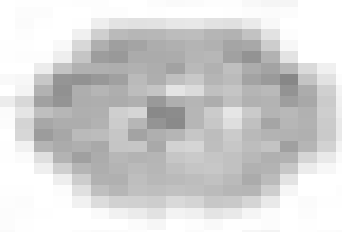


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Neuro Web Design What Makes Them Click

Anabel Ternès, Ian Towers



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Neuro Web Design: What Makes Them Click?

Susan Weinschenk, Ph.D. Susan Weinschenk M., 2008

Neuro Web Design Susan Weinschenk, Ph.D., 2022-01-27 WHY DO PEOPLE DECIDE TO BUY A PRODUCT? Trust the information you provide. Take action at your web site. Neuro Web Design applies the research on motivation, decision making and neuroscience to design. You will learn the unconscious reasons for people's actions, how emotions affect decisions and how to apply the principles of persuasion to design products that encourage people to click.

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 Konsumentenscheidung 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 *Suchmaschinen* Sonja Monika Quirmbach, 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 *Gesunde Gestaltung* Jonas Rehn, 2018-09-06 Basierend auf den Prinzipien der empirischen Designforschung und des evidence based Designs bietet Jonas Rehn einen transdisziplinären Überblick inwieweit die konzeptionelle und formalästhetische Gestaltung die Gesundheit und insbesondere das Gesundheitsverhalten beeinflussen können Neben einer umfassenden Betrachtung relevanter Methoden wie z.B. dem psychosocially supportive Design und Schnittstellendisziplinen wie dem Neuromarketing oder der Verhaltensökonomie werden zwei neue Gestaltungsmethoden entwickelt angewendet und empirisch überprüft Dabei wird der Begriff der verhaltenswirksamen bzw. gesundheitsverhaltenswirksamen Gestaltung eingeführt Internationale Trends in der Markenkommunikation Anabel Ternès, Ian Towers, 2014-12-01 Anabel Ternès und Ian Towers regen an neue Ansätze des Marketings weiterzuverfolgen und im Unternehmensalltag umzusetzen Neben einer allgemeinen Darstellung des Status quo zum jeweiligen Thema liegt deshalb ein Akzent des Buches auf der Praxis nehmende 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 **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

100 Dinge, die jeder Designer über Menschen wissen muss Susan M. Weinschenk, 2011 Wir gestalten um bei Menschen Reaktionen auszulösen Wir möchten dass Sie kaufen weiterlesen oder etwas tun was wir wollen Wenn Sie gestalten ohne zu wissen wie Menschen funktionieren ist das als ob Sie eine Stadt erkunden ohne Stadtplan Verwirrung und Erfolglosigkeit sind vorprogrammiert Dieses Buch kombiniert wissenschaftliche Erkenntnisse mit praktischen Beispielen und bietet Ihnen tiefe Einblicke in Ihre Zielgruppe Ein Leitfaden den jeder Designer braucht Sie werden in der Lage sein fesselnde Arbeitsergebnisse zu erzielen Sie werden für Druck und Webprodukte designen die *When Search Meets Usability* Shari Thurow, Nick Musica, 2009-04-08 This book delivers a proactive approach to building an effective Web site that is search engine friendly and will result in better search rankings It outlines the steps needed to bridge the gap between a Google search and a Web site and also improve the users experience once they get to the site By understanding the wide variety of information seeking strategies and the individual behaviors associated with them this book helps information architects Web designers developers SEOs SEMs and usability professionals build better interfaces and functionality into Web sites Creating a satisfying user experience is the key to maximizing search effectiveness and getting conversions

The Assemblage Brain Tony D. Sampson, 2016-12-13 Once upon a time neuroscience was born A dazzling array of neurotechnologies emerged that according to popular belief have finally begun to unlock the secrets of the brain But as the brain sciences now extend into all corners of cultural social political and economic life a yet newer world has taken shape neuroculture which goes further than ever before to tackle the profound ethical implications we face in consequence The *Assemblage Brain* unveils a major new concept of sense making one that challenges conventional scientific and philosophical understandings of the brain Drawing on Deleuze and Guattari Tony D Sampson calls for a radical critical theory that operates in the interferences between philosophy science art and politics From this novel perspective the book is structured around two questions What can be done to a brain and What can a brain do Sampson examines the rise of neuroeconomics in informing significant developments in computer work marketing and the neuropharmaceutical control of inattentiveness in the classroom Moving beyond the neurocapitalist framework he then reestablishes a place for proto subjectivity in which biological and cultural distinctions are reintegrated in an understanding of the brain as an assemblage The *Assemblage Brain* unravels the conventional image of thought that underpins many scientific and philosophical accounts of how sense is

produced providing a new view of our current time in which capitalism and the neurosciences endeavor to colonize the brain

Die Erfolgspotentiale von Pop-Up-Stores Francesca Gursch, 2013-09-13 Bachelorarbeit aus dem Jahr 2013 im Fachbereich Medien Kommunikation Public Relations Werbung Marketing Social Media Note 1,0 SRH Hochschule Berlin formerly OTA Sprache Deutsch Abstract Die vorliegende Bachelorarbeit befasst sich mit der Erfolgsforschung des Phänomens Pop Up Store Dabei werden acht Erfolgsfaktoren herausgearbeitet aus diesen ein Modell entwickelt um ex ante die Erfolgsaussichten eines Pop Up Stores zu bestimmen und dieses Modell schließlich empirisch überprüft Ein Pop Up Store englisch to pop up plötzlich auftauchen ist die kurzzeitige temporär begrenzte Darstellung einer Marke an einem bestimmten Standort unter dem Einsatz interaktiver und erlebnisorientierter Marketinginstrumente Pop Up Stores sind Teil des Guerilla Marketings und haben meist das primäre Ziel den Wert der Marke und ihr Image zu stärken Dazu nutzen Pop Up Stores dreidimensionale

Marketingelemente und virale Marketing Techniken und erzeugen so bei den Besuchern das Gefühl von Exklusivität und Besonderheit *Choice*, 2009 *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

PC AI., 1997 100 Things Every Designer Needs to Know About People Susan Weinschenk, 2011-04-14 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 it you ll be able to design more intuitive and engaging work for print websites applications and products that matches the way people think work and play Learn to increase the effectiveness conversion rates and usability of your own design projects by finding the answers to questions such as What grabs and holds attention on a page or screen What makes memories stick What is more important peripheral or central vision How can you predict the types of errors that people will make What is the limit to someone s social circle How do you motivate people to continue on to the next step 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 World Wide Web Design Guide Stephen Wilson,1995 Web sites are an inexpensive way to offer information to consumers about products services and or items of interest The Web Design Guide will fill a void in the publishing industry on how to best use the World Wide Web as a Web provider **The Inter-net** Anna Milner,Terry Burrows,1996 The Internet covers everything from choosing and setting up a modem to finding the coolest Web sites and all in jargon free detail Beginners will find everything they need to join the information revolution and those with some experience of the Internet will be amazed at what they ve been missing Full color illustrations The American Biology Teacher ,2007 **Nineteenth Annual Symposium on Computer Applications in Medical Care** Reed M. Gardner,1995

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