

Neuro Web Design What Makes Them Click

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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.

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Neuro Web Design take the classic principles of influence and

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persuasion as elucidated by Cialdini and talks about how they work on the Web. As such, it's great applied thinking. If you know Cialdini, you won't learn a lot that's new, but it's a good refresher. If you don't know Cialdini, you'll find this fast read on persuasion very enlightening.

Neuro Web Design: What Makes Them Click? by Susan M

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Neuro Web Design: What makes them click social validation reciprocity & concession scarcity you pictures & stories fear of losing similarity, association & attractiveness commitment and consistency choices social animals

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We make decisions quickly. As a designer, you might want to push the envelope in your designs, but the further away from a typical website your design gets, the less people will stay. Keep designs clean and simple, and don't play too much with what your users consider classic web design.

Design psychology: Combining neuroscience and design

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