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PASSIONATE WEB & DIGITAL DEVELOPMENT

Conversion Optimization based on Buyer Personas and Customer Decision Status

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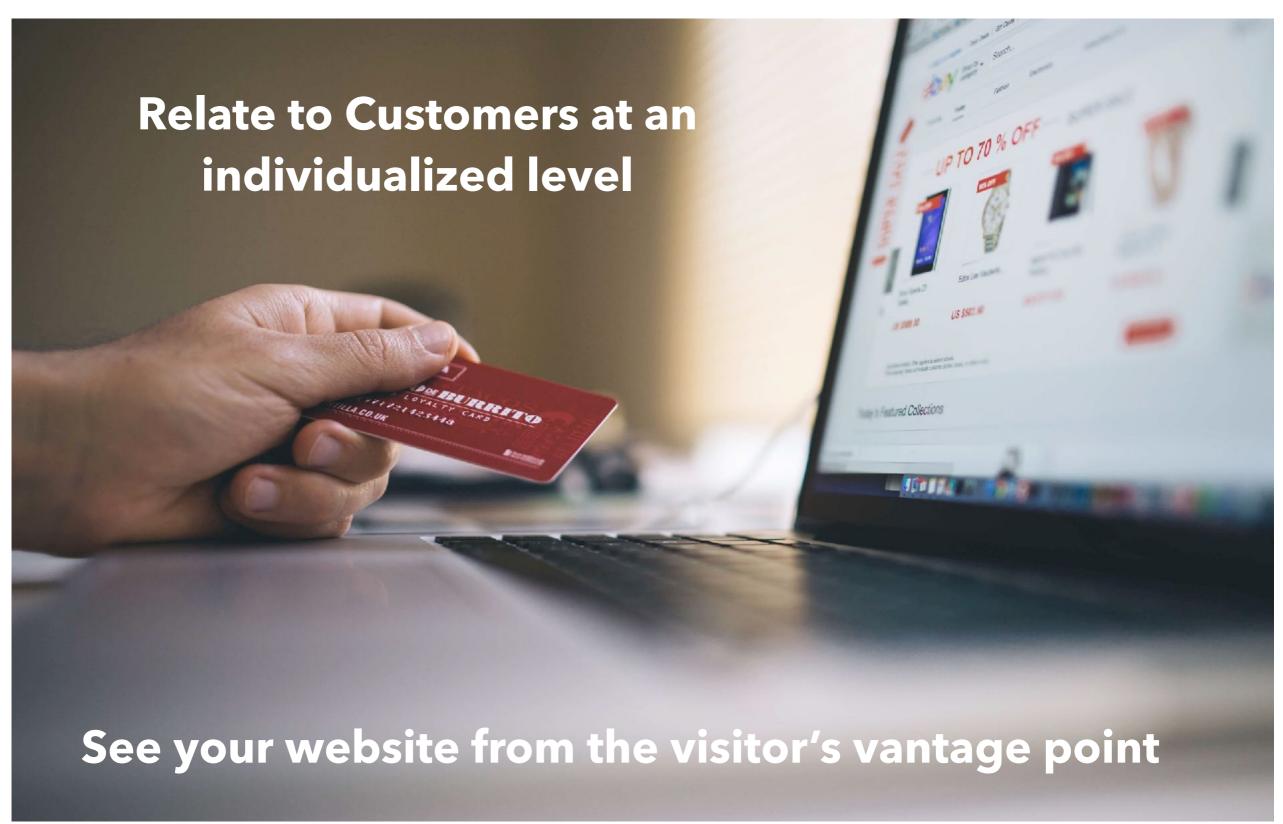alex.beninca@b-works.io

Conversion Optimization

An ongoing Process: Start, analyze, measure, repeat

1. Target Actions

2. Customer Personas

   - Demographic

   - Behavioural

   - Personality Types

   - Keywords

3. Functional and Design Elements for each Persona

4. UX mock-ups

5. Design

6. Website Development

7. SEO

8. Track & Analyze

Relate to Customers at an individualized level

See your website from the visitor's vantage point

Why Customer Personas?

Understand what makes different market segments tick

Relate to different Personality Types

Understand that all users come at different Buying Stages

Understand competition well

Demographic Profile

Analyze client data

- Education
- Sex
- Age-range
- Income
- Married/ single
- Children
- Location of residence

Behavioural Profile

Survey your current clients

- How often do they place an order?
- How often do they visit the site?
- When was the last order?
- Are there any patterns in their buying behaviour or frequency?

Personality Types

A brief History

- "Hedonic, proprietary, dialectical, ethical" - 325 BC, Aristotle
- "Sanguine, Choleric, Melancholic, Phlegmatic" - 190 AD, Galen
- "Humans use four functions when dealing with the world: sensing, intuiting, thinking and feeling" and can be distinguished into "Introverts and Extroverts"- 1921, Carl Jung in *Psychological Types*
- "Four Temperaments" to describe the above - early 1950s, David Keirsey
  - Guardians
  - Artisans
  - Idealists
  - Rationals

The 4 Customer Personas

Impulsive Persona: Artisans - "Sensation Seeking"

Impulsive Persona: Artisans - "Sensation Seeking"

- Focused on here and now
- Spontaneous, optimistic, unconventional
- Browses the web with credit card in hand
- Information needs to be laid out easily
- Quickly changes mind
- Need to provide them with quick benefits about product/ service
- …
-
- **!** Represents 30-35% of the population

The 4 Customer Personas

Logical Persona: Guardians - "Security Seeking"

The 4 Customer Personas

Logical Persona: Guardians - "Security Seeking"

- Meticulous, trusts logic, methodological, detail oriented
- Focused on problem-solving
- Reads instructions carefully
- Wants to understand every little detail, likes About Us page
- Will scroll down to the end of the page
- Takes a long time to make a purchasing decision
- …
-
- **!** Represents 40-45% of the population

The 4 Customer Personas

Caring Persona: Idealists - "Identity Seeking"

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Caring Persona: Idealists - "Identity Seeking"

- Dependable and helpful to others
- Focused on credentials and traditions
- Wants to know how your product helped other customers
- Is influenced by how many people shop at your store
- Wants to know more about your company, founders, staff
- Is slow to make a purchase decision
- Not disciplined in considering different alternatives
- …
-
- **!** Represents 15-20% of the population

The 4 Customer Personas

Aggressive Persona: Rationals - "Knowledge Seeking"

The 4 Customer Personas

Aggressive Persona: Rationals - "Knowledge Seeking"

- Trust their intuition and want to get ahead of the game
- Competitive, ambitious, motivated
- On quest for self-knowledge and self-improvement
- Hardest to sell to, but great customer
- Wants to know how your products help them beat the competition
- Is disciplined in considering different alternatives
- …
-
- **!** Represents 5-7% of the population

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Putting it all together: Crafting the Persona

Client: cosmobutler.com

Sara Pedrone – 35, female, housewife, Zurich. She used to be a store clerk for 15 years. She is married, 1 child, and has a household income of over 200'000 Chf. Sara doesn't like to do house chores and wants quick solutions that are good for her family. It's important for her to know what experiences her friends have made with Cosmobutler and how it has helped their lives. She relates well to reviews of products. She likes websites that allow her to order fast and easily.

She is impulsive and caring.

Putting it all together: What changes to the website should you make based on this persona?

- What scenarios will bring this persona to this page?
  - o She is frustrated and searches for a laundry service on Google Search after hearing about it from friends
- What are the first 3 questions this persona will ask right away?
  - o Do they deliver in my ZIP code?
  - o Do they do both laundry & dry cleaning?
  - o Is it a reputable company – will my clothes not be damaged?
- Do you answer each of the first 3 questions on the page in an appropriate location based on the temperament of the persona?
  - o Add main served cities on landing page
  - o Add security message – refund guarantee for damaged clothes
  - o Add bullet points with main benefits of service: convenient, quality, damage protection
  - …

Putting it all together: Keywords

- Does the page use the trigger words appropriate for this persona?
  - Add security message – "Damage protection: up to 10x cleaning price refund guarantee for damaged clothes"
  - Trigger words: "**safe**", "**fast**", "**reliable**", "**trusted**"

Decision Status and Buying Stages

Visitors in different buying stages need different styles of presentation and different sets of information to convert

Buying Stage	State	Triggers	Content
1. Need recognition	Unaware to Aware	High emotional, low rational	Touch with high-impact images, videos, headlines
2. Information search	Aware to Interested	High emotional, medium rational	Product benefits, identity selection, buying guides
3. Evaluation of alternatives	Interested to Evaluating	Medium emotional, medium rational	Best combo of product and vendor benefits
4. Purchase	Evaluating to Purchase	Low emotional, high rational	Remove all hurdles, provide trust indicators, focus on call-to-action
5. Post-purchase			Deliver on product and service expectations

Take-Away

To be successful in Conversion Optimization look at each Buying Stage from the lens of Personas to satisfy their individual needs

About B-works

An Agile Full-Service Web Agency focused on UX, Web and App Development

We are a **Full-Service Web-Factory focused on UX, Web and App Development**, using the open source framework Drupal 8 and JavaScript. With offices **in Zurich, Switzerland** and Bolzano, Italy B-Works is a leading **expert at the intersection of customer psychology and technology to translate client requirements into successful Digital Solutions**.

Our Approach starts at defining the **Target Actions, Customer Personas and UX Layout,** before we begin with **Design, Web Development and SEO**. We believe in a holistic approach that involves all parties, from UX, Design, SEO, Testing and Development in an agile process.

We serve as Web Development and Technology Partner for medium and large Private Sector Companies, as well as Creative Agencies. We also help startup companies grow, by taking on the function of interim startup CTO for selected, promising digital ventures in Switzerland.

B-Works is Agile and uses Scrum to prioritize business value and to shorten the release, feedback and improvement cycle of digital projects.

Our Specialties

UX, WEB & RESPONSIVE DESIGN

- User Experience & Service Design
- Responsive Mobile & Web Design
- Usability & Conversion Optimization

E-COMMERCE

- Web & Mobile Commerce
- Payments & Supply Chain
- CRM & CMS set-up
- Online Marketing

DRUPAL DEVELOPMENT

- Drupal 8
- Setting up Content Management System
- Migrating Drupal 7 to Drupal 8

WEB & APP DEVELOPMENT

- Front & Back-End Development
- App & Web-App Development
- JavaScript, NodeJS, PHP

Contact

Alex Benincà, CEO & Product Owner

Alex is a **creative problem solver** with an **engineering, management and marketing background** and experience spanning different industries, including Strategy Consulting, Internet of Things and Energy.

‣ Key competences: Product Development, Agile Project Management, User Experience
‣ Education: BSc. Aerospace Engineering Ryerson University, Toronto, MSc. Management ETH Zurich, Customer Focused Marketing London Business School, Certified Professional Scrum Product Owner
‣ Industry Experience and Projects: Strategy Consulting - Arthur D. Little; Power and Energy - Alstom, EGL AG, Axpo Trading AG; Internet of Things - Cosmobutler; Mobility - SBB

Experience & Projects

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