A Web Hierarchy of User Needs

- Willingness to transact
- Availability
- Usability
- Confidence
- Desire
Seven Principles to Remember

1. Your competition includes your competitor’s web sites, the Web, and the offline world.
2. Not everything makes sense to be sold on the Internet.
3. You must earn the right to transact with the user.
4. You know everything about your site, but your users know nothing.
5. Anticipate mistakes and variations ahead of time.
6. Either you do the work or they do it.
7. Help your users do what you want them to do.
The Consumer Decision Cycle

- Recognizing a need
- Searching for information
- Evaluating options
- Deciding to purchase
- Satisfied
Two Fundamental Motivators

- The Desire for rewards
- The fear of punishment

This is a five-star resort on a private, white-sand beach. It has five pools, six restaurants, and great nightly entertainment. You will definitely be able to relax and do a lot of sightseeing at this resort.

Hmmm... that sounds pretty good. I'll think about it and get back to you.

Okay, here's my deposit. Please reserve a spot for my wife and me right now.
Save up to $525 instantly plus get discounted wireless upgrades on select ThinkPad notebooks through October 1.
Offer details | See all specials

No Payments for 6 months with Bill Me Later® on orders over $750. Subject to credit approval.
Offer details | See all specials
Super Promo!

Promo ini berlaku terbatas dari tanggal 25 September s/d 03 Oktober 2007!

Sony : PS2 Console + 1 stik

Dapatkan Free Bonus Menarik + 10 Games

Tinggal 1 hari
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Rp 1.600.000,-
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Detail/Pengecualian

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GapCard members get FREE SHIPPING on orders of $100 or more.
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men | women | petite | tall | accessories | maternity
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Six elements of influence

- Scarcity
- Commitment and consistency
- Reciprocity
- Social Proof
- Authority
- Liking
Scarcity

The Elements of User Experience: User-Centered Design for the Web (Paperback)
by Jesse James Garrett (Author)

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Stop Sex Trafficking Campaign

Make a difference. Sign our Petition to Stop Sex Trafficking of Children and Young People.
## Social Proof

### Customer Reviews

**Average Customer Rating**

<table>
<thead>
<tr>
<th>Rating</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 star:</td>
<td>19</td>
</tr>
<tr>
<td>4 star:</td>
<td>1</td>
</tr>
<tr>
<td>3 star:</td>
<td>1</td>
</tr>
<tr>
<td>2 star:</td>
<td>0</td>
</tr>
<tr>
<td>1 star:</td>
<td>1</td>
</tr>
</tbody>
</table>

Usefulness: ★★★★★ (16)
Attractiveness: ★★★★ (1)
Protectiveness: ★★★★ (1)

› Rate this item's 3 attributes or suggest a new one.

### Most Helpful Customer Reviews

52 of 53 people found the following review helpful:

★★★★★ **Best case I have found for Kindle3**, December 2, 2010

By **Herb S.** - See all my reviews

Amazon Verified Purchase (What's this?)

This review is from: M-Edge Convertible Kindle Sleeve, Black (Fits 6" Display, Latest Generation Kindle) (Accessory)

This is the best case I have found so far for the "latest generation" Kindle 3. It is basically a neoprene sleeve with a soft, felt-like lining. It has a zipper on two sides, making it easy to slip the Kindle in and out of the case. There are four little flaps at the corners on the outside front of the case, into which you can place the kindle while you are reading if you want to. There are two elastic pockets on the back side of the case, one of which is sized to hold an M-Edge reading light (which I don't use).

The case is well-made and has a nice feel when carrying it with the Kindle inside. It is sized perfectly for the K3 - loose enough so it is easy to zip closed, but snug enough to hold the Kindle securely with no slipping around once it is inside. The case is very light in weight, adding almost nothing to the weight of the Kindle itself. With the Kindle attached to the outside of the case, it is very comfortable to hold and read. The corner flaps on the outside hold the Kindle securely enough while reading, although I'm not sure that they are tight enough to hold it in place if it were dropped on the floor. Also, since this is a soft case, it will not protect the screen from a hard impact or serious pressure as much as Amazon's hard cover will.

The only thing I can find to complain about is that the corner flap on the bottom right tends to get in the way of the "Back" button and the 5-way controller when reading with the Kindle attached to the outside of the case. This is a very minor annoyance, since you can easily pull the flap back with your thumb when you need to reach those buttons.
Liking

- Liking the Web site itself
- Liking the company behind in the web site
How the Web is Different

- User can go anytime
- Users Go Online with a Purpose
- The Internet Doesn’t Have Any Salespeople
On the web, you don’t sell to people, you help them to buy.
# Make decision easy

<table>
<thead>
<tr>
<th>Basic Online</th>
<th>Home Office</th>
<th>Serious Gamer</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Pentium 3 800MHz</strong></td>
<td><strong>Pentium 4 1200MHz</strong></td>
<td><strong>AMD ThunderBird 1400MHz</strong></td>
</tr>
<tr>
<td>This basic system has everything you need to get online. It features a 10GB hard drive, which is more than enough to handle word processing and MP3 downloads. It also has a built-in modem that makes it easy for you to get online.</td>
<td>This system will help you be more productive at home. A large 20GB drive gives you lots of space for advanced applications and storing your files. Built-in ethernet networking makes it easy to connect to other computers or the Internet.</td>
<td>This powerful system will just blow you away. The 16X-speed DVD and 32MB video card give you the raw horsepower for dazzling onscreen graphics at high resolutions.</td>
</tr>
</tbody>
</table>
Simplify the options

What vacation packages do you have available?

We have 376 vacation packages all over the world. Here are the brochures. Let me know when you’ve decided on one.
Remove Decision Barriers

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Browser  Evaluator  Transactor  Customer