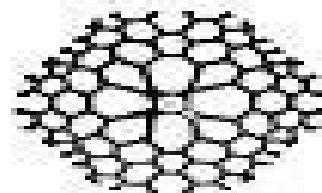


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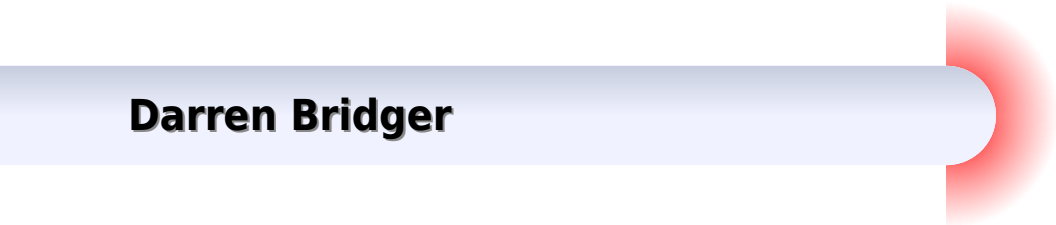
What makes them *click*?



Susan M. Weinschenk, Ph.D.

Neuro Web Design Neuro Web Design

Darren Bridger



Neuro Web Design Neuro Web Design:

Neuro Web Design Susan Weinschenk, 2009-03-30 While you re reading *Neuro Web Design* you ll probably find yourself thinking I already knew that a lot But when you re finished you ll discover that your ability to create effective web sites has mysteriously improved A brilliant idea for a book and very nicely done Steve Krug author of *Don t Make Me Think A Common Sense Approach to Web Usability* Why do people decide to buy a product online Register at your Web site Trust the information you provide *Neuro Web Design* applies the research on motivation decision making and neuroscience to the design of Web sites You will learn the unconscious reasons for people s actions how emotions affect decisions and how to apply the principles of persuasion to design Web sites that encourage users to click *Neuro Web Design* employs neuro marketing concepts which are at the intersection of psychology and user experience It s scientific yet you ll find it accessible easy to read and easy to understand By applying the concepts and examples in this book you ll be able to dramatically increase the effectiveness and conversion rates of your own Web site

Neuro Web Design: What Makes Them Click?

Susan Weinschenk, Ph.D. Susan Weinschenk M., 2008 Neurowebdesign Jonas Reggelin, 2023 Neuro Webdesign Jonas Reggelin, 2025

Optimierung des Webdesigns durch Neuromarketing. Empfehlungen für Unternehmen Katja Hache, 2015-11-06 Projektarbeit aus dem Jahr 2015 im Fachbereich Medien Kommunikation Public Relations Werbung Marketing Social Media Note 1,0 AKAD University ehem AKAD Fachhochschule Stuttgart Sprache Deutsch Abstract Diese Arbeit untersucht die neuropsychologische Wirkung einer Webseite auf das Verhalten von Besuchern und konzentriert sich auf die Bereiche Kommunikation und Konsum Im Vordergrund steht die Frage wie Unternehmen das Potenzial und die Techniken des Neuromarketing für die Optimierung der Internetpräsenz nutzen können um ihren Marketingerfolg zu steigern Um diese Frage zu beantworten soll zunächst ein Grundlagenverständnis zum Thema Neuromarketing geschaffen werden Gleichzeitig wird die Bedeutung des Designs von Webseiten in Bezug auf das Nutzerverhalten dargestellt und mögliche Grenzen abgesteckt Anschließend ist zu untersuchen welche kommunikativen und entscheidungsrelevanten Elemente und Techniken aus psychologischer Sicht den Erfolg des Internetauftritts steigern können und speziell den Konsum im Internet stimulieren Ziel ist es für das Webdesign relevante psychologische Einflussfaktoren aus Kommunikation und Konsumententscheidung zu identifizieren und daraus konkrete Optimierungsansätze abzuleiten Dabei gilt es diese so zu formulieren dass sie für Unternehmen anwendbar sind und bei der Gestaltung von Webpräsenzen umgesetzt werden können In einer einzigen Minute wächst das Internet um fast 600 neue Websites Tendenz steigend Websites sind damit zur Massenware geworden die sich in der Konsequenz immer ähnlicher werden Dadurch wird es aber auch schwieriger in der Masse aufzufallen und Besucher für sich zu gewinnen Perspektiven liefert das Neurowebdesign ein Begriff der 2009 durch die amerikanische Psychologin Susan Weinschenk geprägt wurde die in ihrem Buch *Neuro Web Design What Makes Them Click* erstmals neuropsychologische Erkenntnisse in die Webgestaltung transferierte und grundlegende Prinzipien formulierte Der

Begriff konnte sich bisher zwar nicht richtig durchsetzen dennoch lässt sich im Webdesign ein Trend erkennen der auf das Erlebnis des Internetnutzers abzielt Ein Erlebnis hat immer mit geistiger Interaktion zu tun Wir erleben etwas wenn wir uns über Dinge Gedanken machen und etwas dabei empfinden Um dies auf Unternehmenswebseiten umzusetzen müssen die verantwortlichen Mitarbeiter die Auslöser kennen und wissen worauf ein Nutzer mit welchem Verhalten aus welchem Grund reagiert Auf diese Fragen kann die Psychologie Antworten geben was einen vertiefenden Blick auf die Schnittstellen zwischen Neurowissenschaft und Webdesign begründet *Optimierung des Webdesigns durch Neuromarketing. Empfehlungen für Unternehmen* Katja Hache, 2015-11-24 Projektarbeit aus dem Jahr 2015 im Fachbereich Medien Kommunikation Public Relations Werbung Marketing Social Media Note 1,0 AKAD Fachhochschule Stuttgart Sprache Deutsch Abstract Diese Arbeit untersucht die neuropsychologische Wirkung einer Webseite auf das Verhalten von Besuchern und konzentriert sich auf die Bereiche Kommunikation und Konsum Im Vordergrund steht die Frage wie Unternehmen das Potenzial und die Techniken des Neuromarketing für die Optimierung der Internetpräsenz nutzen können um ihren Marketingerfolg zu steigern Um diese Frage zu beantworten soll zunächst ein Grundlagenverständnis zum Thema Neuromarketing geschaffen werden Gleichzeitig wird die Bedeutung des Designs von Webseiten in Bezug auf das Nutzerverhalten dargestellt und mögliche Grenzen abgesteckt Anschliessend ist zu untersuchen welche kommunikativen und entscheidungsrelevanten Elemente und Techniken aus psychologischer Sicht den Erfolg des Internetauftritts steigern können und speziell den Konsum im Internet stimulieren Ziel ist es für das Webdesign relevante psychologische Einflussfaktoren aus Kommunikation und Konsumententscheidung zu identifizieren und daraus konkrete Optimierungsansätze abzuleiten Dabei gilt es diese so zu formulieren dass sie für Unternehmen anwendbar sind und bei der Gestaltung von Webpräsenzen umgesetzt werden können In einer einzigen Minute wächst das Internet um fast 600 neue Websites Tendenz steigend Websites sind damit zur Massenware geworden die sich in der Konsequenz immer ähnlicher werden Dadurch wird es aber auch schwieriger in der Masse aufzufallen und Besucher für sich zu gewinnen Perspektiven liefert das Neurowebdesign ein Begriff der 2009 durch die amerikanische Psychologin Susan Weinschenk geprägt wurde die in ihrem Buch *Neuro Web Design What Makes Them Click* erstmals neuropsychologische Erkenntnisse in die Webgestaltung transferierte und grundlegende Prinzipien formulierte Der Begriff konnte sich bisher *Neurodesign and Neuromarketing Startup Guide* Dr. Anirban Chowdhury, Audiences of this book will be introduced to different neurodesign and neuromarketing techniques Readers will be aware of potentials of these techniques in the context of a product or a service or a brand acceptance by the target users Apart from that this book will help to plan neurodesign and neuromarketing business and targeting clients for the same In addition This book will guide an entrepreneur to establish the neurodesign and neuromarketing startups Neuro Design Darren Bridger, 2017-02-03 COMMENDED Business Book Awards 2018 Thought Leader Category Today businesses of all sizes generate a great deal of creative graphic media and content including websites presentations videos and social media

posts Most big companies including the likes of Procter Gamble Coca Cola Tesco and Google now use neuroscience research and theories to optimize their digital content Neuro Design opens up this new world of neuromarketing design theories and recommendations and describes insights from the growing field of neuroaesthetics that will enable readers to enhance customer engagement through their website and boost profitability Neuro Design emphasizes the importance of understanding consumers non conscious reactions to design and how brands can use them to improve performance and increase the credibility and persuasiveness of their content Including practical methods such as neuro research for testing websites plus real world case studies from P G Coca Cola Google and neuroscientific advertising for Nielson this is the essential handbook for any marketer looking to improve engagement with their creative graphic content Also covering visuospatial resonance banner blindness visual saliency the Gestalt Psychology Model the halo effect and much more Neuro Design will equip any marketer with the design techniques they need to engage with consumers Online resources include web links to inspiring reading and further website resources

Information Systems and Neuroscience

Fred D. Davis, René Riedl, Jan vom Brocke, Pierre-Majorique Léger, Adriane B. Randolph, Gernot Müller-Putz, 2021-10-28 This book presents the proceedings of the NeuroIS Retreat 2021 June 1 3 virtual conference reporting on topics at the intersection of information systems IS research neurophysiology and the brain sciences Readers will discover the latest findings from top scholars in the field of NeuroIS which offer detailed insights on the neurobiology underlying IS behavior essential methods and tools and their applications for IS as well as the application of neuroscience and neurophysiological theories to advance IS theory

Fresher Styles for Web Designers Curt Cloninger, 2008-12-18 Fresher Styles for Web Designers surveys eight innovative contemporary visual design styles that break the mold and offer creative solutions to a variety of interactive design challenges Readers will learn practical ways to incorporate these design approaches into their commercial work using specific online examples as illustration In 2001 Cloninger wrote Fresh Styles for Web Designers arguing that beauty actually enhances usability Since then styles and technologies have evolved but clients still expect sites that both function well and visually entice This book will inspire web designers and developers to deliver sites that do both There are plenty of web design books that teach code There are several books about contemporary print design that discuss visual aesthetics This book stands out because it synthesizes experimental web design innovations with commercial marketing goals without ignoring usability concerns

Internationale Trends in der Markenkommunikation Anabel Ternès, Ian Towers, 2014-12-01 Anabel Ternès und Ian Towers regen an neue Ansätze des Marketings weiterzuentwickeln und im Unternehmensalltag umzusetzen Neben einer allgemeinen Darstellung des Status quo zum jeweiligen Thema liegt deshalb ein Akzent des Buches auf der Praxis nahe Erfolgreiche Beispiele aus der Praxis Tipps Hinweise und Checklisten geben einen guten Einblick in das Thema und können gleichzeitig direkt für den Alltag in Unternehmen und Organisationen genutzt werden In diesem Buch sind Autoren versammelt die ein fundiertes theoretisches Wissen gepaart mit professioneller Praxiserfahrung oft auch aus der

Beratungspraxis aufweisen **Usable Usability** Eric Reiss, 2012-06-28 The A to Z guide to spotting and fixing usability problems Frustrated by pop ups Forms that make you start over if you miss a field Nonsensical error messages You re not alone This book helps you simply get it right the first time or fix what s broken Boasting a full color interior packed with design and layout examples this book teaches you how to understand a user s needs divulges techniques for exceeding a user s expectations and provides a host of hard won advice for improving the overall quality of a user s experience World renowned UX guru Eric Reiss shares his knowledge from decades of experience making products useable for everyone all in an engaging easy to apply manner Reveals proven tools that simply make products better from the users perspective Provides simple guidelines and checklists to help you evaluate and improve your own products Zeroes in on essential elements to consider when planning a product such as its functionality and responsiveness whether or not it is ergonomic making it foolproof and more Addresses considerations for product clarity including its visibility understandability logicalness consistency and predictability Usable Usability walks you through numerous techniques that will help ensure happy customers and successful products Neuroscience in Information Systems Research René Riedl, Fred D. Davis, Rajiv Banker, Peter H. Kenning, 2017-01-25 This book shows how information systems IS scholars can effectively apply neuroscience expertise in ways that do not require neuroscience tools However the approach described here is intended to complement neuroscience tools not to supplant them Written by leading scholars in the field it presents a review of the empirical literature on NeuroIS and provides a conceptual description of basic brain function from a cognitive neuroscience perspective Drawing upon the cognitive neuroscience knowledge developed in non IS contexts the book enables IS scholars to reinterpret existing behavioral findings develop new hypotheses and eventually test the hypotheses with non neuroscience tools At its core the book conveys how neuroscience knowledge makes a deeper understanding of IS phenomena possible by connecting the behavioral and neural levels of analysis *Designing with the Mind in Mind* Jeff Johnson, 2020-08-14 User interface UI design rules and guidelines developed by early HCI gurus and recognized throughout the field were based on cognitive psychology study of mental processes such as problem solving memory and language and early practitioners were well informed of its tenets But today practitioners with backgrounds in cognitive psychology are a minority as user interface designers and developers enter the field from a wide array of disciplines HCI practitioners today have enough experience in UI design that they have been exposed to UI design rules but it is essential that they understand the psychological basis behind the rules in order to effectively apply them In *Designing with the Mind in Mind* best selling author Jeff Johnson provides designers with just enough background in perceptual and cognitive psychology that UI design guidelines make intuitive sense rather than being just a list of rules to follow Provides an essential source for user interface design rules and how when and why to apply them Arms designers with the science behind each design rule allowing them to make informed decisions in projects and to explain those decisions to others Equips readers with the knowledge to make educated tradeoffs

between competing rules project deadlines and budget pressures Completely updated and revised including additional coverage in such areas as persuasion cognitive economics and decision making emotions trust habit formation and speech UIs

100 Things Every Designer Needs to Know About People Susan Weinschenk, 2020-06-01 WE DESIGN TO ELICIT RESPONSES from people We want them to buy something read more or take action of some kind Designing without understanding what makes people act the way they do is like exploring a new city without a map results will be haphazard confusing and inefficient This book combines real science and research with practical examples to deliver a guide every designer needs With this book you ll design more intuitive and engaging apps software websites and products that match the way people think decide and behave INCREASE THE EFFECTIVENESS OF YOUR PRODUCTS Apply psychology and behavioral science to your designs Here are some of the questions this book will answer What grabs and holds attention What makes memories stick What is more important peripheral or central vision Can you predict the types of errors people will make What is the limit to someone s social circle What line length for text is best Are some fonts better than others These are just a few of the questions that the book answers in its deep dive exploration of what makes people tick Stark wie das Leben, flüssig wie die Liebe Thomas Leoncini, 2022-05-16 In einer Welt die von u erlichkeiten und Schnelllebigkeit beherrscht wird einer Liquid World bleibt es ein unumst liches Bed rfnis des Menschen geliebt zu werden Der 1985 geborene Leoncini entwickelt f r seine Generation eine Lebensphilosophie die sich gegen den scheinbar einvernehmlichen Abgesang auf die Liebesf higkeit junger Menschen stellt Ganz im Gegenteil sieht er die Liebe als einzige Antwort auf das unabl ssige Sch tzenfeuer der Aggression und Unverbindlichkeit aus dem Internet Entlang der Ideengeschichte von Psychologie und Soziologie entsteht eine klare und kraftvolle Botschaft ein Appell f r Empathie und Heilung in einer von Profit und Technologie getriebenen Zeit

Die zehn Usability-Gebote Eric Reiss, 2015-02-06 Websites die intuitiv bedienbar sind haben zufriedener Nutzer und zufriedene Nutzer kommen wieder Das ist das eigentliche Ziel der Usability und Eric Reiss zeigt Ihnen in diesem Buch mit welchen einfachen Ma nahmen Sie es erreichen Er gibt Ihnen zehn Grundprinzipien oder Gebote an die Hand so sollte Ihre Website beispielsweise bequem funktional und idiotensicher sein Was Sie daf r tun oder besser bleiben lassen sollten zeigt er Ihnen an zahllosen Beispielen aus dem Web Aber auch Bratpfannen Stra enschilder oder Badematten m ssen schon einmal herhalten um zu erkl ren wie wir Dinge verwenden und was uns fluchen l sst wenn etwas nicht so funktioniert wie wir es erwarten Neben jeder Menge erstaunlicher Aha Erlebnisse und am santer Anekdoten bietet Ihnen jedes Kapitel am Ende eine Liste mit zehn Fragen mit denen Sie m gliche Fallstricke aufsp ren und Ihre Website maximal benutzerfreundlich gestalten k nnen Und da Eric Reiss die zehn Usability Gebote nicht nur aufgeschrieben sondern beim Schreiben dieses Buchs auch selbst ber cksichtigt hat werden Sie sehen Es funktioniert

Suchmaschinen Sonja Monika Quirnbach, 2012-08-27 Die konsequente Optimierung der User Experience und der Usability einer Suchmaschine ist Basis einer erfolgreichen Entwicklung von Websites Suchmaschinen werden nicht nur als Funktion innerhalb von Websites

eingesetzt sondern kommen auch in unterschiedlichen Ausprägungen innerhalb von Applikationen Online Shops oder Intranets von Unternehmen vor Die Autorin beschreibt welche Evaluationsmethoden eingesetzt werden um eine Suchmaschine zu optimieren wo typische Probleme auftreten und wie sich diese auf die User Experience auswirken Best Practice Beispiele und Tipps helfen sowohl Einsteigern als auch Experten bei der Umsetzung einer bergreifenden User Experience Strategie und geben Hilfestellung bei der wirtschaftlichen Betrachtung im Rahmen der Produktentwicklung

Die Erfolgspotentiale von Pop-Up-Stores: Modellentwicklung und empirische Überprüfung anhand von Erfolgsfaktoren Francesca Gursch, 2014-07 Diese Arbeit untersucht das Erfolgspotential von Pop Up Stores in der Modebranche Dies sind temporäre Verkaufskanäle die unter anderem mit Guerilla Marketing und Konsumentenforschung arbeiten hnlich wie Showrooms gehen sie zu den sogenannten Multi Channel Konzepten die sich aus der steigenden Verbreiterung des E Commerce und sich wandelnden Kundenwünschen entwickelten Der E Commerce nahm bereits 2012 ein Marktvolumen von 70% ein und verzeichnet eine weiterhin steigende Tendenz Hinzu kommt dass die Kunden zunehmend das Erlebnis beim Einkauf und die Einzigartigkeit und Seltenheit von Produkten schätzen So steigert z B die Knappheit von Produkten ihre Attraktivität Inwiefern die Pop Up Stores diesen neuen Entwicklungen erfolgreich begegnen können wird das vorliegende Buch unter anderem mit Hilfe von Experteninterviews und mit einem Scoringmodell beantworten Zudem bietet dieses Buch den Teilnehmern der Modebranche Handlungsempfehlungen für eigene Pop up Projekte an E-Commerce Website Optimization Dan Croxson-John, Johann van Tonder, 2017-01-03 For those running e commerce websites there are three ways to increase sales increasing the quantity of visitors increasing the percentage of visitors who buy from the site and increasing the amount that visitors spend when they buy E commerce Website Optimization goes beyond simply increasing traffic helping readers to improve conversion rates increase ROI from online marketing campaigns and generate higher levels of repeat business It brings together usability analytics and persuasion to offer a straightforward and detailed 5 step methodology of how to use the tools and techniques of Conversion Rate Optimization CRO to increase the e commerce value of websites Grounded in the latest theory and research this will help readers to be well informed and confident to make the right choices Backed up with a range of invaluable case studies E commerce Website Optimization is perfect for those seeking to implement a data driven ethos to their organization s e commerce programme based on market tested and robust split test methodology used across a range of commercial businesses It supports all those responsible for online sales within an organization be they the Chief Digital Officer Head of Online Sales or E commerce or entrepreneurs and owners of small businesses deriving a substantial proportion of revenue from e commerce

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