar assistant. For example, *Bella* from Black Pepper.
- ✓ **Social:** Based on social proof of many other happy customers. "Over 10,000 customers choose Bevilles every month".



# Manage price

03

## The 4 stages of building your preezie workflow:

- 01 Build a narrative
- 02 Build a narrative
- 03 Build a narrative
- 04 Build a narrative

## Choice architecture

### The psychology

**Choice architecture:** People's choices depend on how the options are presented, including the number and range of choices.

**Anchoring:** Some numbers act as a reference point for comparing options; the numbers seen first or seen most

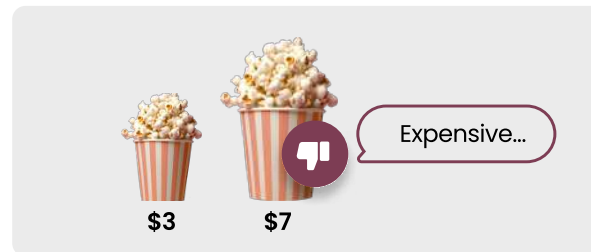
often set the considerations and expectations.

**Aversion to extremes:** There's a preference to avoid the most extreme high and low points on a scale or among options.

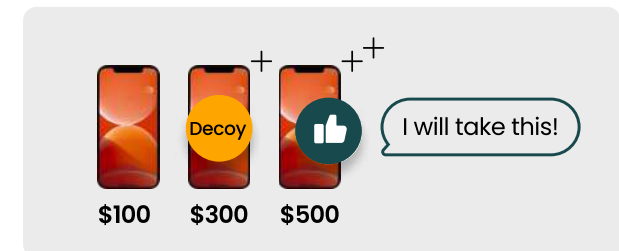
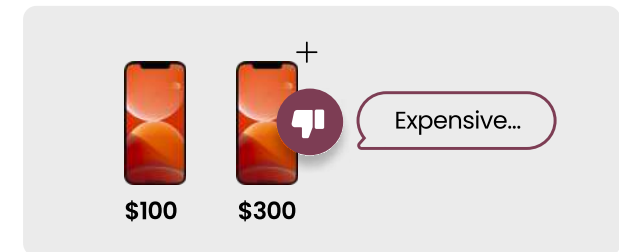
### Considerations & examples

- ✓ Avoid starting the "price" scale with unrealistic low options, such as beginning with '\$0'.
- ✓ Ensure the upper end of the price scale is not too high for people to choose. Consider creating a second high option for those who don't want the highest (extreme) price point.
- ✓ If most of your products are under \$1,000, avoid showing an option for \$10,000+. Make it more reasonable, for example, \$2,000+.
- ✓ Place the price or budget question towards the end of the workflow, but not the last or second last step.

### Decoy pricing



### Premium decoy pricing



## The 4 stages of building your preezie workflow:

- 01 Build a narrative
- 02 Build a narrative
- 03 Build a narrative
- 04 Build a narrative

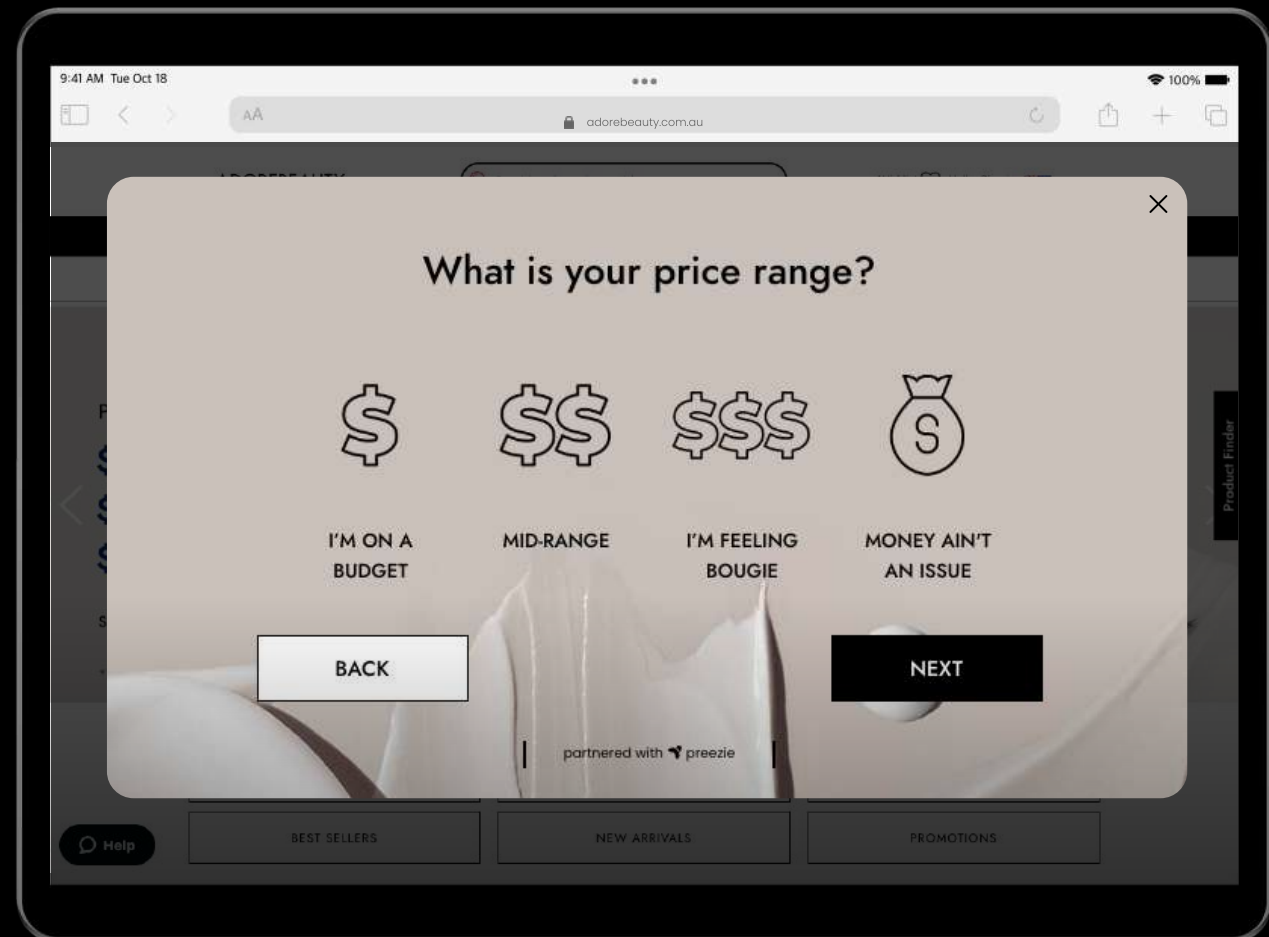
### Considerations & examples

- ✔ Tailor the language around "price" based on your brand and category. Options include "price," "budget," or "investment."
- ✔ Consider conveying the "cost" using conceptual language that resonates with your audience. For instance, phrases like "No skimping," "Skip takeaways for a week," or "Only the best."
- ✔ Mindfully frame the discussion of "price" using language that emphasises value, savings, or affordability.
- ✔ Steer away from language that may cast the "price" in a negative light. Instead, focus on highlighting the benefits and value associated with the offered prices.

## Framing 'price'

### The psychology

The perception of 'price' can be determined by the way it is framed through language.



ADOREBEAUTY



# Structure and design

04

## The 4 stages of building your preezie workflow:

- 01 Build a narrative
- 02 Use the right language
- 03 Manage price
- 04 Structure and design

## Question order

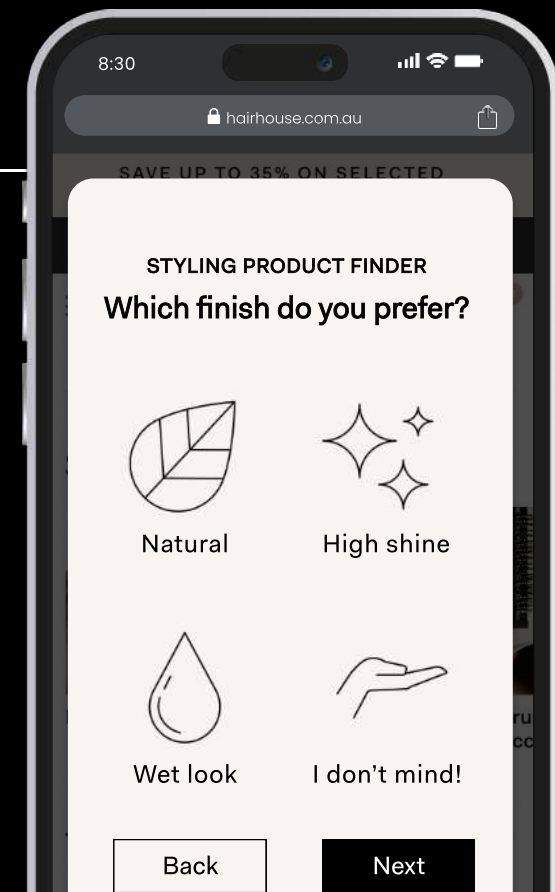
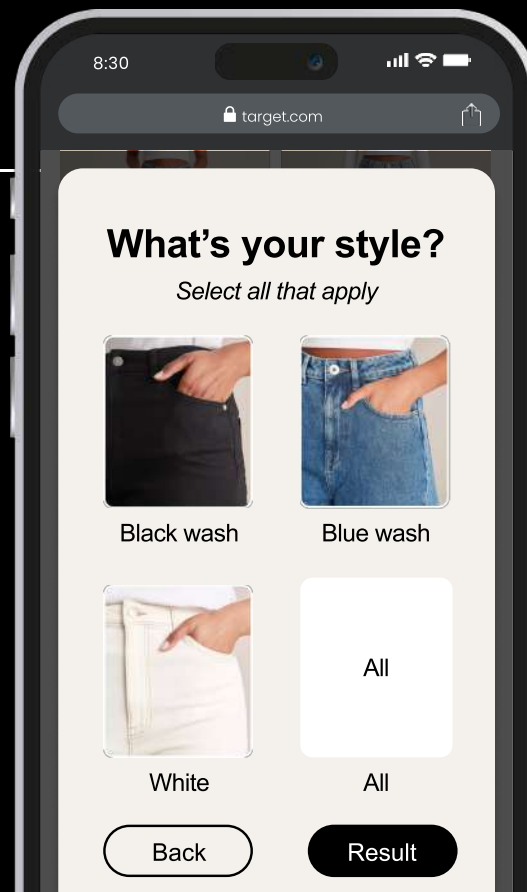
### The Psychology

**Serial-position effect:** People form stronger memories of the first and last items in a series and have the least strong recall of middle items in a set.

When creating the questions and answers for your preezie workflow, ensure that the elements that hold the most value are seen first and last.

### Considerations & examples

- Start and end your workflow with the most engaging questions, such as those reflecting immediate mindset or shopper mission.
- Refrain from beginning or ending with questions about price to maintain a positive and engaging user experience.



## The 4 stages of building your preezie workflow:

- 01 Build a narrative
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## Choice architecture

### The Psychology

**Salience:** Refers to the visibility of an object within its surroundings. The more distinct an item is, the greater attention and significance it attract.

**Choice paralysis:** The abundance of choices can result in decision paralysis, leading individuals to default to their preferences.

Customers with workflows that sharply contrast with their surroundings, displaying a limited number of quiz answers or product recommendations at a time, experience double to triple the usage and significantly improved conversion rates.



### Contrast



### Clarity



### Perception



### Background



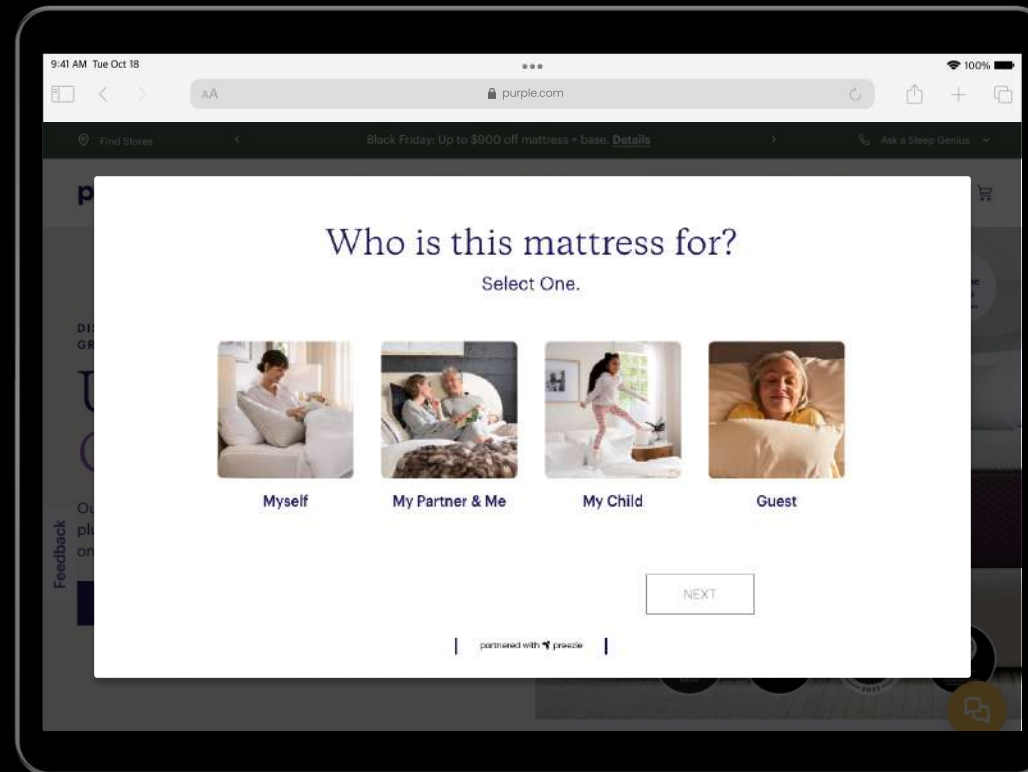
### Choice



## The 4 stages of building your preezie workflow:

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## Contrast



Distinguish your journeys from the rest of the website, opting for images instead of icons used elsewhere on the site.

purple



## The 4 stages of building your preezie workflow:

- 01 Build a narrative
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9:41 AM Tue Oct 18

purple.com

Black Friday: Up to \$900 off mattress + base. Details

QUESTION 4 OF 7

What stands between you and an amazing night's sleep?

Select Multiple.

Back pain    Shoulder/hip pain/numbness    Too hot    Snoring    Stress

Insomnia    Restless legs    None of these

Back    Next

partnered with preezie

Ensure that it's evident that users can select multiple options in a question.

purple

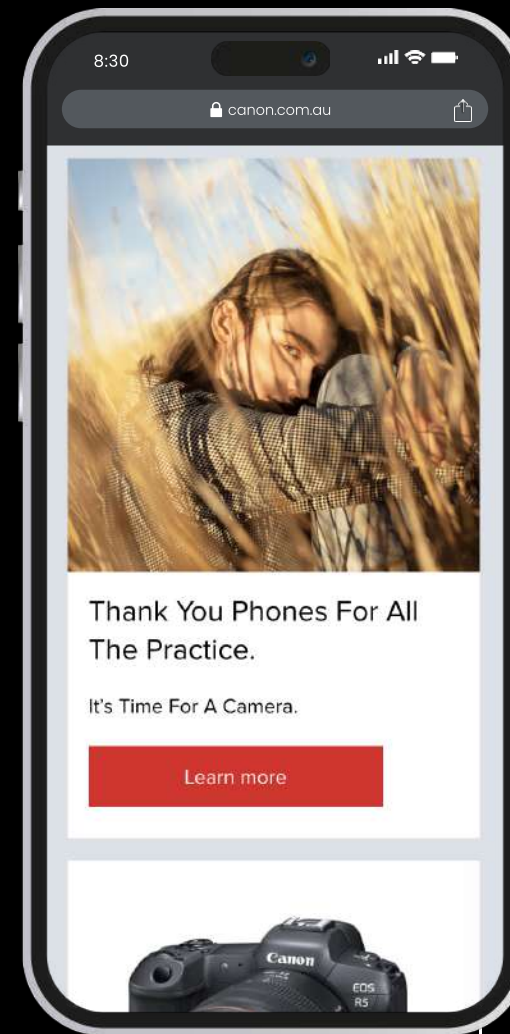
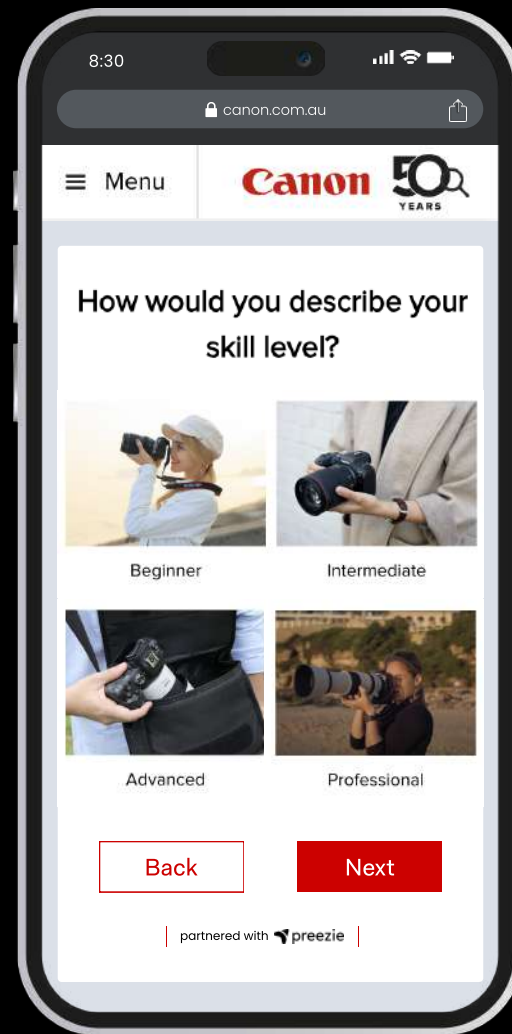




## The 4 stages of building your preezie workflow:

- 01 Build a narrative
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## Perception



Ensure your journey doesn't resemble invasive advertising pop-ups.

Canon

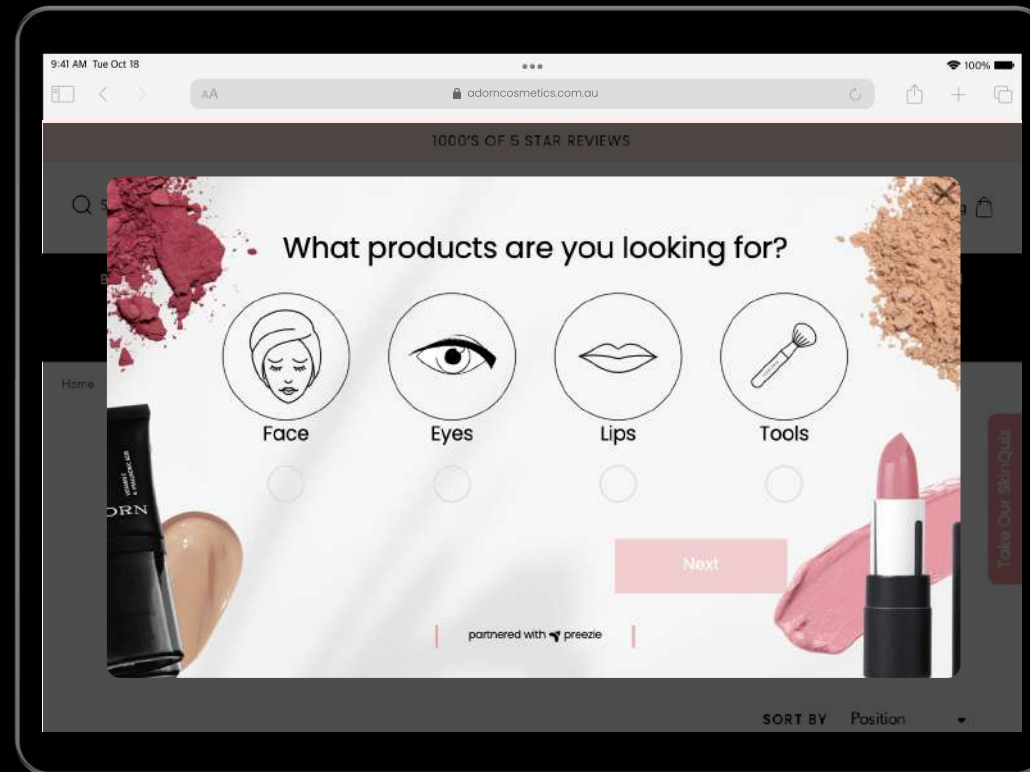


## The 4 stages of building your preezie workflow:

- 01 Build a narrative
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# Background



Consider a background image or colour that align with the visual aesthetics and messaging of the preezie workflow.

ADORN  
GUILT FREE LUXURY

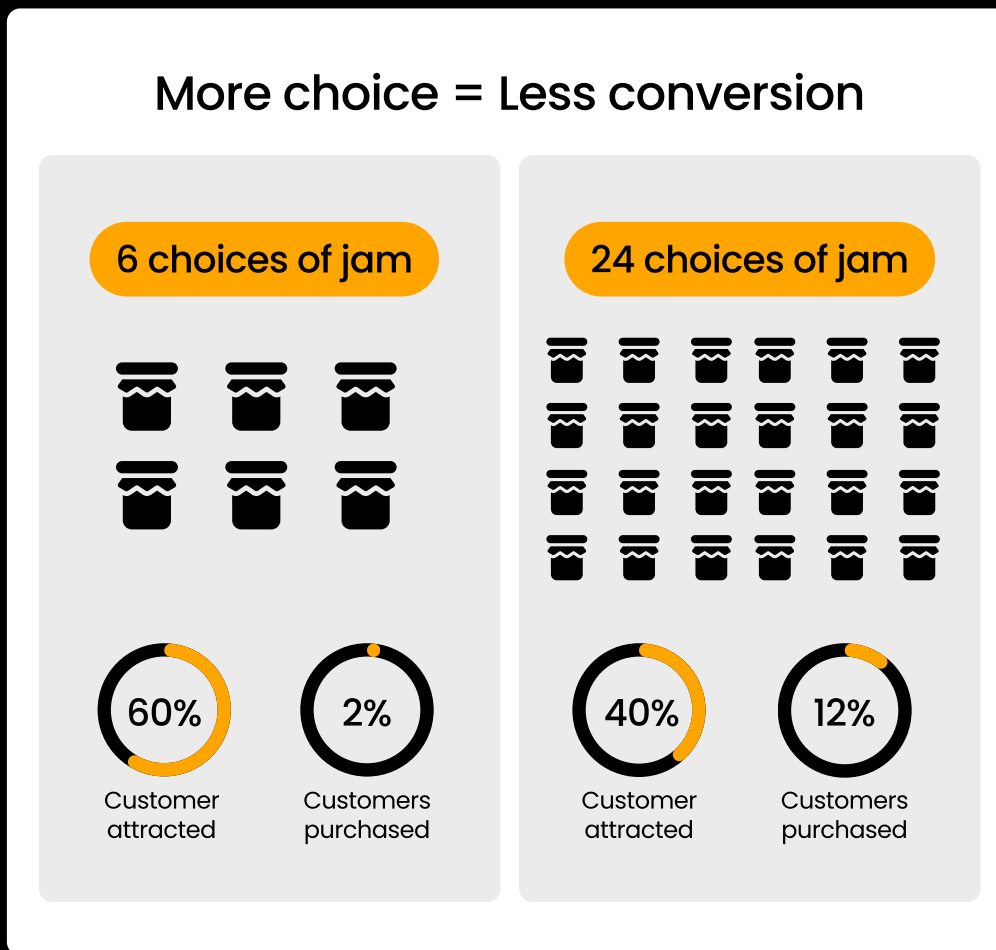


## The 4 stages of building your preezie workflow:

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## Choice



The number of answer options within a choice set should be sufficient to represent diverse options but not overwhelm the shopper (e.g., 2-8).



## The 4 stages of building your preezie workflow:

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## Placement

### Considerations

A high conversion rate significantly impacts revenue when it influences a substantial portion of your traffic. With preezie, customers typically experience a +50% uplift in the conversion rate.

To maximise its impact, strategically place preezie in your highest traffic areas, ensuring it is easily visible and user-friendly.



# Homepage



# Call to actions



# Collection pages



# Landing pages



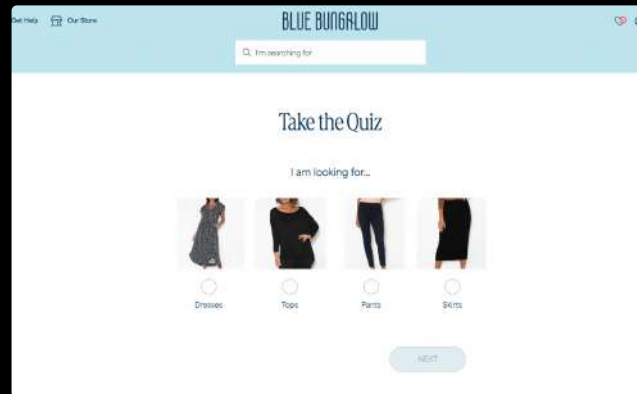
# Exit intents



## The 4 stages of building your preezie workflow:

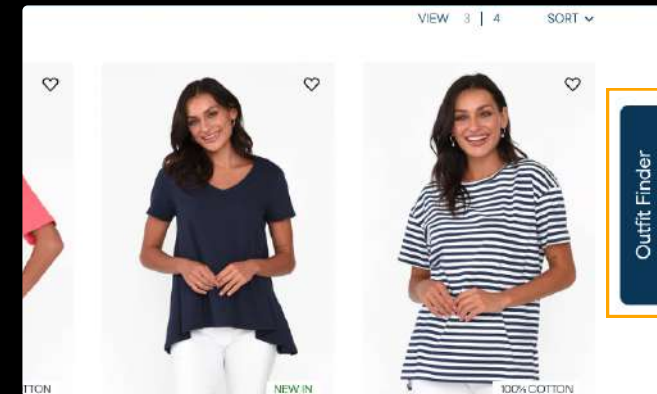
- 01 Build a narrative
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### Homepage



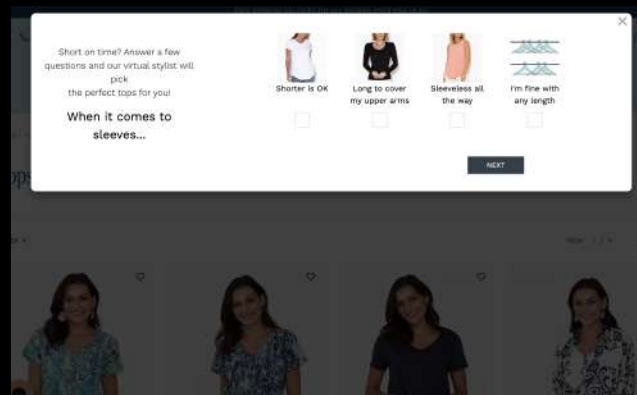
At the top of homepage above the fold.

### Call to actions



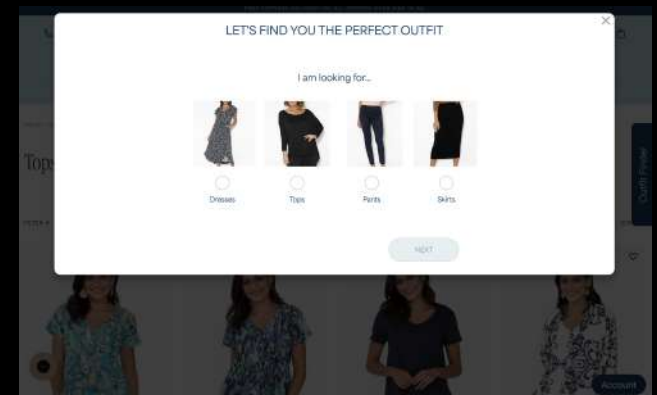
Call to actions are side banners that follow the user around.

### Collection pages



At the top of collection pages above the fold.

### Landing pages

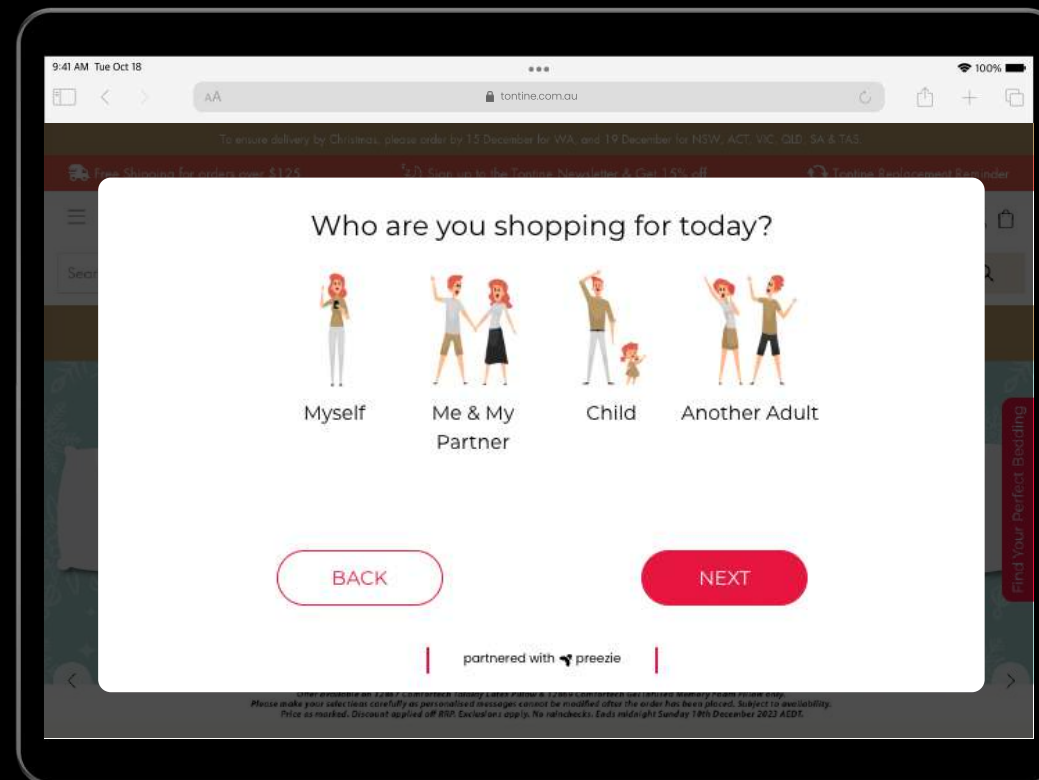


Dedicated finder page.

## The 4 stages of building your preezie workflow:

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## Exit intents



Exit Intents are pop-ups that trigger when a user is about to leave, making them a valuable engagement tool.

Triggering a preezie quiz journey can capture a shopper's attention with a last-minute interactive experience, preventing potential bounce. This also provides an additional opportunity to guide them to the perfect product, increasing the likelihood of conversion.



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# Contact us to learn more

We can help you design and customise as many quizzes as you want, integrating behavioural psychology insights and developing journey logic.

✉ [info@preezie.com](mailto:info@preezie.com)    🌐 [www.preezie.com](http://www.preezie.com)