Conversion Services

Conducting a heuristic review

Learn how to analyse your website like a CRO expert

Conducting a heuristic review

First half (55 minutes)

What is a heuristic review?

The "Dimensions“ framework

---

1. Motivation

2. Social Signals

3. Brain limits

Break (10 minutes)

Second half (57 minutes)

4. Biases and heuristics

5. Content

6. Friction

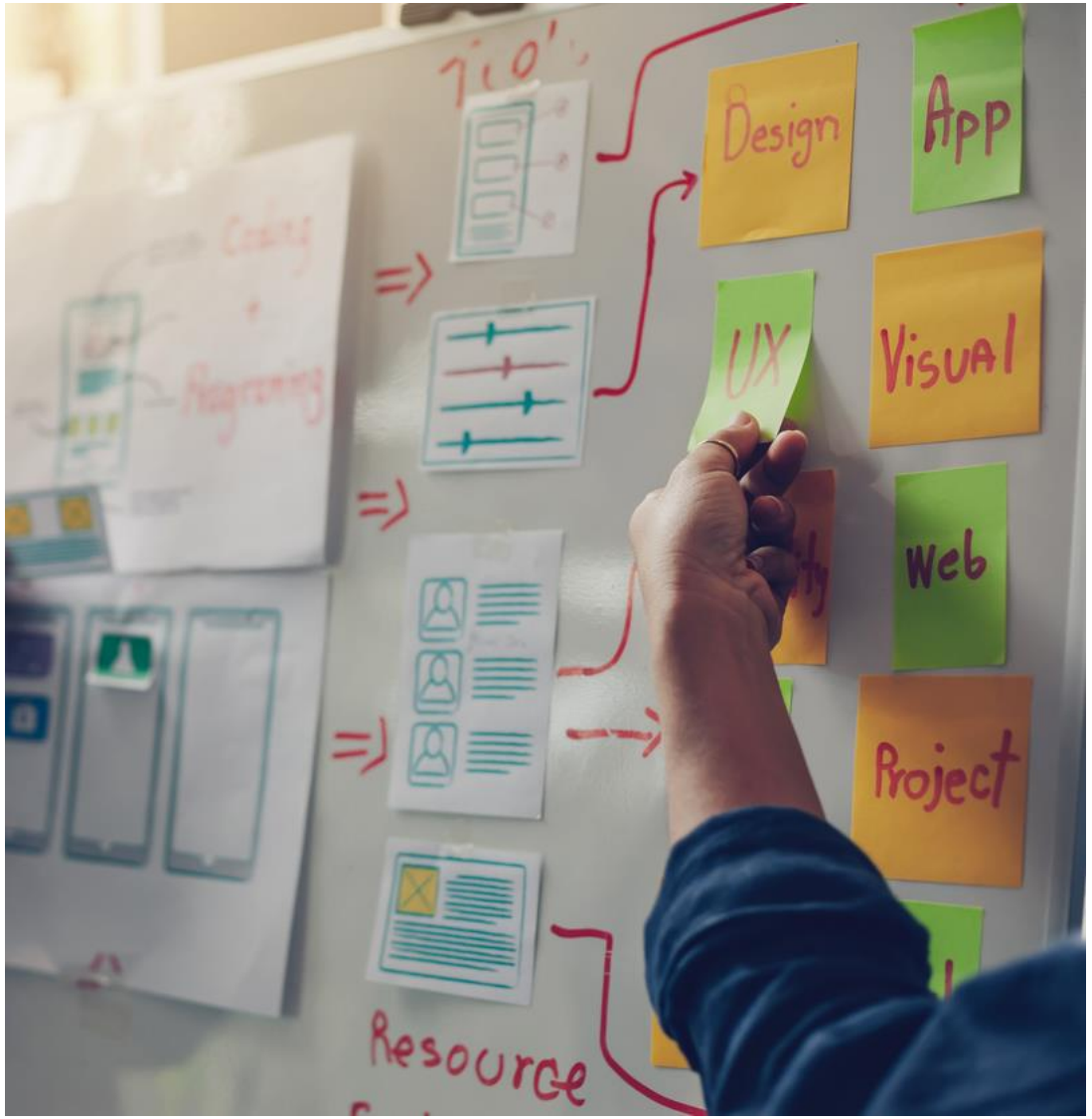
7. Affect

How to use your observations

Section 1

What is a heuristic review?

Making sense of a misused word



Progress **10%**

What is a heuristic ?

Heuristic *[heu.ris.tic]*

Noun.

A quick and approximate method for solving a problem. People often use a rule-of-thumb as a heuristic for making decisions quickly.

What is a heuristic ?

Heuristic *[heu.ris.tic]*

Noun.

A quick and approximate method for solving a problem. People often use a rule-of-thumb as a heuristic for making decisions quickly.

Heuristics in user behaviour

- Framing
- Social signals
- Defaults

A heuristic approach to optimisation

- “UX rules”
- Best practice guidelines
- Checklists

What is a heuristic ?

Heuristic *[heu.ris.tic]*

Noun.

A quick and approximate method for solving a problem. People often use a rule-of-thumb as a heuristic for making decisions quickly.

Heuristics in user behaviour

- Framing
- Social signals
- Defaults

A heuristic approach to optimisation

- “UX rules”
- Best practice guidelines
- Checklists

What is a "heuristic review"?

A heuristic review is a systematic process for finding potential design optimisations.

Research toolkit

Quantitative analysis

User testing

Audience interviews

Heuristic review

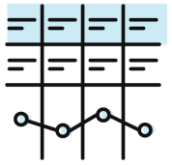
Competitor research

Empathy mapping

Card sorting

Heatmap analysis

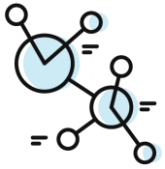
A/B testing



Customer journey mapping

Surveys

Preference testing



Tree testing

Recorded sessions

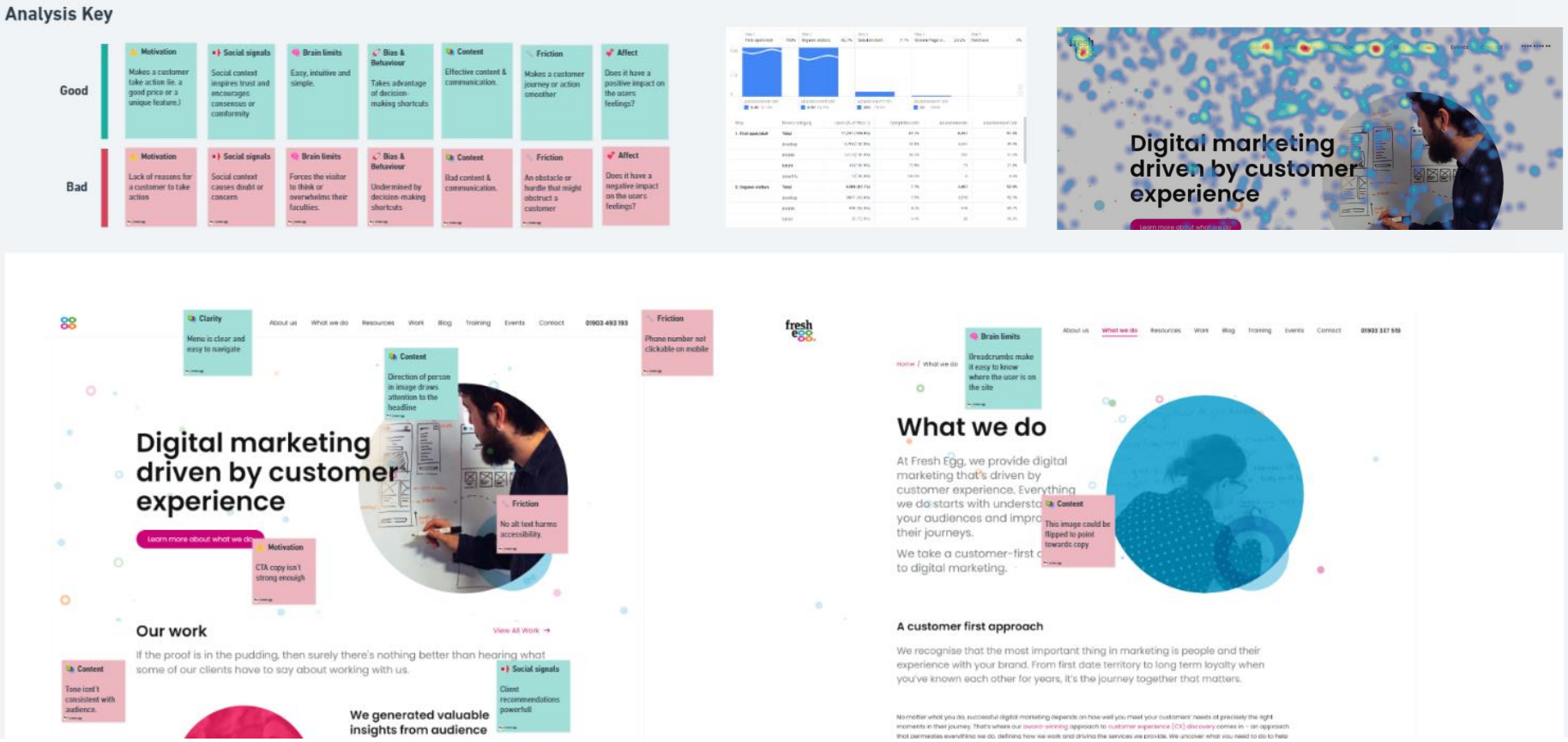
What is a "heuristic review"?

A heuristic review is a systematic process for finding potential design optimisations.

Research toolkit

What is a "heuristic review"?

A heuristic review is a systematic process for finding potential design optimisations.

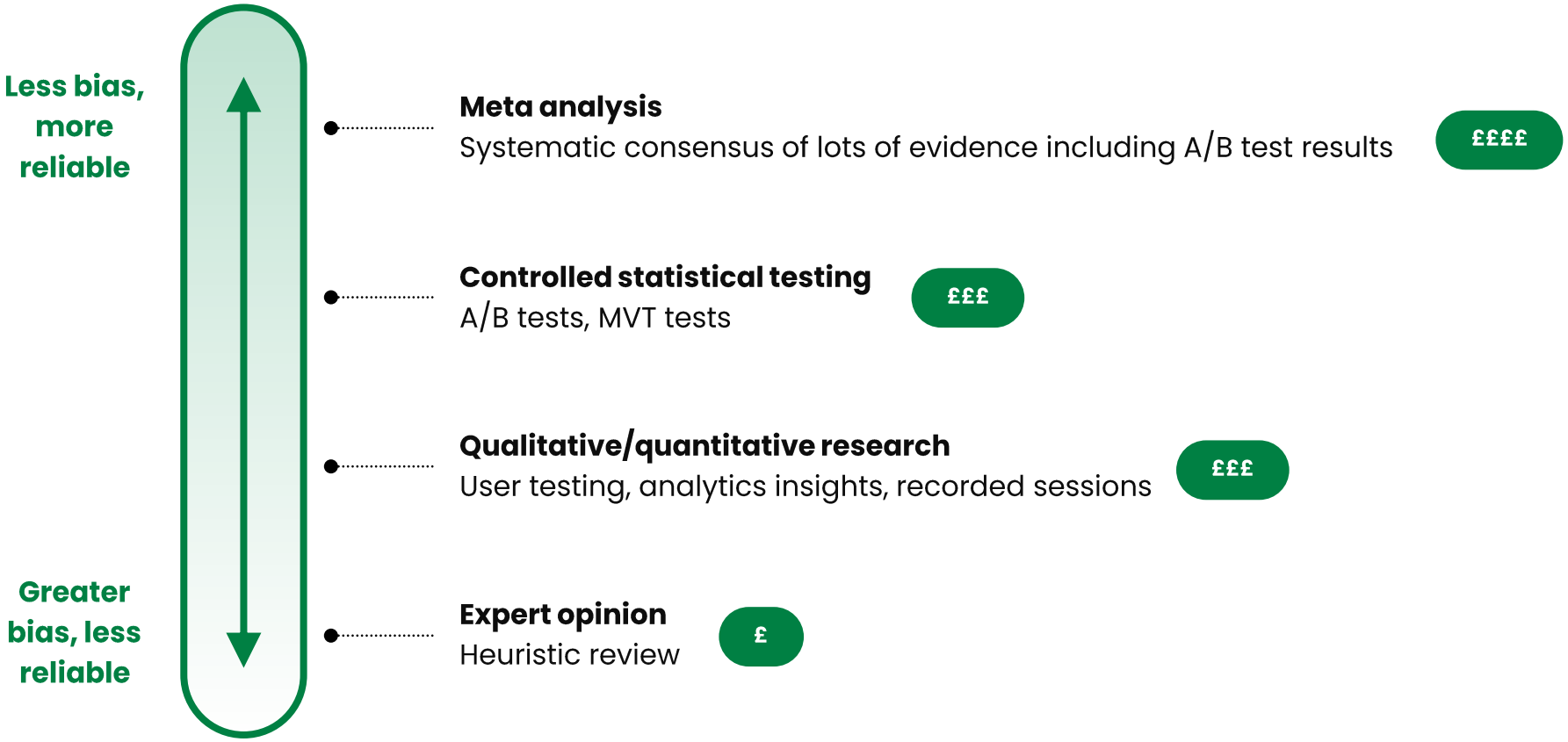


What is a heuristic review?

A heuristic review is a systematic process for finding potential design optimisations.

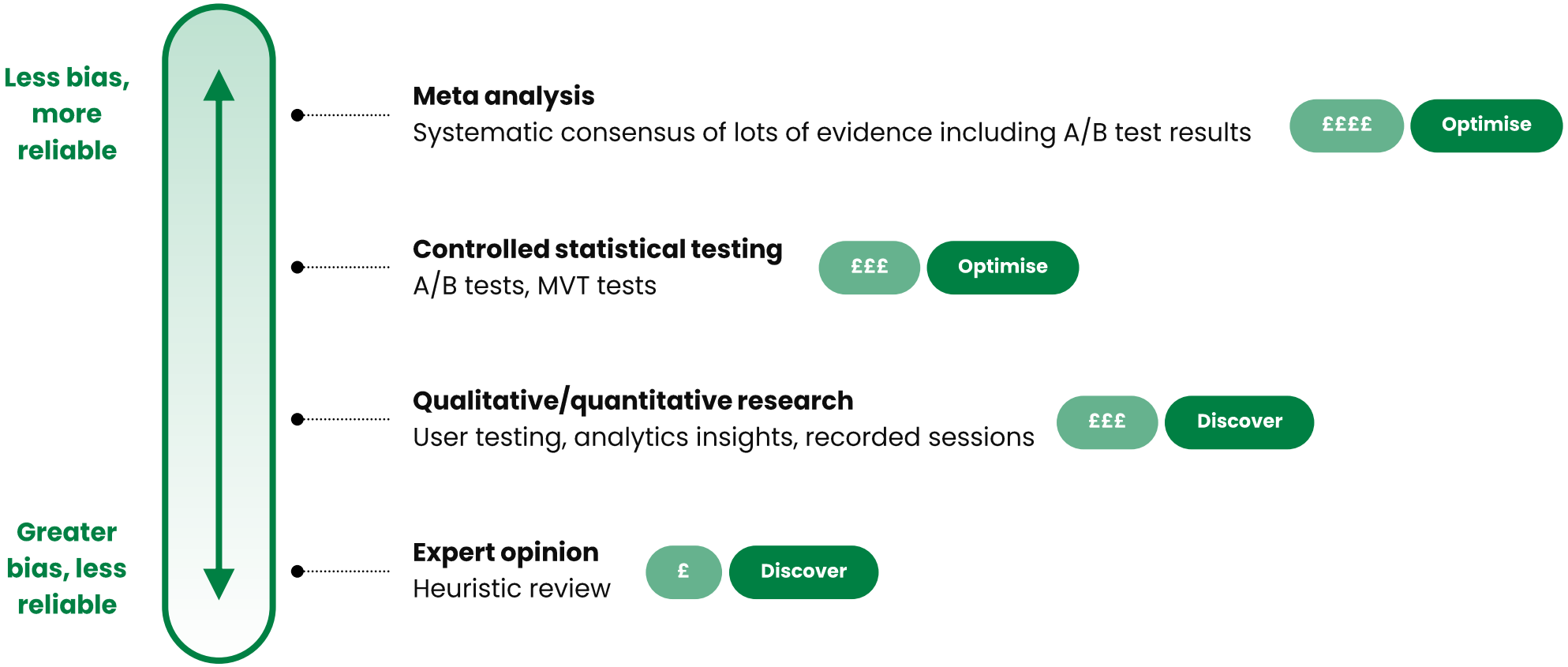
What is a heuristic review?

A heuristic review is a systematic process for finding potential design optimisations.



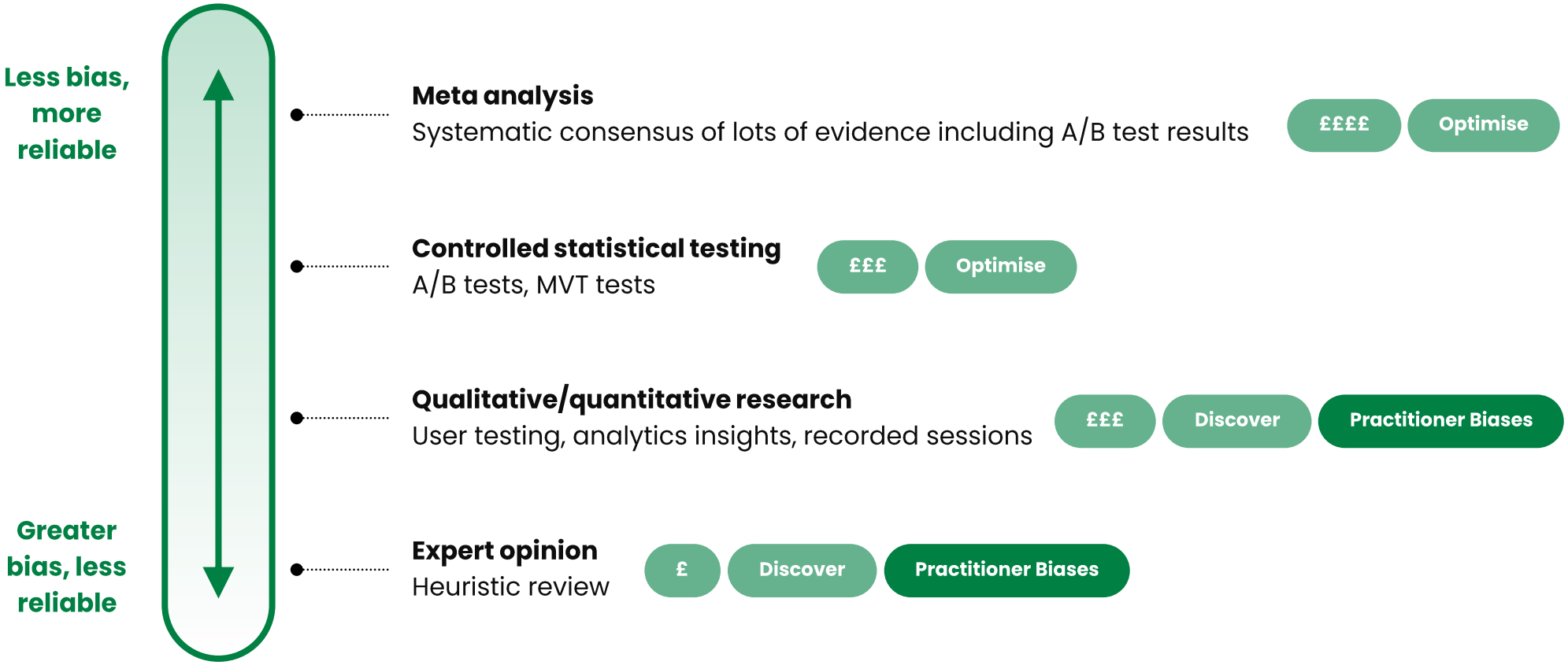
What is a heuristic review?

A heuristic review is a systematic process for finding potential design optimisations.



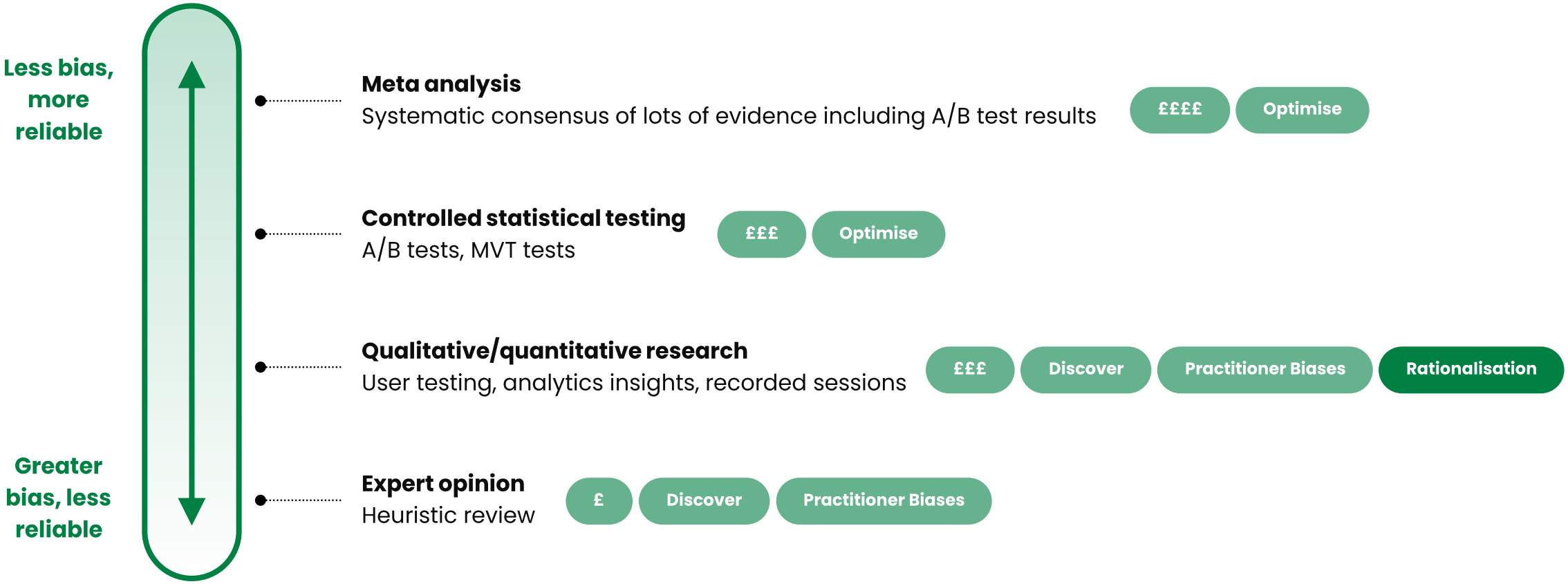
What is a heuristic review?

A heuristic review is a systematic process for finding potential design optimisations.



What is a heuristic review?

A heuristic review is a systematic process for finding potential design optimisations.



A.

Question

How does your organisation currently run heuristic reviews?

Answer in the poll

Section 2

The ‘Dimensions’ framework

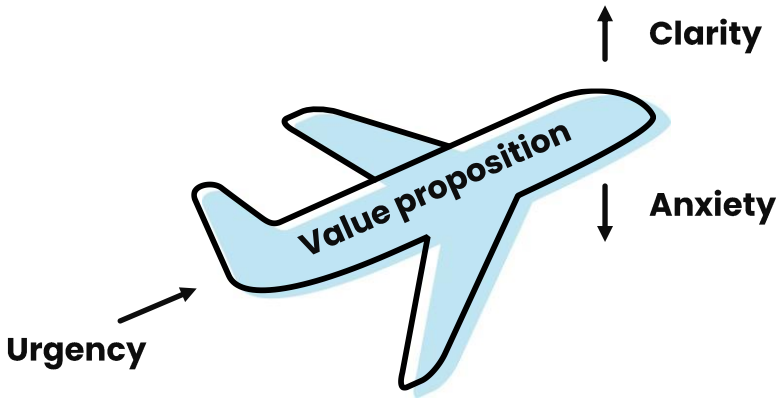
Introducing dimensions 1-3

Progress **30%**

Beyond LIFT and levers

LIFT framework

A visualisation describing how 6 contextual factors affect potential customers.



- Captures the relationship between factors
- Limited range of concepts
- Doesn’t apply to different audiences or goals

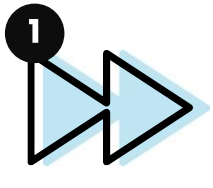
Lever framework

A matrix of UX factors that can be used to categorise experiments.

- Doesn’t capture relationships between factors
- Wide range of concepts
- Doesn’t apply to different audiences or goals

Our heuristic review framework

We structure our heuristic reviews through a set of analytical lenses.
These draw from UX design theory, psychology, and behavioural science.



Motivation

How is the visitor inspired to take action?

Factors:

- Pricing
- Effort
- Product Benefits

Social signals

Does the social context inspire trust/conformity

Factors:

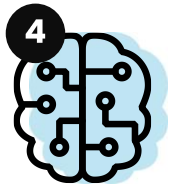
- Star ratings
- Endorsements
- Activity

Brain limits

Does the experience overwhelm users' brains?

Factors:

- Simple numbers
- Focused design
- Organisation



Biases

What mental shortcuts are triggered?

Factors:

- Availability
- Anchoring
- Representativeness

Content

Is all necessary information clear and concise?

Factors:

- Clear copy
- Consistency
- Simplicity

Friction

Is the journey easy or are there hurdles?

Factors:

- UX design
- Accessibility
- Commitment

Affect

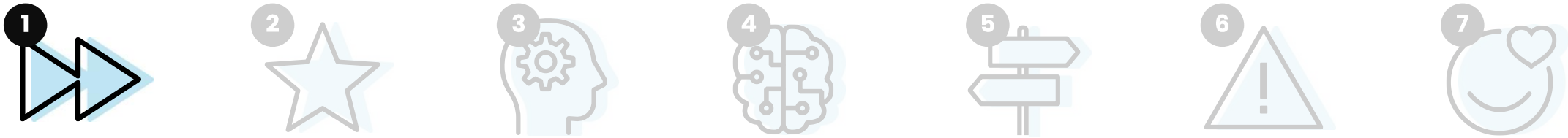
How does it make the user feel?

Factors:

- Meaningfulness
- Look and feel
- Brand affinity

Our heuristic review framework

We structure our heuristic reviews through a set of analytical lenses called “Dimensions”. These draw from UX design theory, psychology, and behavioural science.



Motivation

How is the visitor inspired to take action?

Factors:

- Pricing
- Effort
- Product Benefits

Social signals

Does the social context inspire trust/conformity

Factors:

- Star ratings
- Endorsements
- Activity

Brain limits

Does the experience overwhelm users' brains?

Factors:

- Simple numbers
- Focused design
- Organisation

Biases

What mental shortcuts are triggered?

Factors:

- Availability
- Anchoring
- Representativeness

Clarity

Is all necessary information clear and concise?

Factors:

- Clear copy
- Consistency
- Simplicity

Friction

Is the journey easy or are there hurdles?

Factors:

- UX design
- Accessibility
- Commitment

Affect

How does it make the user feel?

Factors:

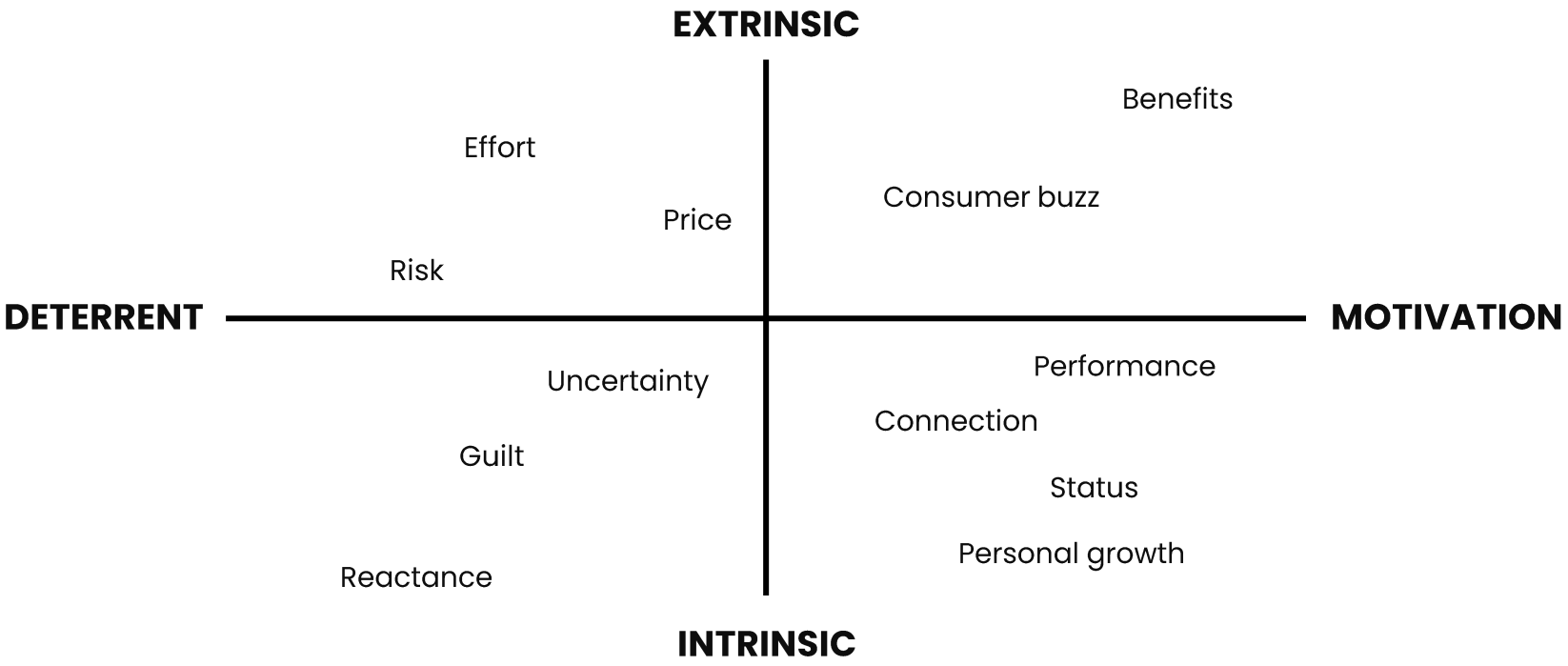
- Meaningfulness
- Look and feel
- Brand affinity

1 Motivation

PRICE | SCARCITY | EFFORT | URGENCY | TANGIBILITY

Key question: How is the user inspired to (or deterred from) taking action?

Motivation covers everything involved in the user's costs vs benefits calculation.
It is often split into two kinds: "intrinsic" and "extrinsic".



1 Motivation

PRICE | SCARCITY | EFFORT | URGENCY | TANGIBILITY

Key question: How is the user inspired to (or deterred from) taking action?

Disguising effort

Creating scarcity/urgency

- Only 2 left at this price
- 10 people are looking at this

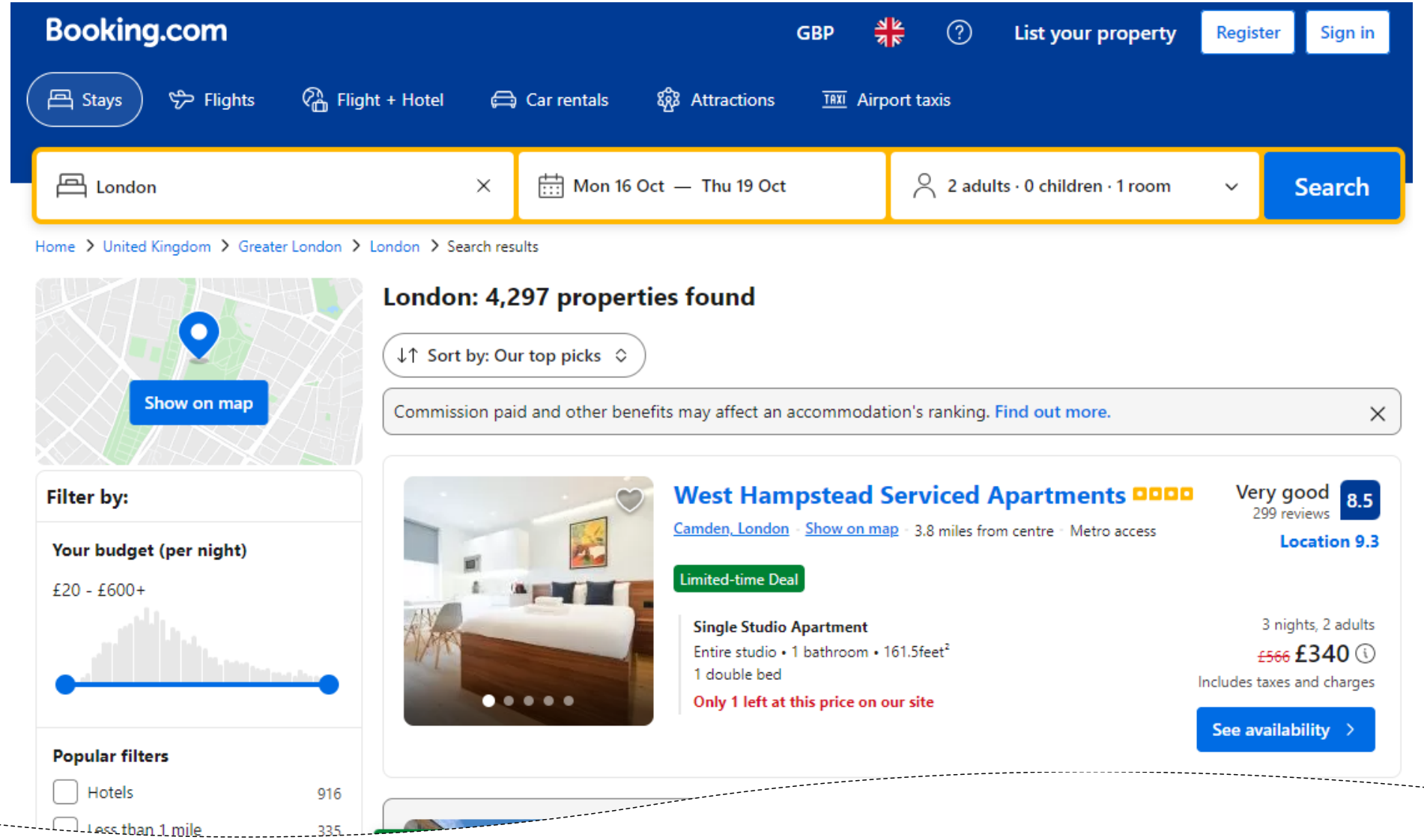
Highlighting benefits

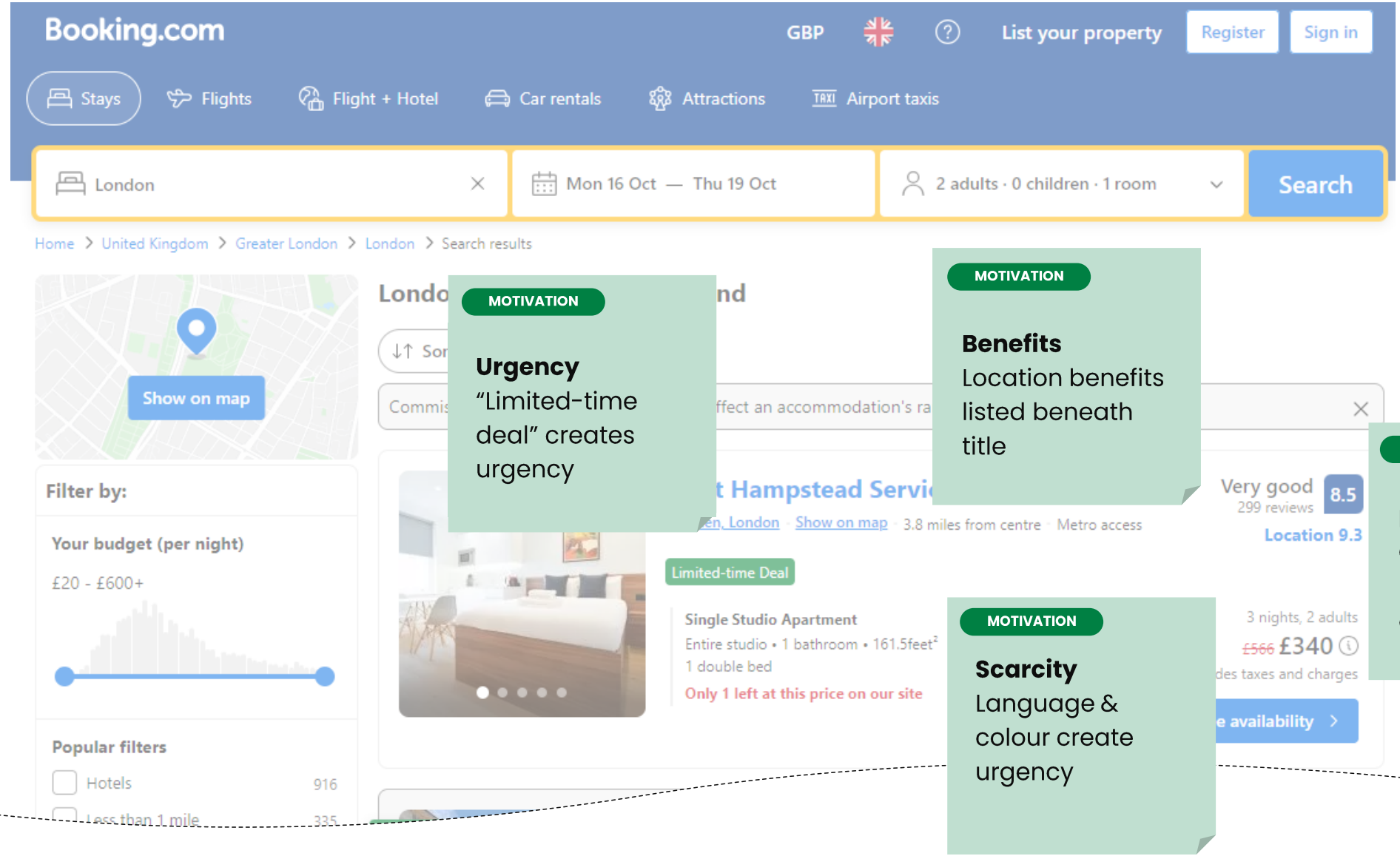
Annual | **Monthly**

Save money and sleep easy - by paying it all up front

Building desire

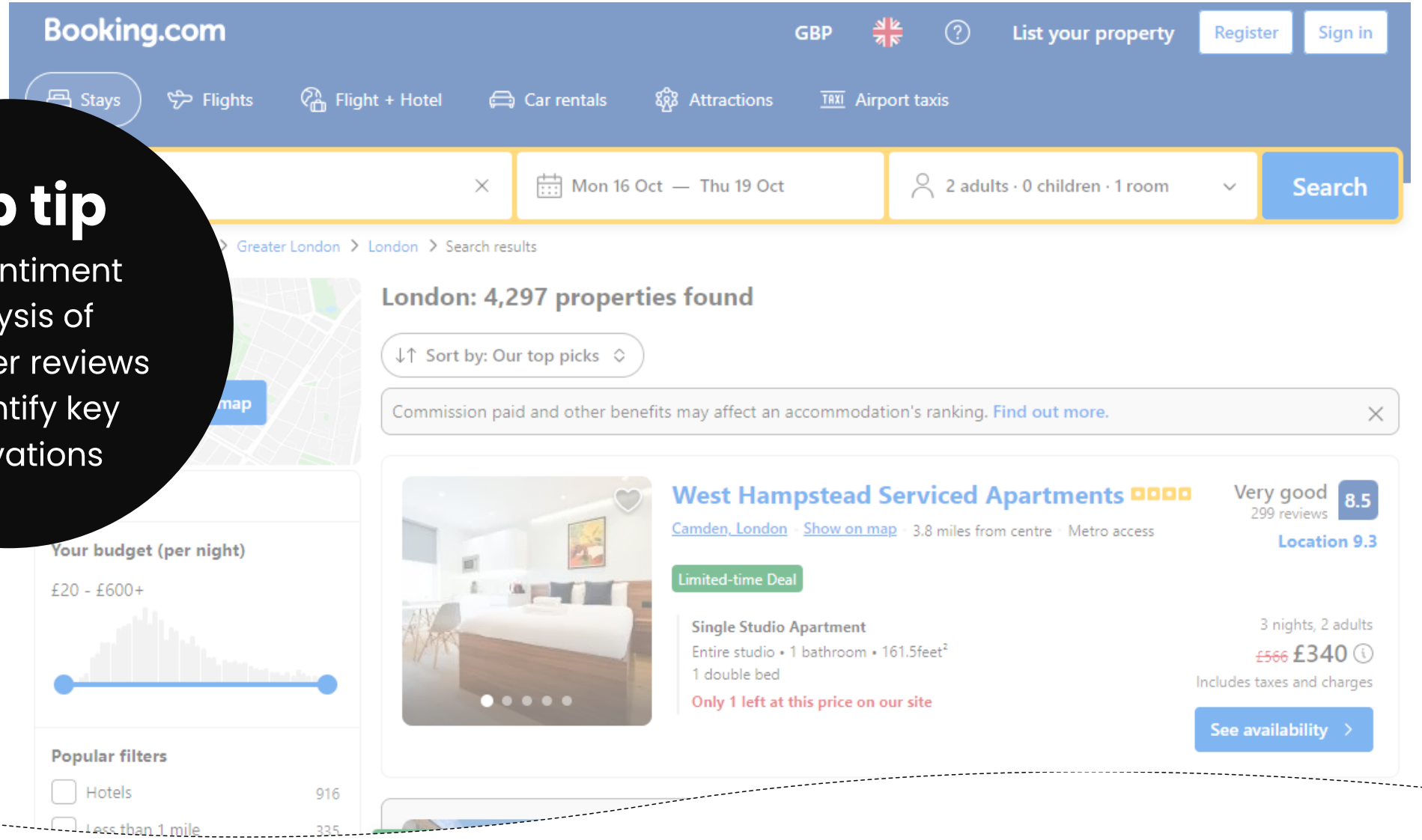
- Smooth, aromatic, heather-and-honey sweetness
- 15-year-old Single Malt Scotch Whisky from the highest and coldest distillery in Scotland


Booking.com
GBP
List your property
Register
Sign in
Stays
Flights
Flight + Hotel
Car rentals
Attractions
Airport taxis
London
Mon 16 Oct — Thu 19 Oct
2 adults · 0 children · 1 room
Search
Home > United Kingdom > Greater London > London > Search results
Show on map
London: 4,297 properties found
Sort by: Our top picks
Commission paid and other benefits may affect an accommodation's ranking. Find out more.
Filter by:
Your budget (per night)
£20 - £600+
Popular filters
Hotels 916
Less than 1 mile 335
West Hampstead Serviced Apartments
Camden, London · Show on map · 3.8 miles from centre · Metro access
Very good
299 reviews
8.5
Location 9.3
Limited-time Deal
Single Studio Apartment
Entire studio • 1 bathroom • 161.5feet²
1 double bed
Only 1 left at this price on our site
3 nights, 2 adults
£566 £340
Includes taxes and charges
See availability


Booking.com
GBP
List your property
Register
Sign in
Stays
Flights
Flight + Hotel
Car rentals
Attractions
Airport taxis
London
Mon 16 Oct — Thu 19 Oct
2 adults · 0 children · 1 room
Search
Home > United Kingdom > Greater London > London > Search results
Show on map
Filter by:
Your budget (per night)
£20 - £600+
Popular filters
Hotels 916
Less than 1 mile 335
Limited-time Deal
Single Studio Apartment
Entire studio • 1 bathroom • 161.5feet²
1 double bed
Only 1 left at this price on our site
Very good
299 reviews
8.5
Location 9.3
3 nights, 2 adults
£566 £340
availability
MOTIVATION
Urgency
"Limited-time deal" creates urgency
MOTIVATION
Benefits
Location benefits listed beneath title
MOTIVATION
Price
Original price in red and crossed out.
MOTIVATION
Scarcity
Language & colour create urgency

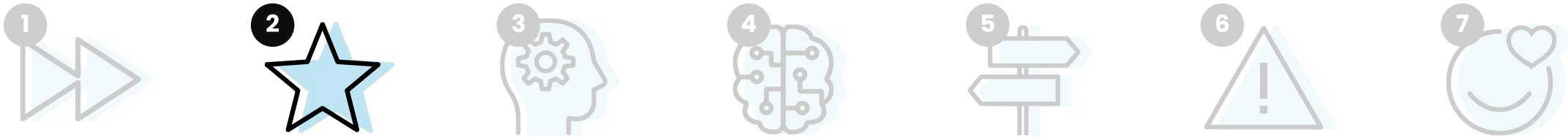
Top tip

Use sentiment analysis of customer reviews to identify key motivations



Our heuristic review framework

We structure our heuristic reviews through a set of analytical lenses called “Dimensions”. These draw from UX design theory, psychology, and behavioural science.



Motivation

How is the visitor inspired to take action?

Factors:

- Pricing
- Effort
- Product Benefits

Social signals

Does the social context inspire trust/conformity

Factors:

- Star ratings
- Endorsements
- Activity

Brain limits

Does the experience overwhelm users' brains?

Factors:

- Simple numbers
- Focused design
- Organisation

Biases

What mental shortcuts are triggered?

Factors:

- Availability
- Anchoring
- Representativeness

Content

Is all necessary information clear and concise?

Factors:

- Clear copy
- Consistency
- Simplicity

Friction

Is the journey easy or are there hurdles?

Factors:

- UX design
- Accessibility
- Commitment

Affect

How does it make the user feel?

Factors:

- Meaningfulness
- Look and feel
- Brand affinity

2 Social signals

AUTHORITY | SOCIAL PROOF | CONSENSUS | IDENTITY

Key question: What kind of social context is visible to a new user? How is previous user activity shown?

When someone is unsure how to act, they often base their behaviour on social context.

Group influence

Majority opinion establishes a reference point that changes individual perceptions.

Conformity

People often follow the majority deliberately. This behaviour varies between individuals, but most people will conform under pressure.

Identity

Once people define a self-image, they will go to great lengths to act consistently with that identity.

2 Social signals

AUTHORITY | SOCIAL PROOF | CONSENSUS | IDENTITY

Key question: What kind of social context is visible to a new user? How is previous user activity shown?

When someone is unsure how to act, they often base their behaviour on social context.

Group influence
Majority opinion establishes a reference point that changes individual perceptions.

Conformity
People often follow the majority deliberately. This behaviour varies between individuals, but most people will conform under pressure.

Identity
Once people define a self-image, they will go to great lengths to act consistently with that identity.

"Prestige-suggestion or stereotype plays a considerable part in peoples' judgements... authors rated highly pull up the rating of the passages attributed to them."

Muzafir Sherif
Social Factors in Perception (1935).

2 Social signals

AUTHORITY | SOCIAL PROOF | CONSENSUS | IDENTITY

Key question: What kind of social context is visible to a new user? How is previous user activity shown?

When someone is unsure how to act, they often base their behaviour on social context.

Group influence
Majority opinion establishes a reference point that changes individual perceptions.

Conformity
People often follow the majority deliberately. This behaviour varies between individuals, but most people will conform under pressure.

Identity
Once people define a self-image, they will go to great lengths to act consistently with that identity.

"The more information participants have regarding the decisions of others, the greater agreement they will seem to display regarding their musical preferences."

Mathew Salganik
"Experimental study of inequality and unpredictability in an artificial cultural market" *Science* 311 (2006).

2 Social signals

AUTHORITY | SOCIAL PROOF | CONSENSUS | IDENTITY

Key question: What kind of social context is visible to a new user? How is previous user activity shown?

When someone is unsure how to act, they often base their behaviour on social context.

Group influence

Majority opinion establishes a reference point that changes individual perceptions.

Conformity

People often follow the majority deliberately. This behaviour varies between individuals, but most people will conform under pressure.

Identity

Once people define a self-image, they will go to great lengths to act consistently with that identity.

"Despite the stress of the given conditions, a substantial proportion of individuals retained their independence throughout. At the same time a substantial minority yielded, modifying their judgments in accordance with the majority."

Solomon Asch
"Studies of Independence and Conformity", *Psychological Monographs* 70 (1956).

2 Social signals

AUTHORITY | SOCIAL PROOF | CONSENSUS | IDENTITY

Key question: What kind of social context is visible to a new user? How is previous user activity shown?

When someone is unsure how to act, they often base their behaviour on social context.

Group influence

Majority opinion establishes a reference point that changes individual perceptions.

Conformity

People often follow the majority deliberately. This behaviour varies between individuals, but most people will conform under pressure.

Identity

Once people define a self-image, they will go to great lengths to act consistently with that identity.

"The relationship between identity (self) and behaviour is complex and probably reciprocal."

"In role relevant situations others respond to the person as a performer in a particular role."

Peter Burke
"The link between identity and role performance", Social Psychology Quarterly 44 (1981).

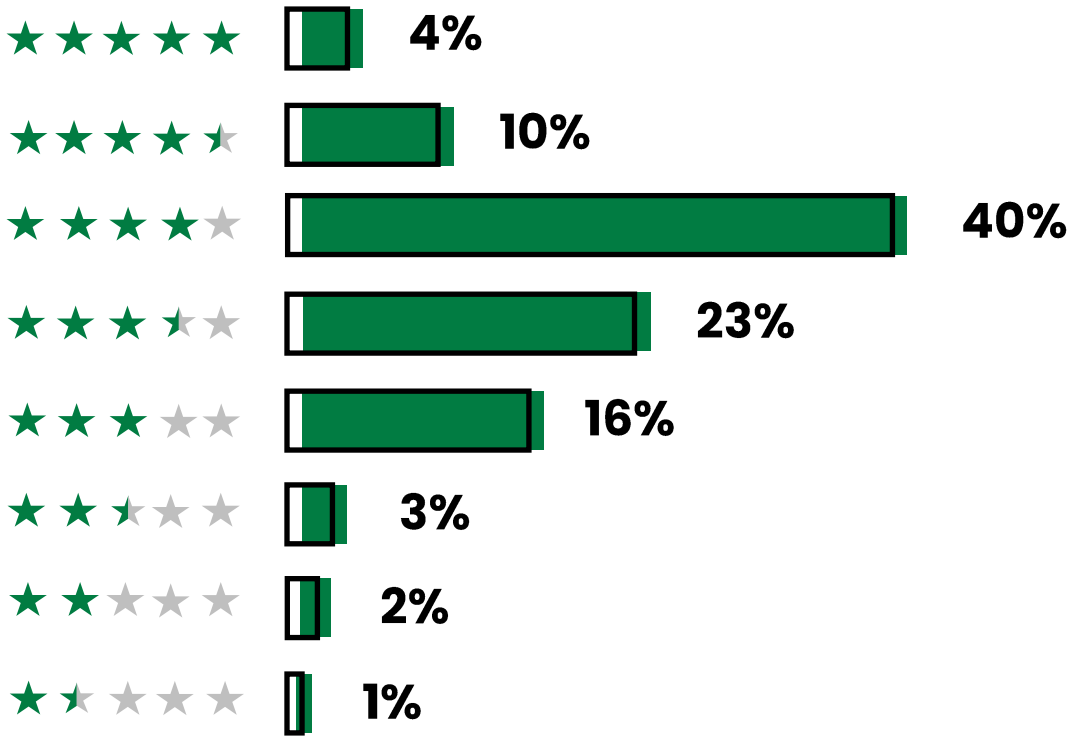
2 Social signals

AUTHORITY | SOCIAL PROOF | CONSENSUS | IDENTITY

Key question: What kind of social context is visible to a new user? How is previous user activity shown?

"What is the minimum average star rating a business must have for you to consider using them?"

Brightlocal
"Local Consumer Review Survey" (2022):
www.brightlocal.com/research/local-consumer-review-survey



2 Social signals

AUTHORITY | SOCIAL PROOF | CONSENSUS | IDENTITY

Key question: What kind of social context is visible to a new user? How is previous user activity shown?

Authority signals

WINNER
£
CashExpert
Awards 2023

Reviews, ratings and endorsements

4.5 ★★★★½ Based on 462 reviews

Live activity feed

9.7k 82

Audience building

JOIN TODAY

Don't just catch up - stay one step ahead.
Subscribe now and lead the conversation

Personal Business Contact us

AVIVA Insurance Investments Retirement Health Search Log in Register

Aviva UK Public Homepage > Insurance > Home cover

HOME INSURANCE

Grab a quote in minutes, that's home insurance solved

- Over 720,000 people protect their home with Aviva^
- Defaqto 5 Star rated
- We settled 88% of all home insurance claims in 2021

Get a quote Retrieve a quote

Trustpilot (796 reviews)

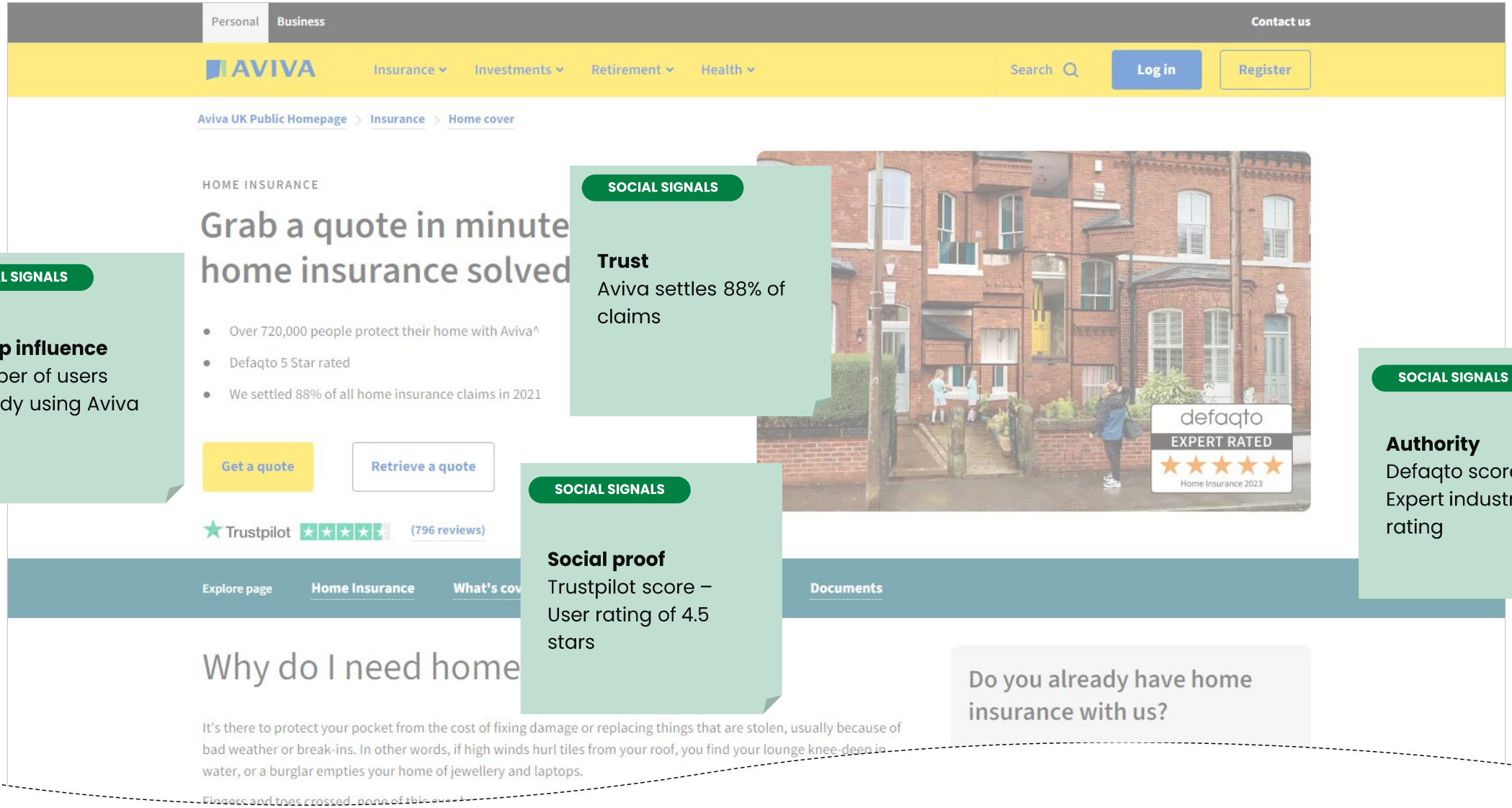
Explore page | Home Insurance | What's covered | Optional add-ons | FAQs | Documents

Why do I need home insurance?

It's there to protect your pocket from the cost of fixing damage or replacing things that are stolen, usually because of bad weather or break-ins. In other words, if high winds hurl tiles from your roof, you find your lounge knee-deep in water, or a burglar empties your home of jewellery and laptops.

Fingers and toes crossed none of this ever h

Do you already have home insurance with us?



SOCIAL SIGNALS

Group influence
Number of users already using Aviva

SOCIAL SIGNALS

Trust
Aviva settles 88% of claims

SOCIAL SIGNALS

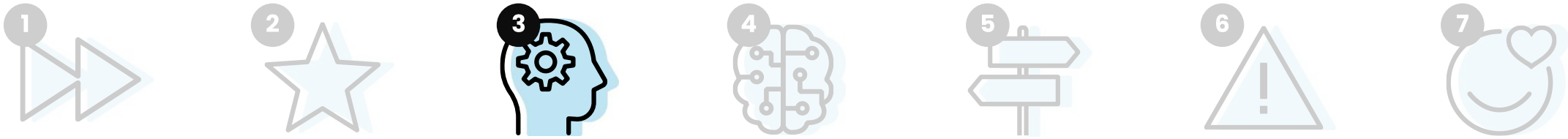
Social proof
Trustpilot score – User rating of 4.5 stars

SOCIAL SIGNALS

Authority
Defaqto score – Expert industry rating

Our heuristic review framework

We structure our heuristic reviews through a set of analytical lenses called “Dimensions”. These draw from UX design theory, psychology, and behavioural science.



Motivation

How is the visitor inspired to take action?

Factors:

- Pricing
- Effort
- Product Benefits

Social signals

Does the social context inspire trust/conformity

Factors:

- Star ratings
- Endorsements
- Activity

Brain limits

Does the experience overwhelm users' brains?

Factors:

- Simple numbers
- Focused design
- Organisation

Biases

What mental shortcuts are triggered?

Factors:

- Availability
- Anchoring
- Representativeness

Content

Is all necessary information clear and concise?

Factors:

- Clear copy
- Consistency
- Simplicity

Friction

Is the journey easy or are there hurdles?

Factors:

- UX design
- Accessibility
- Commitment

Affect

How does it make the user feel?

Factors:

- Meaningfulness
- Look and feel
- Brand affinity

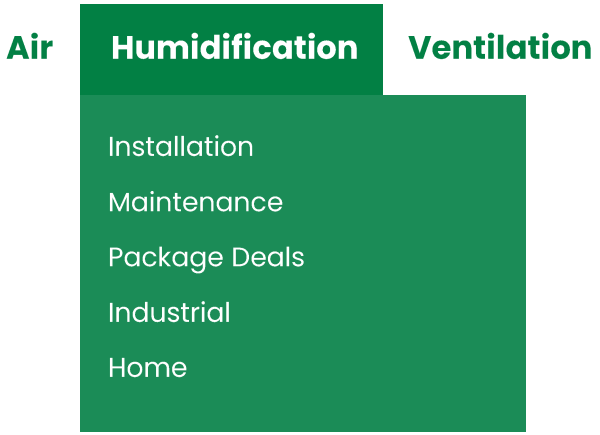
3 Brain limits

ATTENTION | MEMORY | INTERFERENCE | COGNITIVE LOAD

Key question: Does the experience overwhelm users' cognitive limits?

The "Instructional Design" specialist John Sweller popularised the idea of "Cognitive Load" in the early '90s. His work drew on 50 years of cognitive psychology research.

Complex menus



Too much choice

Difficult copywriting

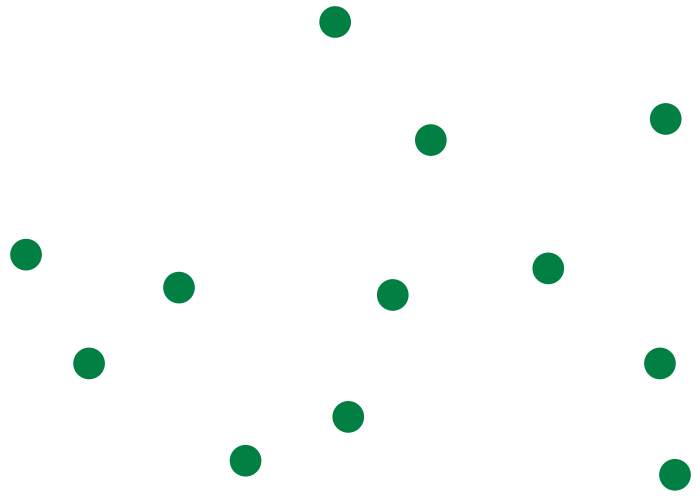
… Variable rates can track the central bank Base Rate, a near Risk Free Rate (NFR) such as SONIA, SOFR, TONAR or SARON …

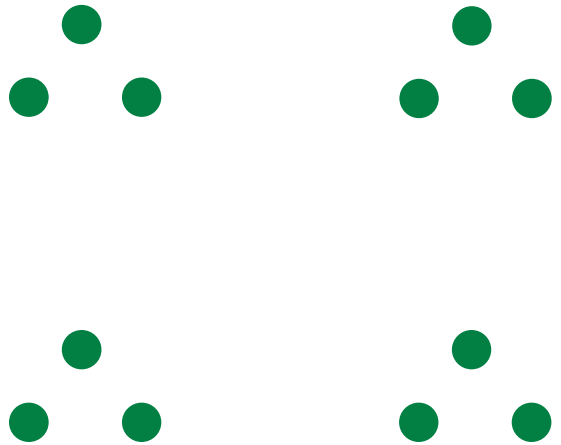
3 Brain limits

ATTENTION | MEMORY | INTERFERENCE | COGNITIVE LOAD

Key question: Does the experience overwhelm users' cognitive limits?

Maximum limits and "chunking"





George Miller, "The magical number seven, plus or minus two" *Psychological Review* 63 (1956), 81–97
Nelson Cowan, "The magical number 4 in short-term memory" *Behavioral and Brain Sciences* 24 (2001), 87-114.

3 Brain limits

ATTENTION | MEMORY | INTERFERENCE | COGNITIVE LOAD

Key question: Does the experience overwhelm users' cognitive limits?

Copywriting and comprehension

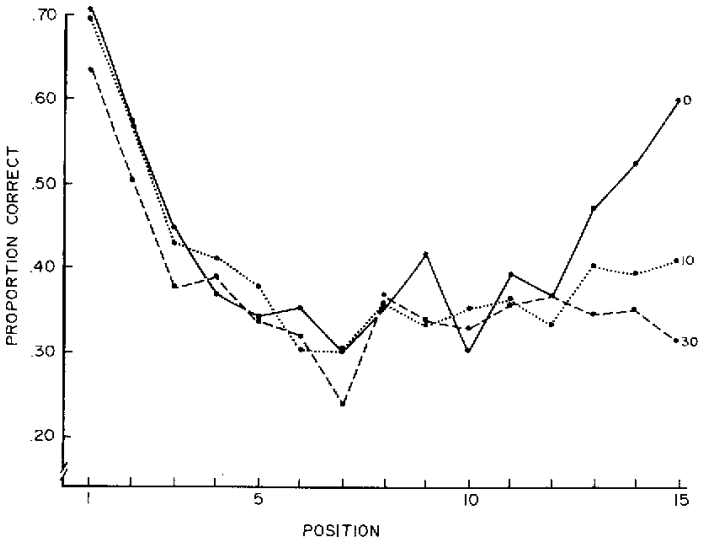
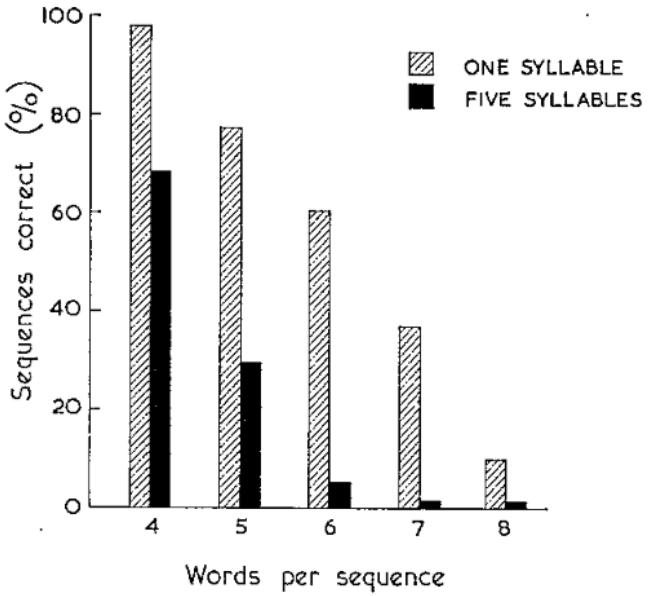


Fig. 2 Serial position curves for 0-, 10-, and 30-sec delay each point represents the mean for five lists and 46 Ss

Murray Glanzer and Anita Cunitz. "Two Storage Mechanisms in Free Recall" *Journal of Verbal Learning and Verbal Behavior* 5 (1966), 351-60.



Alan Baddeley, "Word Length and the Structure of Short-Term Memory", *Journal or Verbal Learning and Verbal Behaviour* 14 (1975), 575-589.

3 Brain limits

ATTENTION | MEMORY | INTERFERENCE | COGNITIVE LOAD

Key question: Does the experience overwhelm users' cognitive limits?

The 'split attention effect"

Split attention

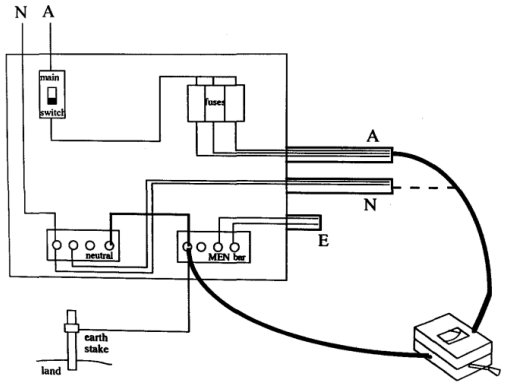
INSULATION RESISTANCE TESTS

a) CONDUCTORS IN PERMANENT WIRING

Test : To test Insulation Resistance from conductors to earth

How conducted : i) Disconnect appliances and busways during these tests. Make sure main switch is "on" and all fuses are "in". Remove main earth from neutral bar and set meter to read insulation. Connect one lead to earth wire at MEN bar and take first measure by connecting the other lead to the active. Take next measure by connecting the lead to the neutral.
ii) If resistance is not high enough in either of the two tests in i) then measure each circuit separately.

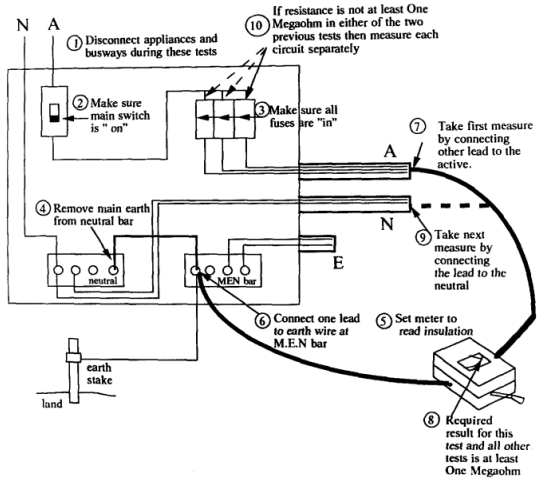
Results required : i) At least One Megaohm
ii) Same result as i) above



Modified

INSULATION RESISTANCE TESTS

a) CONDUCTORS IN PERMANENT WIRING



John Sweller and Paul Chandler, "Cognitive Load Theory and the Format of Instruction", *Cognition and Instruction* 8 (1991), 293-332.

Spans and limits
Miller (1956)

Reduce the number of items a user must keep in their heads

Chunking
Miller (1956)

Use natural groups and patterns to organize items that must be recalled

Highlighting
Von Restorff (1933)

Isolate important elements to guide a user's attention

Split attention
Sweller (1991)

Display all the information required to solve a problem in one place

Serial position
Glanzer & Cunitz (1966)

Place the most important items at the start or end of a list or paragraph

Interference
Baddeley & Hitch (1974)

Never over-burden a single faculty with more than one task at a time

Extraneous info
Sweller (1991)

Use as few words or examples as possible to illustrate an idea.

Single focus
Kahneman (1973)

Remove distractions when a user must complete a difficult task

Schema building
Sweller (1991)

When educating users, focus on creating clear mental models

Word length
Baddeley (1975)

Use short, clearly distinct words in lists or instructions

Doubt management
Sweller (1991)

Silence user's self-doubt by giving positive signals for correct actions

Dual coding
Allan Paivio (1969)

Give key information in multiple forms (text and image)

SLAUGHTER AND MAY/

PEOPLE SERVICES INSIGHTS CAREERS PORTAL MORE...

Our Firm

Services

People

Insights

Global working

Careers

Portal

News

Contact us

OUR CULTURE AND VALUES
Diversity and Inclusion
Recognition and partnerships
Employee networks

HISTORY

REPUTATION FOR EXCELLENCE

INNOVATION
Collaborate
Fast Forward
The Lens Blog
Client Innovation Network

RESPONSIBLE BUSINESS
Social Mobility
Climate Action
Pro Bono
Citizenship

Data Privacy
Disputes
Environment, Social and Governance
Financial Institutions Group
Financial Regulation

Industrial Products and Services
Infrastructure and Energy
Insurance
Media & Telecoms
Private Equity

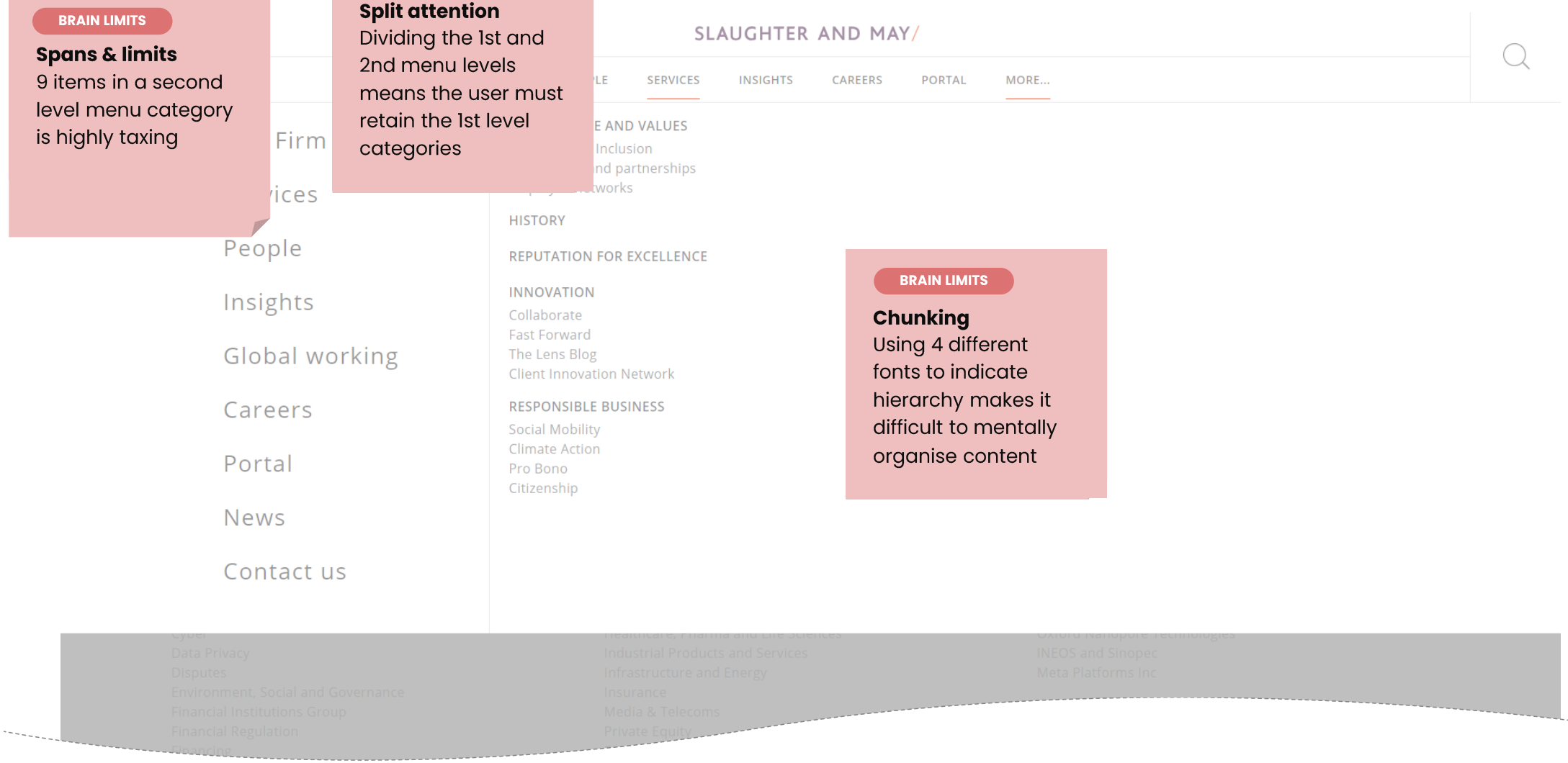
INEOS and Sinopec
Meta Platforms Inc

BRAIN LIMITS

Spans & limits
9 items in a second level menu category is highly taxing

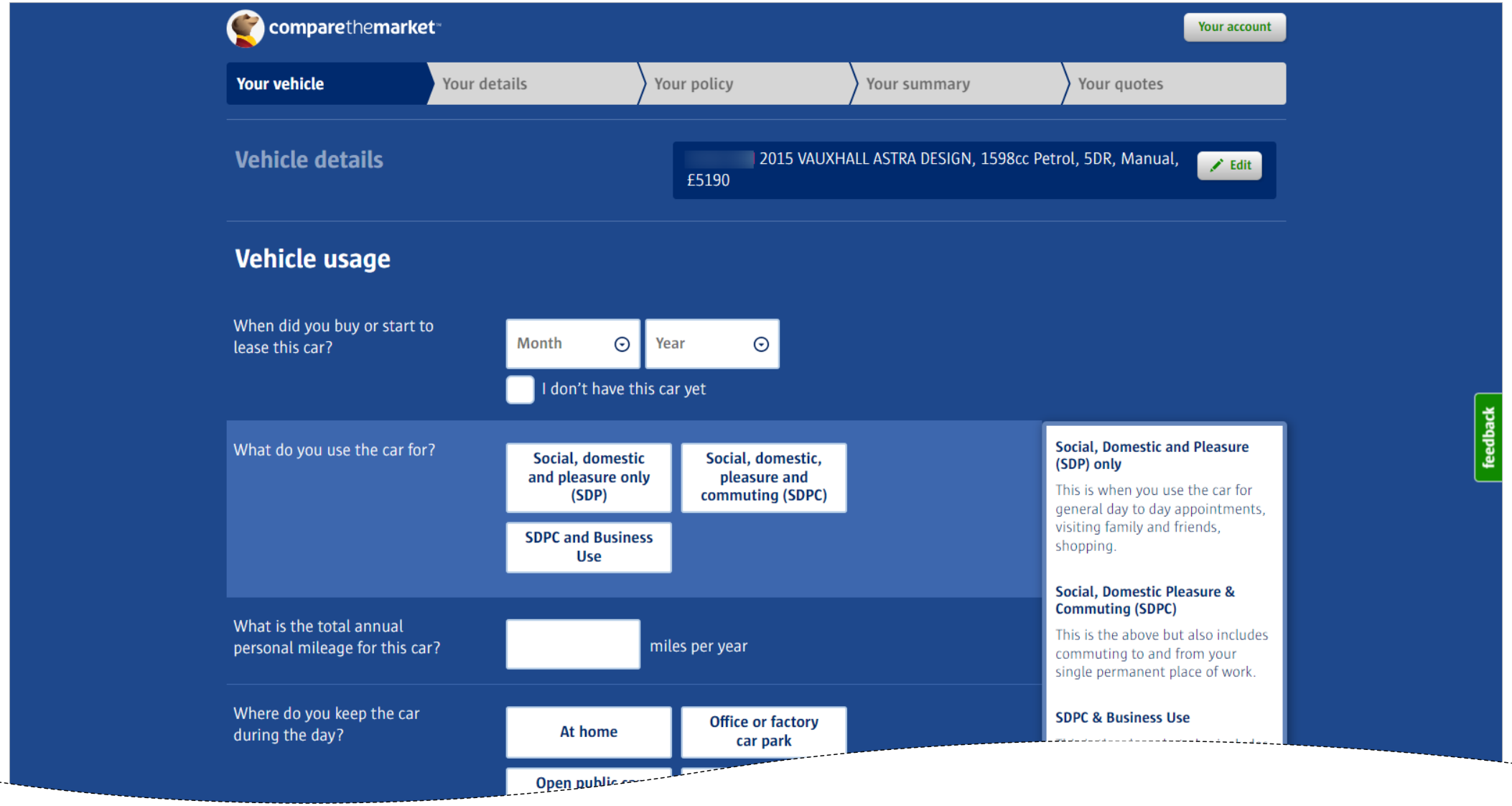
BRAIN LIMITS

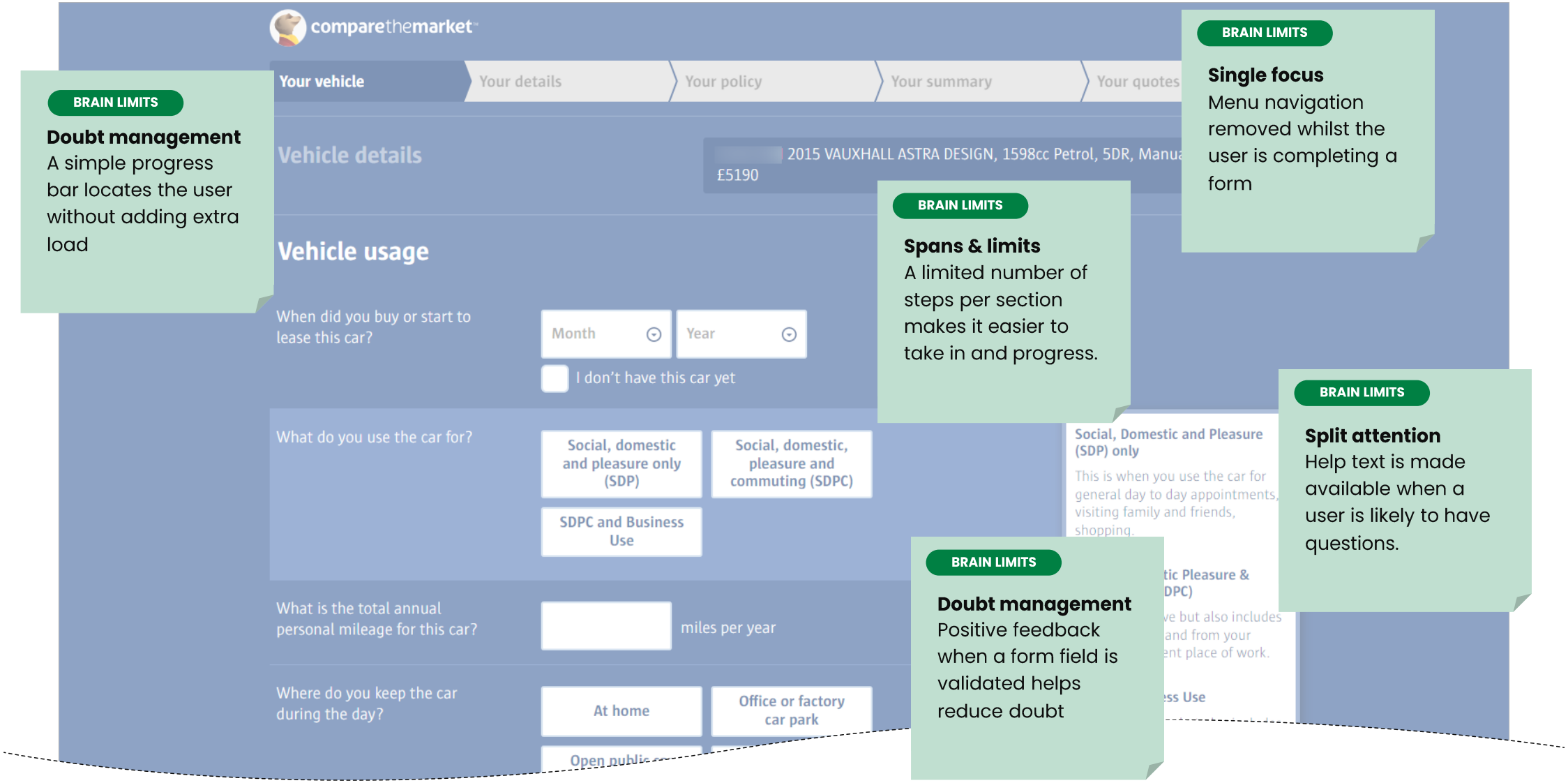
Split attention
Dividing the 1st and 2nd menu levels means the user must retain the 1st level categories

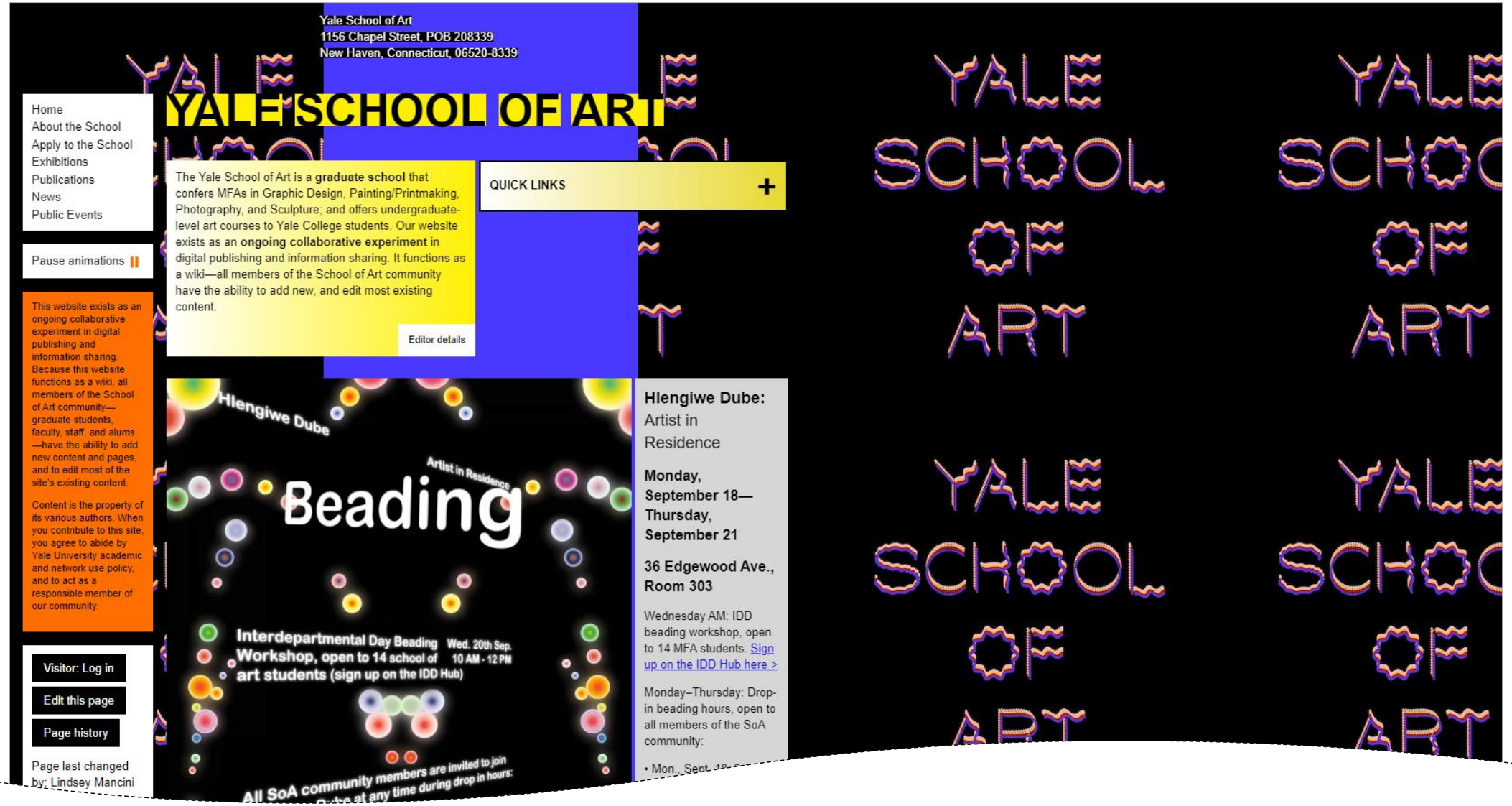


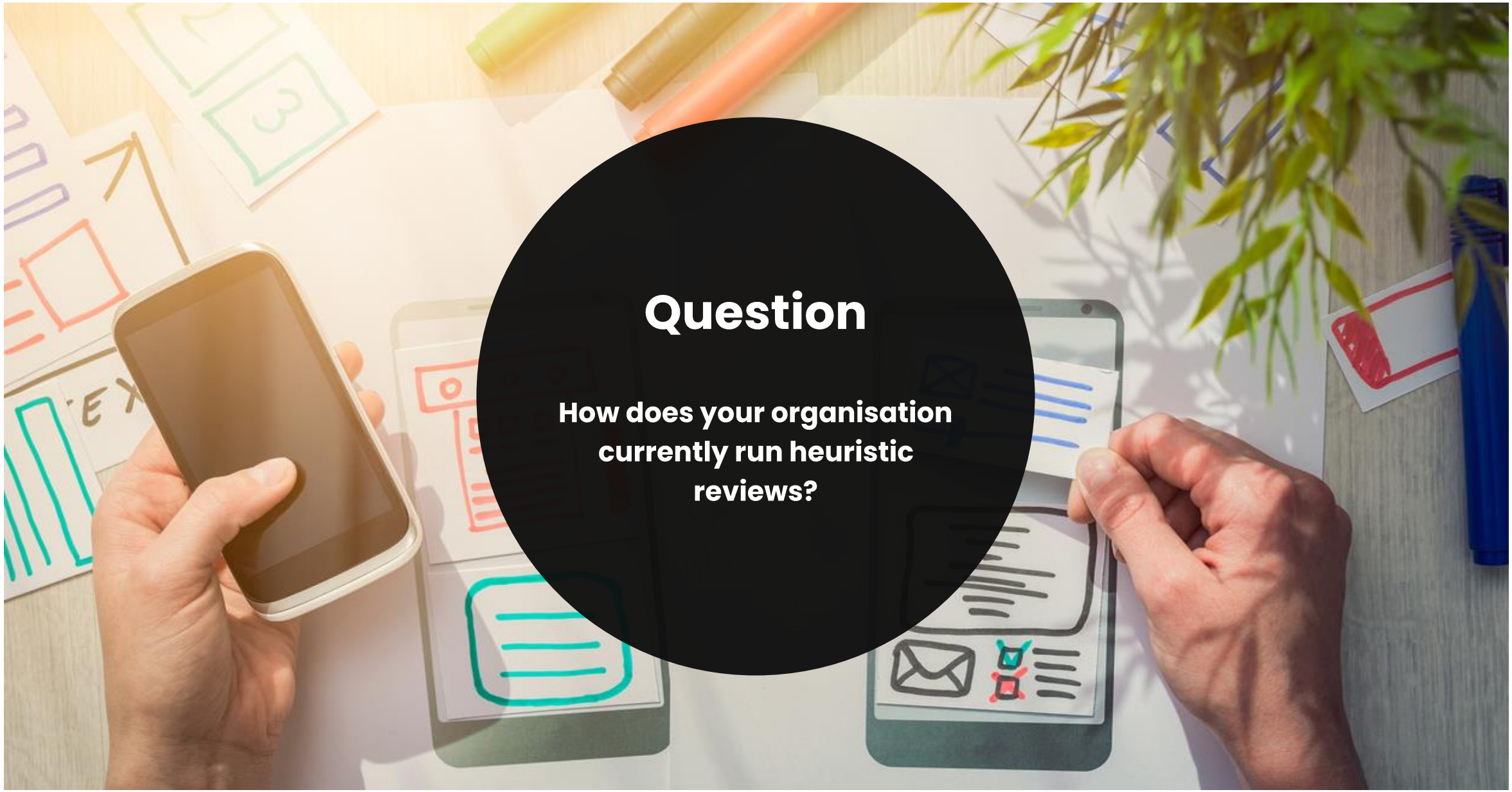
BRAIN LIMITS

Chunking
Using 4 different fonts to indicate hierarchy makes it difficult to mentally organise content


comparethemarket
Your account
Your vehicle
Your details
Your policy
Your summary
Your quotes
Vehicle details
2015 VAUXHALL ASTRA DESIGN, 1598cc Petrol, 5DR, Manual, £5190
Edit
Vehicle usage
When did you buy or start to lease this car?
Month
Year
I don't have this car yet
What do you use the car for?
Social, domestic and pleasure only (SDP)
Social, domestic, pleasure and commuting (SDPC)
SDPC and Business Use
Social, Domestic and Pleasure (SDP) only
This is when you use the car for general day to day appointments, visiting family and friends, shopping.
Social, Domestic Pleasure & Commuting (SDPC)
This is the above but also includes commuting to and from your single permanent place of work.
SDPC & Business Use
What is the total annual personal mileage for this car?
miles per year
Where do you keep the car during the day?
At home
Office or factory car park
feedback


BRAIN LIMITS
Doubt management
A simple progress bar locates the user without adding extra load
comparethemarket
Your vehicle
Your details
Your policy
Your summary
Your quotes
Vehicle details
2015 VAUXHALL ASTRA DESIGN, 1598cc Petrol, 5DR, Manua
£5190
Vehicle usage
When did you buy or start to lease this car?
Month
Year
I don't have this car yet
What do you use the car for?
Social, domestic and pleasure only (SDP)
Social, domestic, pleasure and commuting (SDPC)
SDPC and Business Use
What is the total annual personal mileage for this car?
miles per year
Where do you keep the car during the day?
At home
Office or factory car park
Open public
BRAIN LIMITS
Spans & limits
A limited number of steps per section makes it easier to take in and progress.
BRAIN LIMITS
Single focus
Menu navigation removed whilst the user is completing a form
Social, Domestic and Pleasure (SDP) only
This is when you use the car for general day to day appointments, visiting family and friends, shopping.
BRAIN LIMITS
Split attention
Help text is made available when a user is likely to have questions.
BRAIN LIMITS
Doubt management
Positive feedback when a form field is validated helps reduce doubt

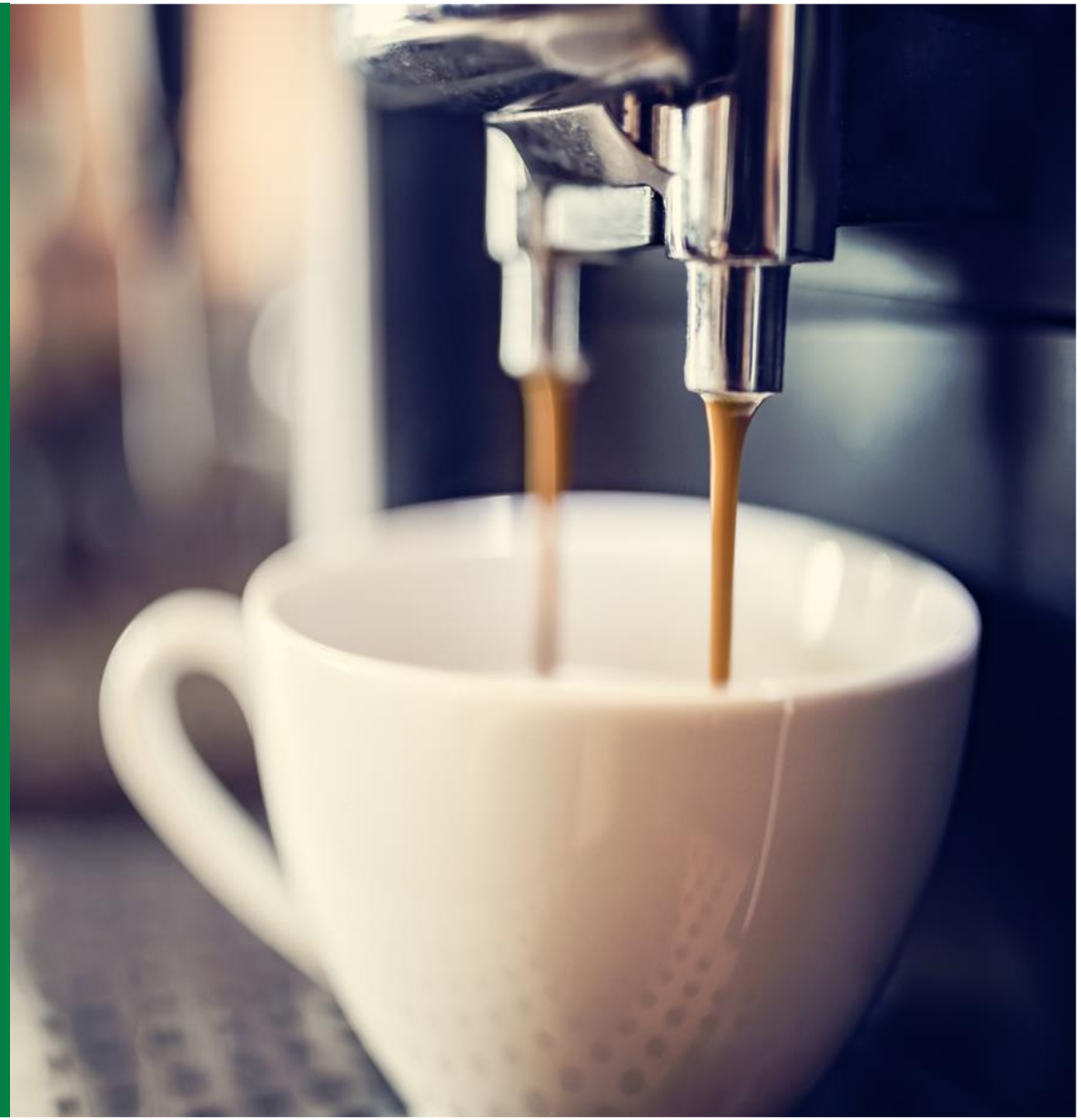

Yale School of Art
1156 Chapel Street, POB 208339
New Haven, Connecticut, 06520-8339
YALE SCHOOL OF ART
Home
About the School
Apply to the School
Exhibitions
Publications
News
Public Events
Pause animations
This website exists as an ongoing collaborative experiment in digital publishing and information sharing. Because this website functions as a wiki, all members of the School of Art community—graduate students, faculty, staff, and alums—have the ability to add new content and pages, and to edit most of the site's existing content.
Content is the property of its various authors. When you contribute to this site, you agree to abide by Yale University academic and network use policy, and to act as a responsible member of our community.
Visitor: Log in
Edit this page
Page history
Page last changed by: Lindsey Mancini
The Yale School of Art is a graduate school that confers MFAs in Graphic Design, Painting/Printmaking, Photography, and Sculpture; and offers undergraduate-level art courses to Yale College students. Our website exists as an ongoing collaborative experiment in digital publishing and information sharing. It functions as a wiki—all members of the School of Art community have the ability to add new, and edit most existing content.
Editor details
QUICK LINKS +
Hlengiwe Dube
Artist in Residence
Beading
Interdepartmental Day Beading Workshop, open to 14 school of art students (sign up on the IDD Hub)
Wed. 20th Sep. 10 AM - 12 PM
All SoA community members are invited to join
Hlengiwe Dube: Artist in Residence
Monday, September 18—Thursday, September 21
36 Edgewood Ave., Room 303
Wednesday AM: IDD beading workshop, open to 14 MFA students. Sign up on the IDD Hub here >
Monday–Thursday: Drop-in beading hours, open to all members of the SoA community:


Question
How does your organisation currently run heuristic reviews?

It’s time for a break

10 minutes

Second half starts at 10:35



Section 2

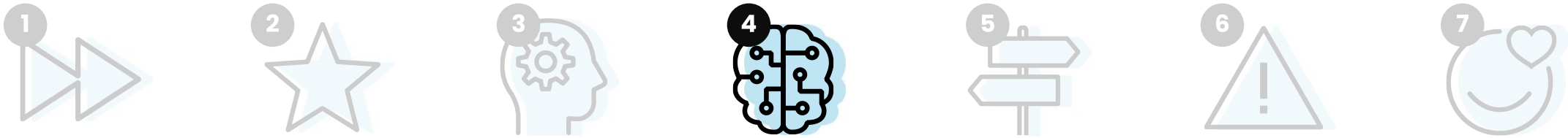
The ‘Dimensions’ framework

Dimensions 4-7

Progress **55%**

Our heuristic review framework

We structure our heuristic reviews through a set of analytical lenses called “Dimensions”. These draw from UX design theory, psychology, and behavioural science.



Motivation

How is the visitor inspired to take action?

Factors:

- Pricing
- Effort
- Product Benefits

Social signals

Does the social context inspire trust/conformity

Factors:

- Star ratings
- Endorsements
- Activity

Brain limits

Does the experience overwhelm users' brains?

Factors:

- Simple numbers
- Focused design
- Organisation

Biases

What mental shortcuts are triggered?

Factors:

- Availability
- Anchoring
- Representativeness

Content

Is all necessary information clear and concise?

Factors:

- Clear copy
- Consistency
- Simplicity

Friction

Is the journey easy or are there hurdles?

Factors:

- UX design
- Accessibility
- Commitment

Affect

How does it make the user feel?

Factors:

- Meaningfulness
- Look and feel
- Brand affinity

4 Biases

ANCHORING | ASSOCIATION | FRAMING | FOCUS

Key question: What kinds of mental shortcuts are triggered by the experience?

Most human thought is informal and irrational, based on rules-of-thumb rather than logic. Because of this, choices and behaviours are biased in lots of ways.

Cognitive biases

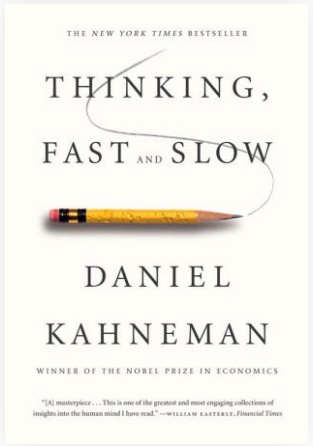
A systematic statistical trend that reflects skewed decision making.

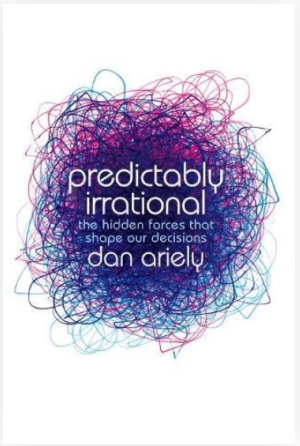
Mental shortcuts

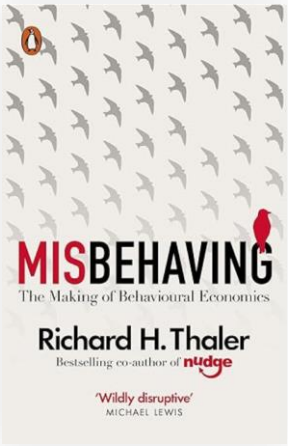
People use mental shortcuts and rules-of-thumb) to make decisions faster.

Behavioural effects

Field studies and experiments reveal consistent (and seemingly unconscious) patterns in behaviour.







Availability

Tversky & Kahneman (1974)

Things that are easy to recall seem more common or likely

Representativeness

Tversky & Kahneman (1974)

Things that look "right" feel more likely and plausible

Reflection effect

Tversky & Kahneman (1979)

Preferences can be reversed by switching a negative frame

Distance discounting

Tversky & Kahneman (1979)

Emotional distance can reduce the "pain of paying"

Framing

Tversky & Kahneman (1979)

Adjusting reference points & context can shift perception

Mental accounting

Thaler (1990)

People use informal rules when managing money

Default effect

Samuelson (1988)

People often conform to a perceived convention

Isolation effect

Tversky & Kahneman (1979)

Comparing differences rather than options is misleading

Decoy effect

Puto (1992)

A decoy C option can reverse preferences for A or B

Maximisation fatigue

Schwartz (2002)

The search for a "best" option can create dissatisfaction

Option attachment

Carmon (2003)

People try to maintain even less-favored options

Endowment effect

Thaler (1991)

People overvalue things that they already own

Zeigarnik effect

Zeigarnik (1938)

People tend to remember incomplete tasks

Consistency

Cialdini (1984)

People like to stay consistent with previous acts or beliefs

Scarcity

Worchel (1975)

Limited supply increases perceived value and urgency

Halo Effect

Thorndike (1920)

People often generalize from a single characteristic

4 Biases

ANCHORING | ASSOCIATION | FRAMING | FOCUS

Key question: What kinds of mental shortcuts are triggered by the experience?

Framing

£335
- ✓ Basic online
- ✗ Everything online
- ✗ Print

£365
- ✓ Basic online
- ✓ Everything online
- ✗ Print

£245
- ✓ Basic online
- ✗ Everything online
- ✓ Print

Defaults

☑ Let me know about exclusive sales and offers

Isolation Effect

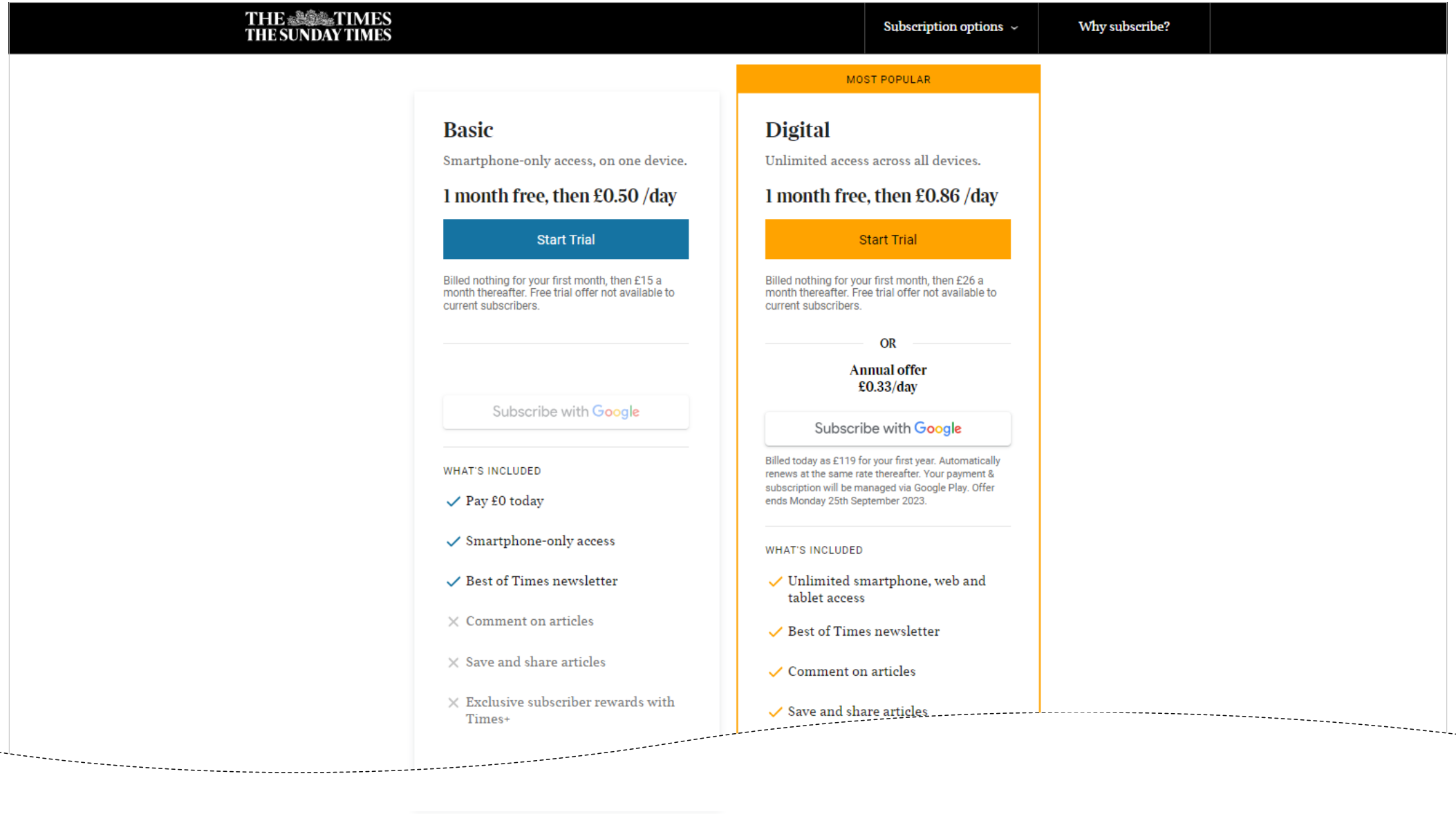
Basic	MOST POPULAR Premium
£10 first 3 months	£15 first 3 months
Then £15/m	Then £18/m

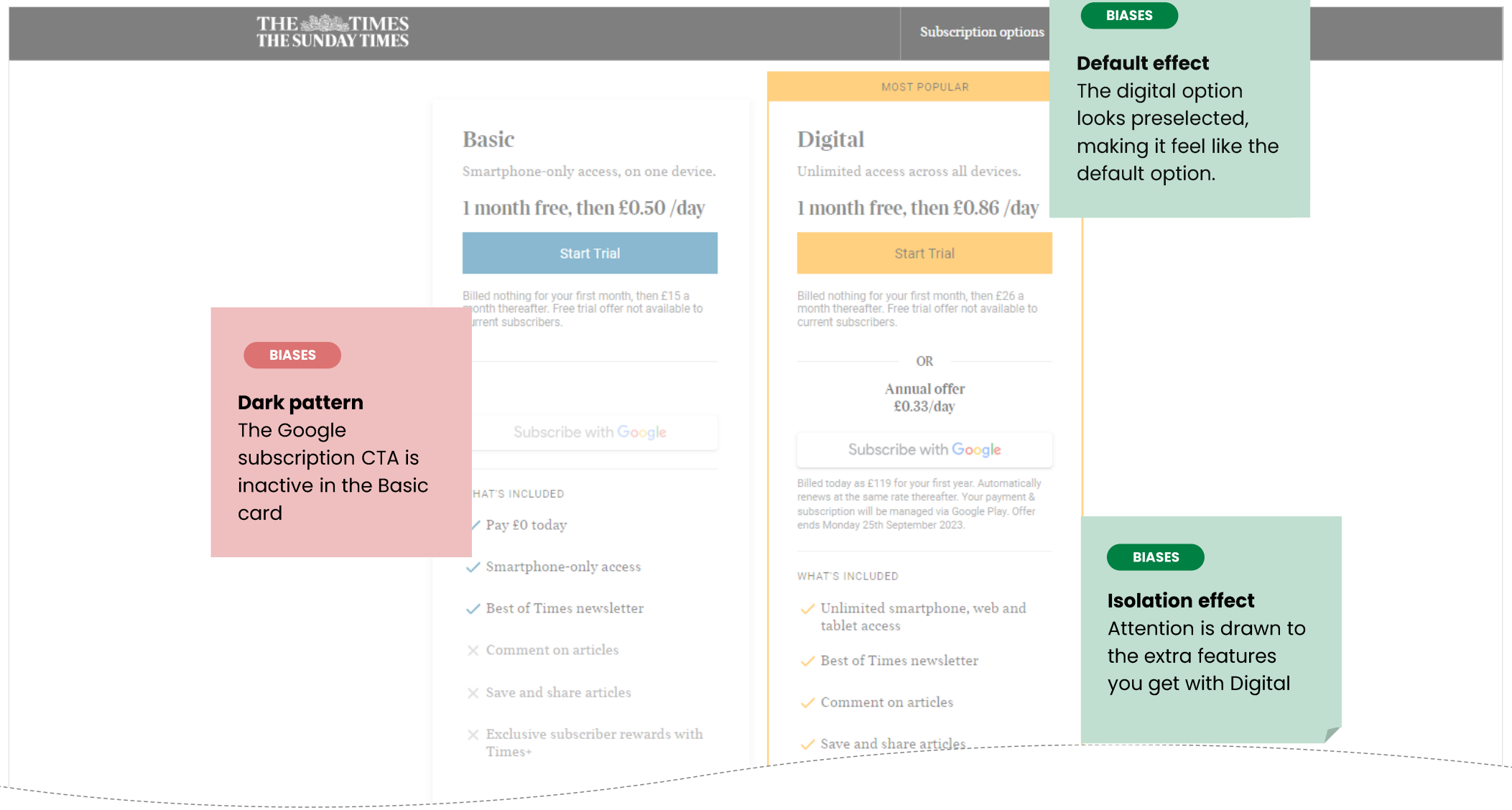
Endowment Effect

3

Great choice!

✓ Bosch Power Drill has been added to your bag


THE TIMES
THE SUNDAY TIMES
Subscription options
Why subscribe?
Basic
Smartphone-only access, on one device.
1 month free, then £0.50 /day
Start Trial
Billed nothing for your first month, then £15 a month thereafter. Free trial offer not available to current subscribers.
Subscribe with Google
WHAT'S INCLUDED
Pay £0 today
Smartphone-only access
Best of Times newsletter
Comment on articles
Save and share articles
Exclusive subscriber rewards with Times+
MOST POPULAR
Digital
Unlimited access across all devices.
1 month free, then £0.86 /day
Start Trial
Billed nothing for your first month, then £26 a month thereafter. Free trial offer not available to current subscribers.
OR
Annual offer
£0.33/day
Subscribe with Google
Billed today as £119 for your first year. Automatically renews at the same rate thereafter. Your payment & subscription will be managed via Google Play. Offer ends Monday 25th September 2023.
WHAT'S INCLUDED
Unlimited smartphone, web and tablet access
Best of Times newsletter
Comment on articles
Save and share articles


THE TIMES
THE SUNDAY TIMES
Subscription options
MOST POPULAR
Basic
Smartphone-only access, on one device.
1 month free, then £0.50 /day
Start Trial
Billed nothing for your first month, then £15 a month thereafter. Free trial offer not available to current subscribers.
Subscribe with Google
WHAT'S INCLUDED
Pay £0 today
Smartphone-only access
Best of Times newsletter
Comment on articles
Save and share articles
Exclusive subscriber rewards with Times+
Digital
Unlimited access across all devices.
1 month free, then £0.86 /day
Start Trial
Billed nothing for your first month, then £26 a month thereafter. Free trial offer not available to current subscribers.
OR
Annual offer
£0.33/day
Subscribe with Google
Billed today as £119 for your first year. Automatically renews at the same rate thereafter. Your payment & subscription will be managed via Google Play. Offer ends Monday 25th September 2023.
WHAT'S INCLUDED
Unlimited smartphone, web and tablet access
Best of Times newsletter
Comment on articles
Save and share articles
BIASES
Dark pattern
The Google subscription CTA is inactive in the Basic card
BIASES
Default effect
The digital option looks preselected, making it feel like the default option.
BIASES
Isolation effect
Attention is drawn to the extra features you get with Digital

Login | UK | Call to subscribe: 0800 068 4965 | Live Chat

THE TIMES
THE SUNDAY TIMES

Subscription options | Why subscribe?

Enjoy unlimited digital access

Read trusted, award-winning journalism

MONTHLY OFFER

£1 /week for 8 weeks

Subscribe Now

Billed as £4 a month for 2 months, then £26 a month thereafter. Cancel any time. Digital subscription offer not available to current subscribers.

BEST VALUE

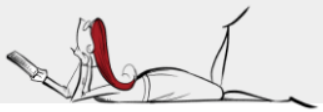
ANNUAL OFFER

£149 /year SAVE £119

Subscribe Now

Billed today as £149 for one year. Renews automatically each year. We'll notify you of any changes to your price in advance.

Live chat

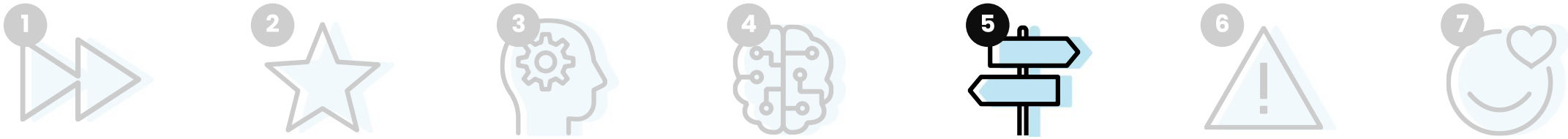


All your questions answered

What does a Digital subscription include?

Our heuristic review framework

We structure our heuristic reviews through a set of analytical lenses called “Dimensions”. These draw from UX design theory, psychology, and behavioural science.



Motivation

How is the visitor inspired to take action?

Factors:

- Pricing
- Effort
- Product Benefits

Social signals

Does the social context inspire trust/conformity

Factors:

- Star ratings
- Endorsements
- Activity

Brain limits

Does the experience overwhelm users' brains?

Factors:

- Simple numbers
- Focused design
- Organisation

Biases

What mental shortcuts are triggered?

Factors:

- Availability
- Anchoring
- Representativeness

Content

Is all necessary information clear and concise?

Factors:

- Clear copy
- Consistency
- Simplicity

Friction

Is the journey easy or are there hurdles?

Factors:

- UX design
- Accessibility
- Commitment

Affect

How does it make the user feel?

Factors:

- Meaningfulness
- Look and feel
- Brand affinity

5 Content

TONE OF VOICE | CLARITY | AMBIGUITY | REGISTER | RELEVANCE

Key question: Is all the necessary information clear, consistent and concise?

When detail is missing, inconsistent or incomplete, users are less likely to engage with an offer. Providing clarity is difficult due to:

1. The way people make sense of text
2. Non-linear reading habits

Signposting

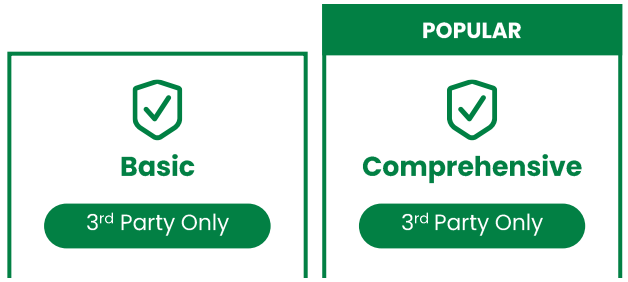
Continue to payment

Pay Now →

Product details

- Pets allowed? **Some**
- Available from: **__/__**
- Minimum tenancy: **12 months**

Names and labels



5 Content

TONE OF VOICE | CLARITY | AMBIGUITY | REGISTER | RELEVANCE

Key question: Is all the necessary information clear, consistent and concise?

F-pattern

When given unstructured blocks of content, disengaged readers default to an 'F-shaped' fixation pattern.

- First words on the left border get more attention.
- Subheadings and bullet points are critical.

Saccades

The visual field is split into Foveal and Peripheral areas. When reading, these are knitted together with saccades.

- The first saccade in a series tends to be the longest.
- When text is more difficult, right to left saccades increase.

Error fixation

Readers focus on errors and aberrations more than overall structure and content.

- Any published material, especially UI content, must be error-free.
- Pattern-breaking should be used strategically.

Visual Cuing

Readers react to visual clues about how to direct their attention without realizing.

- Images of another person's gaze can persuade us to look in the same direction.
- Gaze cuing occurs even in peripheral vision.

5 Content

TONE OF VOICE | CLARITY | AMBIGUITY | REGISTER | RELEVANCE

Key question: Is all the necessary information clear, consistent and concise?

Concreteness

Use visual metaphors or graphs to explain ideas. Stick to concrete nouns where possible.

Continuity

Avoid orphan ideas and widow sentences. Every idea should be placed in context.

Integration

Avoid the split-attention effect by combining related material (i.e. instructions and UI elements).

Patterning

Predictable sentence patterns and regular paragraphs improve scanning and reading speed.

Economy

Short, simple sentences and words, minimal text and no repetition.

Directness

Use active, direct sentences with few qualifications or clauses.

Yellowlees Douglas, *The Reader's Brain* (Cambridge, 2015).
Stanislas Dehaene, *Reading in the Brain* (New York, 2009).

SQUARE PAYMENTS

Accept payments quickly, easily and securely.

Meet customers where they are with the latest payments services. Square can help you process nearly any kind of payment, any way you want.

Get started

Over £200,000 in annual sales?

You may be eligible for custom pricing →

In person

Take any contactless, mobile or chip and PIN payment at the counter or on the go. Get the free Square POS app that works seamlessly with our range of hardware options.

Online

Set up a free online store, sell through social media or integrate your current online store with our payment services. Square APIs and SDKs are free for developers to use.

Remote

Create and send digital invoices, let customers pay by card and track when you get paid. Or send your customers a

Manually entered

For taking payments over the phone, key in card information directly into your

CONTENT

Clear and concise headline that includes the KSPs of the product.

CONTENT

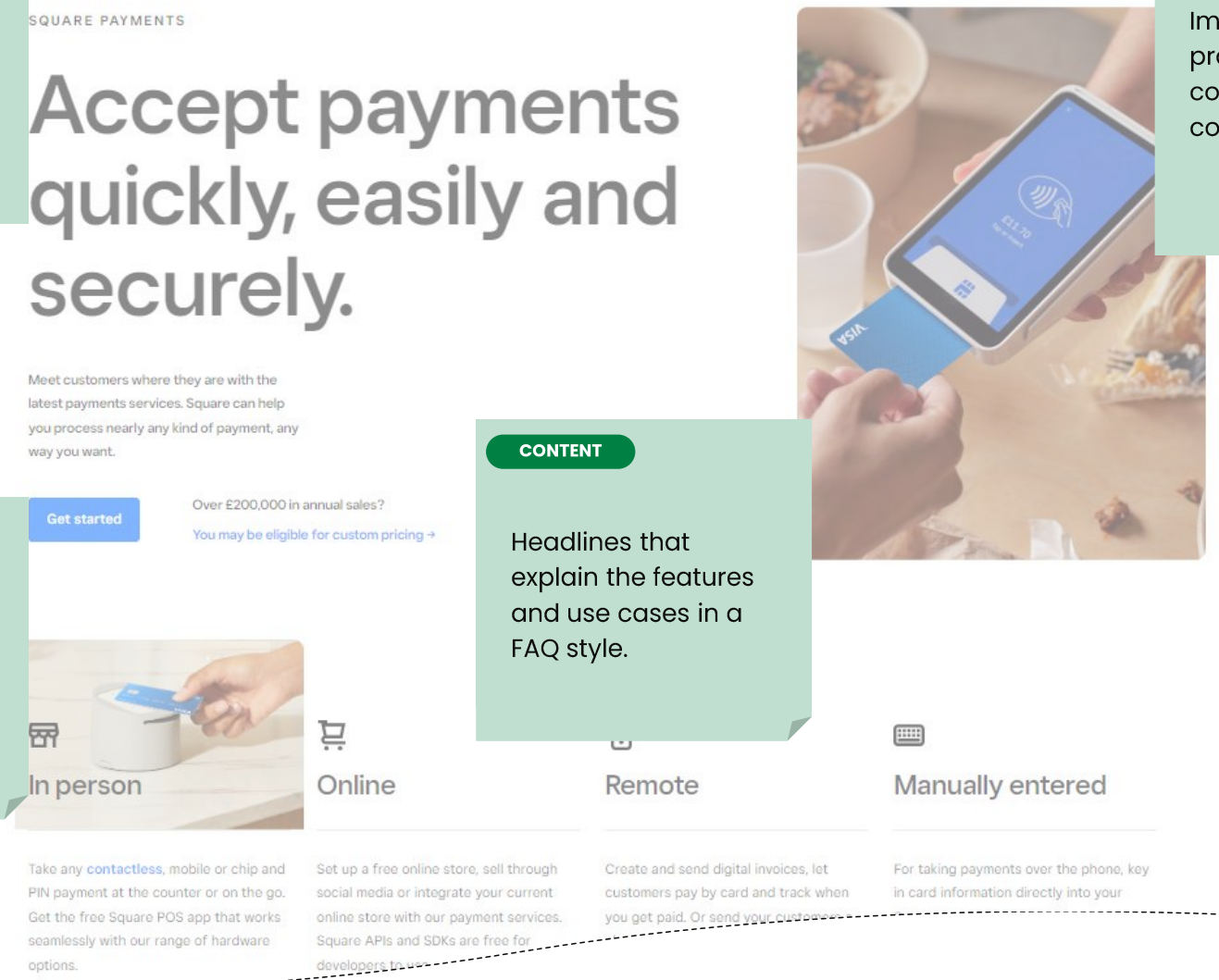
Imagery that shows usage and correspond with the copy.

CONTENT

Headlines that explain the features and use cases in a FAQ style.

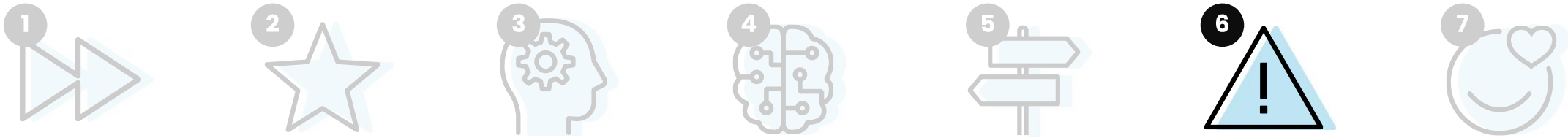
CONTENT

Imagery that shows product usage and corresponds with the copy.



Our heuristic review framework

We structure our heuristic reviews through a set of analytical lenses called “Dimensions”. These draw from UX design theory, psychology, and behavioural science.



Motivation

How is the visitor inspired to take action?

Factors:

- Pricing
- Effort
- Product Benefits

Social signals

Does the social context inspire trust/conformity

Factors:

- Star ratings
- Endorsements
- Activity

Brain limits

Does the experience overwhelm users' brains?

Factors:

- Simple numbers
- Focused design
- Organisation

Biases

What mental shortcuts are triggered?

Factors:

- Availability
- Anchoring
- Representativeness

Content

Is all necessary information clear and concise?

Factors:

- Clear copy
- Consistency
- Simplicity

Friction

Is the journey easy or are there hurdles?

Factors:

- UX design
- Accessibility
- Commitment

Affect

How does it make the user feel?

Factors:

- Meaningfulness
- Look and feel
- Brand affinity

6 Friction

USABILITY | AFFORDANCE | VISUAL CONTRAST | ACCESSIBILITY | JOURNEY PLOTTING

Key question: Is the journey smooth and linear or difficult and full of obstacles?

Customer journeys that require advance commitment without offering guarantees have a lot of Friction. Similarly, accessibility failures, hidden steps or inconsistent UX are all design features that prevent a user from progressing within a user journey.

← Macro — Micro →

Customer level friction

The customer struggles to commit due to the way a product or service is packaged.

Example: *The product has a long contract and no buy-out clause.*

Journey level friction

The customer struggles to progress because the conversion process itself is poorly organized.

Example: *Customers must pay before they can try the product*

UX friction

The customer is blocked by poor UX design that makes the journey difficult to complete.

Example: *A CTA button is hidden or help text is missing*

Ergonomic friction

Physical accessibility issues prevent a user from completing their journey.

Example: *Poor visual contrast or mobile usability issues*

6 Friction

USABILITY | AFFORDANCE | VISUAL CONTRAST | ACCESSIBILITY | JOURNEY PLOTTING

Key question: Is the journey smooth and linear or difficult and full of obstacles?

Usability checklist

1. **Visible status:** The status of the process is easily visible, and I can see my next step.
2. **Naturalness:** The design maps onto the real world. It fits my mental model.
3. **Control and freedom:** The user is in complete control, giving them freedom to make mistakes. There are clear “undo” and “redo” options.
4. **System standards:** The design language is consistent and follows rules.
5. **Error prevention:** mistakes are prevented by messaging and confirmation steps.
6. **Error recovery:** users can recognize and reverse mis-steps easily.
7. **Zero memory:** I don’t have to remember things from another part of the interface.
8. **Streets and shortcuts:** There are novice and expert paths. A coherent route can be substituted for a shortcut when I am more confident.
9. **Visual economy:** No unnecessary clutter or distractions are shown.
10. **Help:** There are escalating levels of support when it’s needed.

Jakob Nielsen “10 usability heuristics for user interface design” (1994): www.nngroup.com/articles/ten-usability-heuristics/

6 Friction

USABILITY | AFFORDANCE | VISUAL CONTRAST | ACCESSIBILITY | JOURNEY PLOTTING

Key question: Is the journey smooth and linear or difficult and full of obstacles?

Accessibility principles

Perceivable

- Text alternatives for images and multimedia
- Assistive technologies
- Distinguishable content

Operable

- Controllable from a keyboard
- Enough time
- Help users navigate

Understandable

- Simple and coherent text
- Content operates in a consistent way
- Help users avoid/ correct mistakes

Robust

- Compatible with current and future user tools

W3C provides an 80-point quick reference checklist.

W3C, "How to meet Web Content Accessibility Guidelines" (2005-23): *www.w3.org/WAI/WCAG21/quickref/*

6 Friction

USABILITY | AFFORDANCE | VISUAL CONTRAST | ACCESSIBILITY | JOURNEY PLOTTING

Key question: Is the journey smooth and linear or difficult and full of obstacles?

Legibility

BUY NOW

Error prevention

Something doesn't look right. Enter a UK phone number without the "+44" country code

Recovery and "Forgiveness"

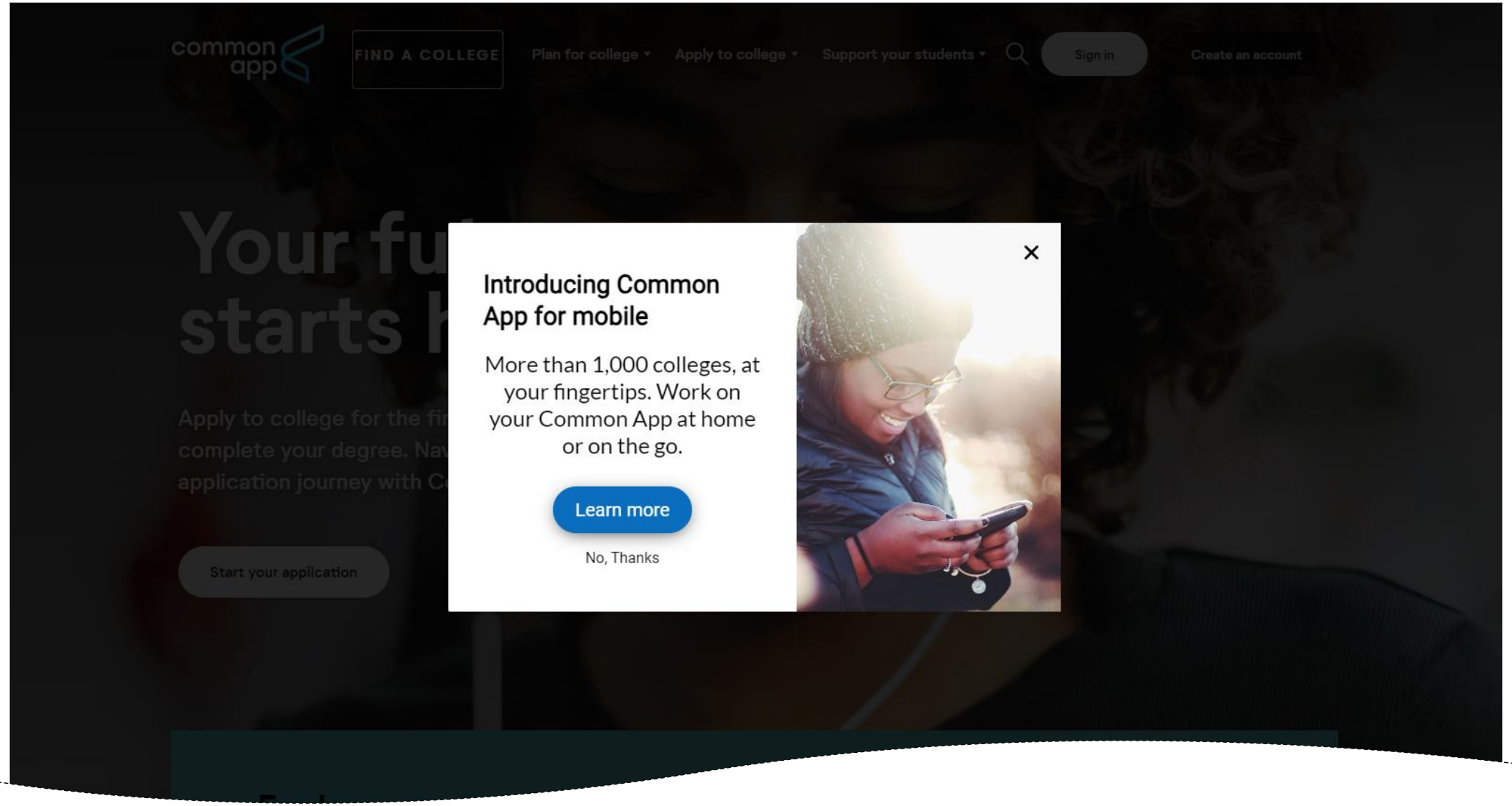
← Back one step

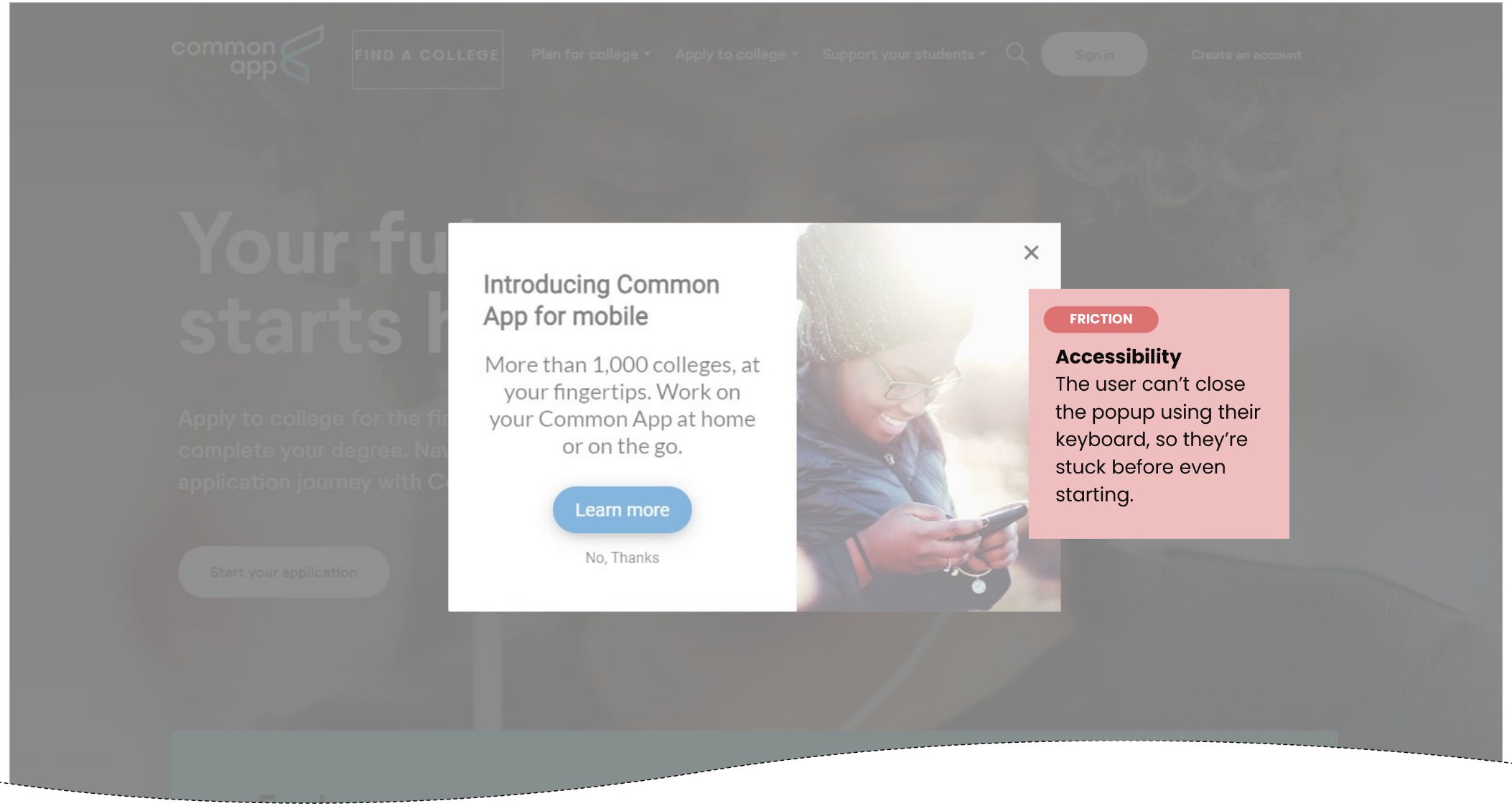
Unnecessary hassle

POLICY NUMBER ☐☐☐☐ ☐☐☐☐ ☐☐☐☐

POLICY PURCHASE DATE _ _ / _ _ / _ _ _ _

DEPARTURE DATE _ _ / _ _ / _ _ _ _


common app
FIND A COLLEGE
Plan for college
Apply to college
Support your students
Sign in
Create an account
Introducing Common App for mobile
More than 1,000 colleges, at your fingertips. Work on your Common App at home or on the go.
Learn more
No, Thanks
Start your application


common app
FIND A COLLEGE
Plan for college
Apply to college
Support your students
Sign in
Create an account
Introducing Common App for mobile
More than 1,000 colleges, at your fingertips. Work on your Common App at home or on the go.
Learn more
No, Thanks
FRICTION
Accessibility
The user can't close the popup using their keyboard, so they're stuck before even starting.

Buildings sum insured:	£1,000,000
Contents sum insured:	£50,000
Unspecified personal possessions:	Not included
Policy excess:	£350
Escape of water excess:	£450
Subsidence excess:	£1,000

Edit your cover

Your extra cover

Accidental Damage:	Not included
Home Emergency:	Not included
Family Legal Protection:	Not included

Edit your extras

Your details

Policyholder:	Mr Sebastian Larsson
Date of birth:	
Email address:	
Contact number:	

Edit your details

Need Help?

0800 032 7514

Monday - Friday: 8am - 8pm

Saturday: 9am - 5pm

Sunday: 9am - 4pm

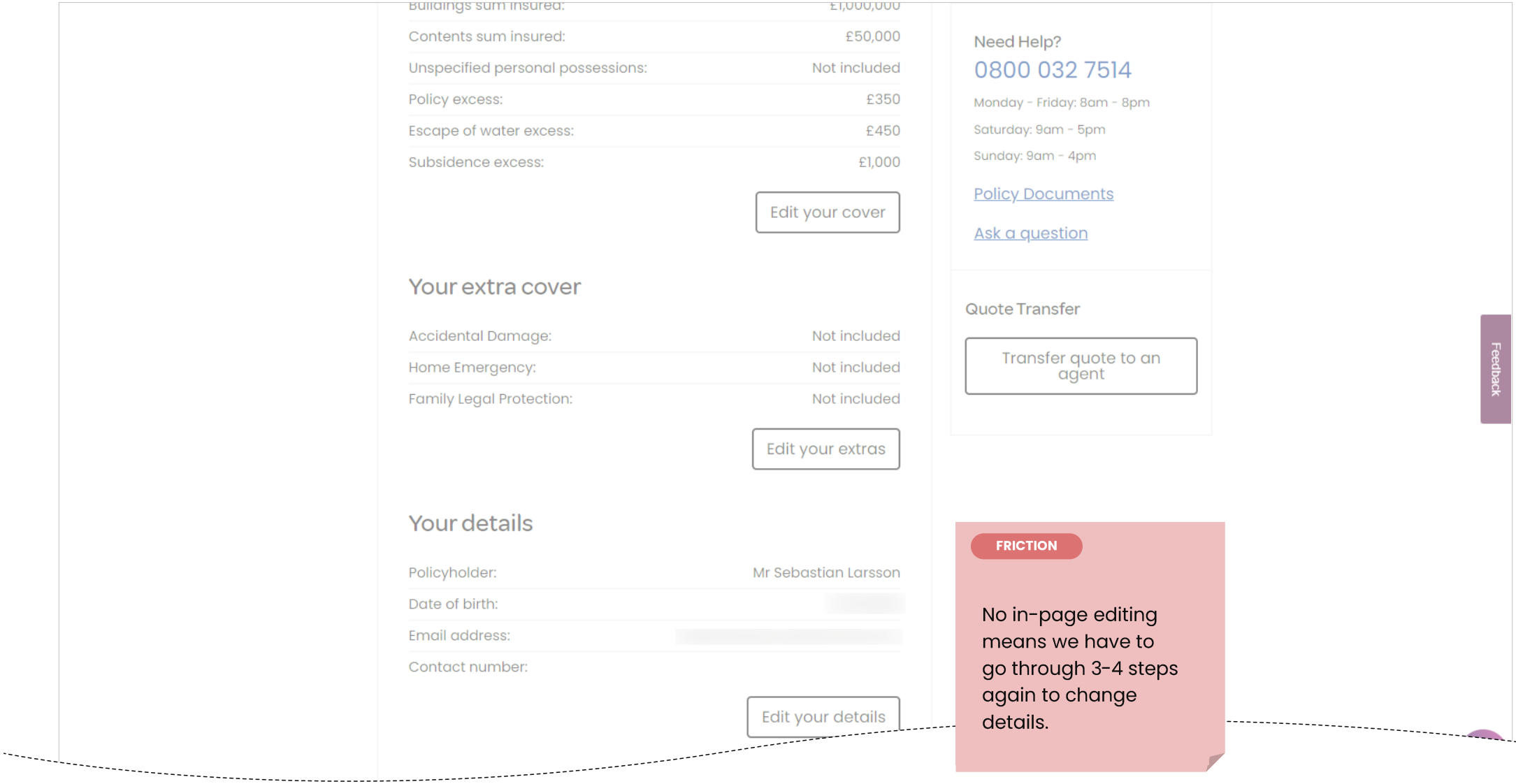
Policy Documents

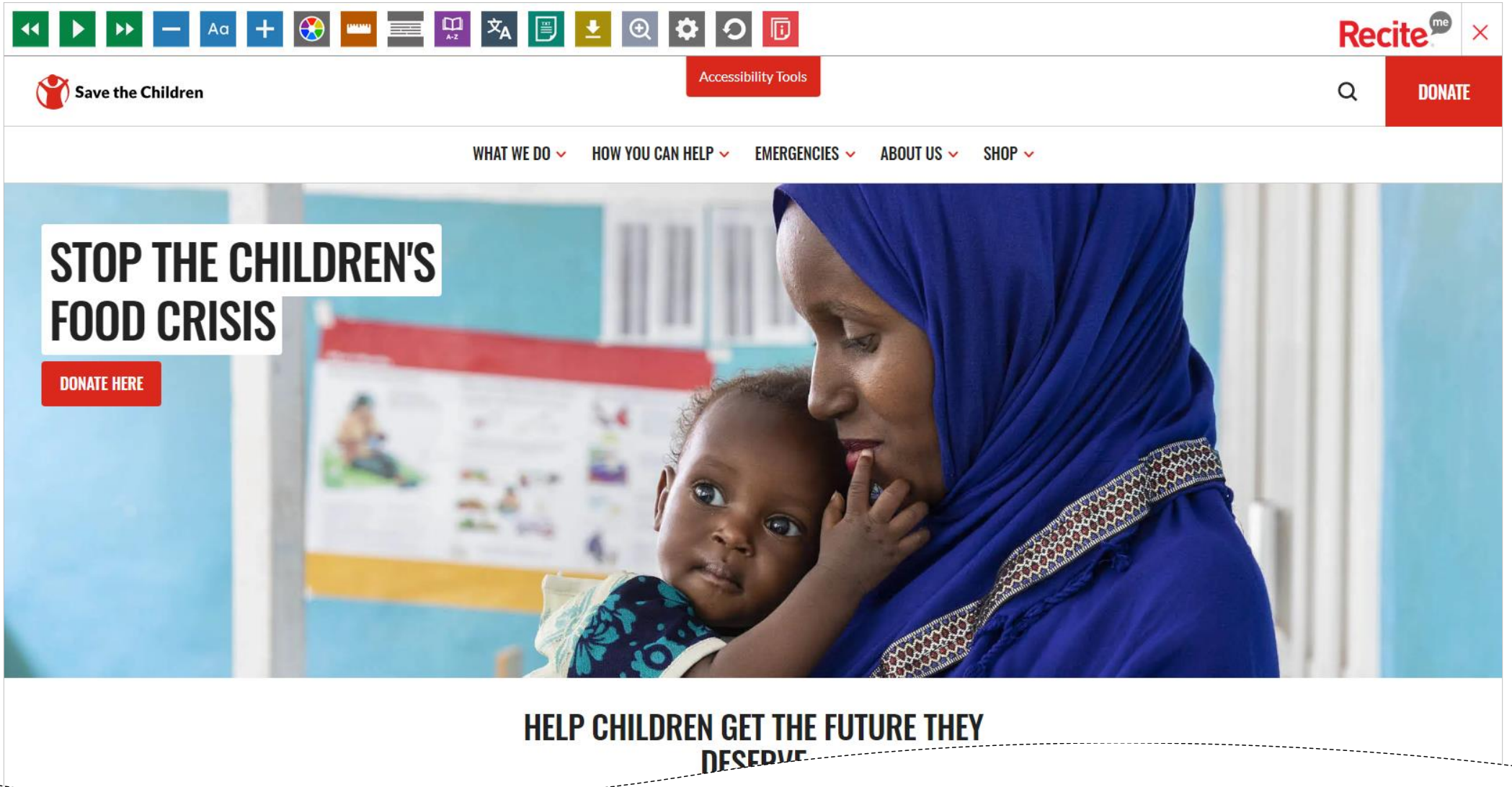
Ask a question

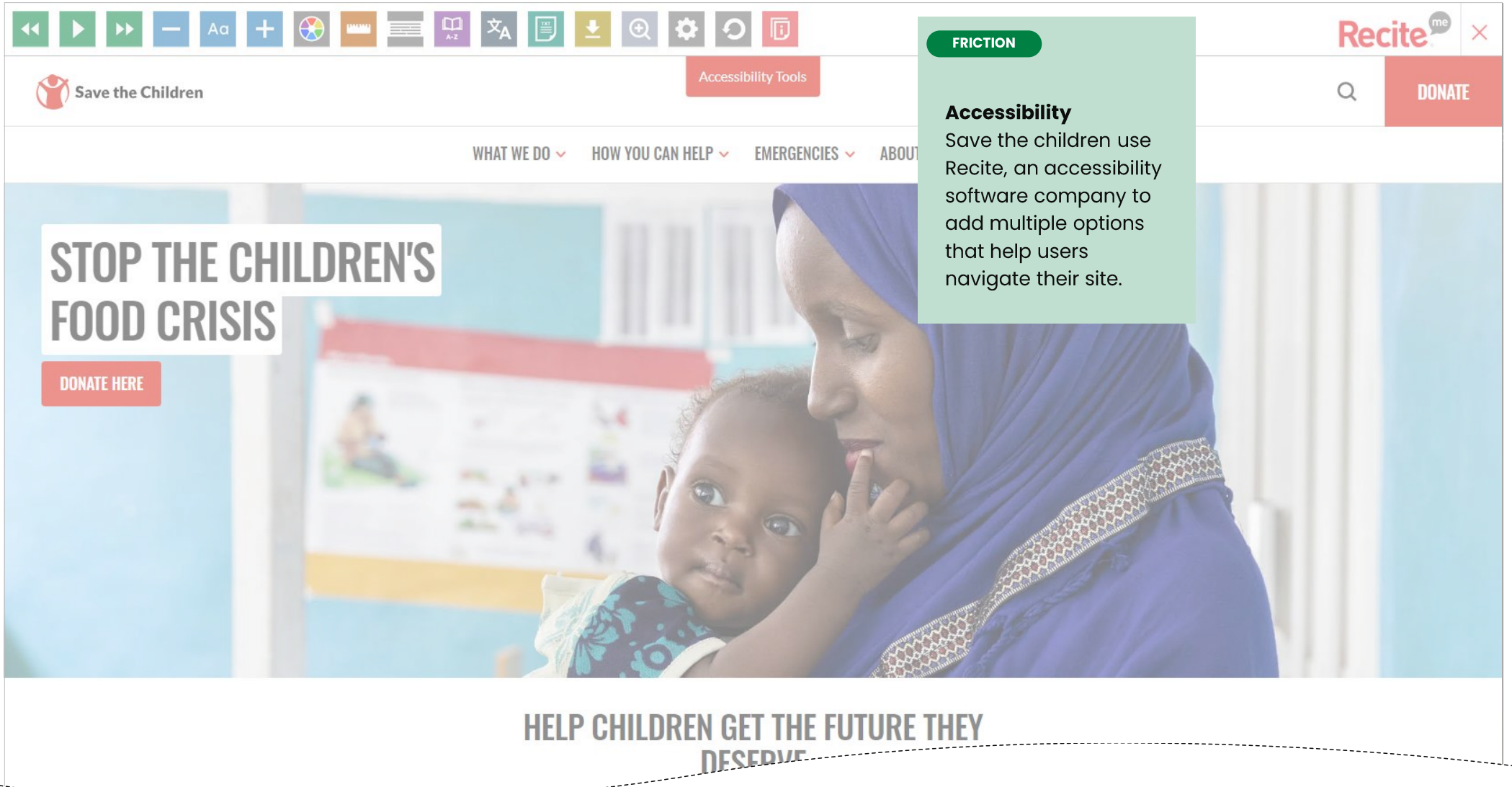
Quote Transfer

Transfer quote to an agent

Feedback


Buildings sum insured: £1,000,000
Contents sum insured: £50,000
Unspecified personal possessions: Not included
Policy excess: £350
Escape of water excess: £450
Subsidence excess: £1,000
Edit your cover
Your extra cover
Accidental Damage: Not included
Home Emergency: Not included
Family Legal Protection: Not included
Edit your extras
Your details
Policyholder: Mr Sebastian Larsson
Date of birth:
Email address:
Contact number:
Edit your details
Need Help?
0800 032 7514
Monday - Friday: 8am - 8pm
Saturday: 9am - 5pm
Sunday: 9am - 4pm
Policy Documents
Ask a question
Quote Transfer
Transfer quote to an agent
Feedback
FRICTION
No in-page editing means we have to go through 3-4 steps again to change details.


Recite me
Accessibility Tools
Save the Children
DONATE
WHAT WE DO
HOW YOU CAN HELP
EMERGENCIES
ABOUT US
SHOP
STOP THE CHILDREN'S FOOD CRISIS
DONATE HERE
HELP CHILDREN GET THE FUTURE THEY



FRICTION

Accessibility
Save the children use Recite, an accessibility software company to add multiple options that help users navigate their site.

Our heuristic review framework

We structure our heuristic reviews through a set of analytical lenses called “Dimensions”. These draw from UX design theory, psychology, and behavioural science.

Motivation

How is the visitor inspired to take action?

Factors:

- Pricing
- Effort
- Product Benefits

Social signals

Does the social context inspire trust/conformity

Factors:

- Star ratings
- Endorsements
- Activity

Brain limits

Does the experience overwhelm users' brains?

Factors:

- Simple numbers
- Focused design
- Organisation

Biases

What mental shortcuts are triggered?

Factors:

- Availability
- Anchoring
- Representativeness

Content

Is all necessary information clear and concise?

Factors:

- Clear copy
- Consistency
- Simplicity

Friction

Is the journey easy or are there hurdles?

Factors:

- UX design
- Accessibility
- Commitment

Affect

How does it make the user feel?

Factors:

- Meaningfulness
- Look and feel
- Brand affinity

7. Affect

BRAND | VISUAL IDENTITY | CONSUMERISM | TRUST | LOYALTY

Key question: How does the experience make a user feel?

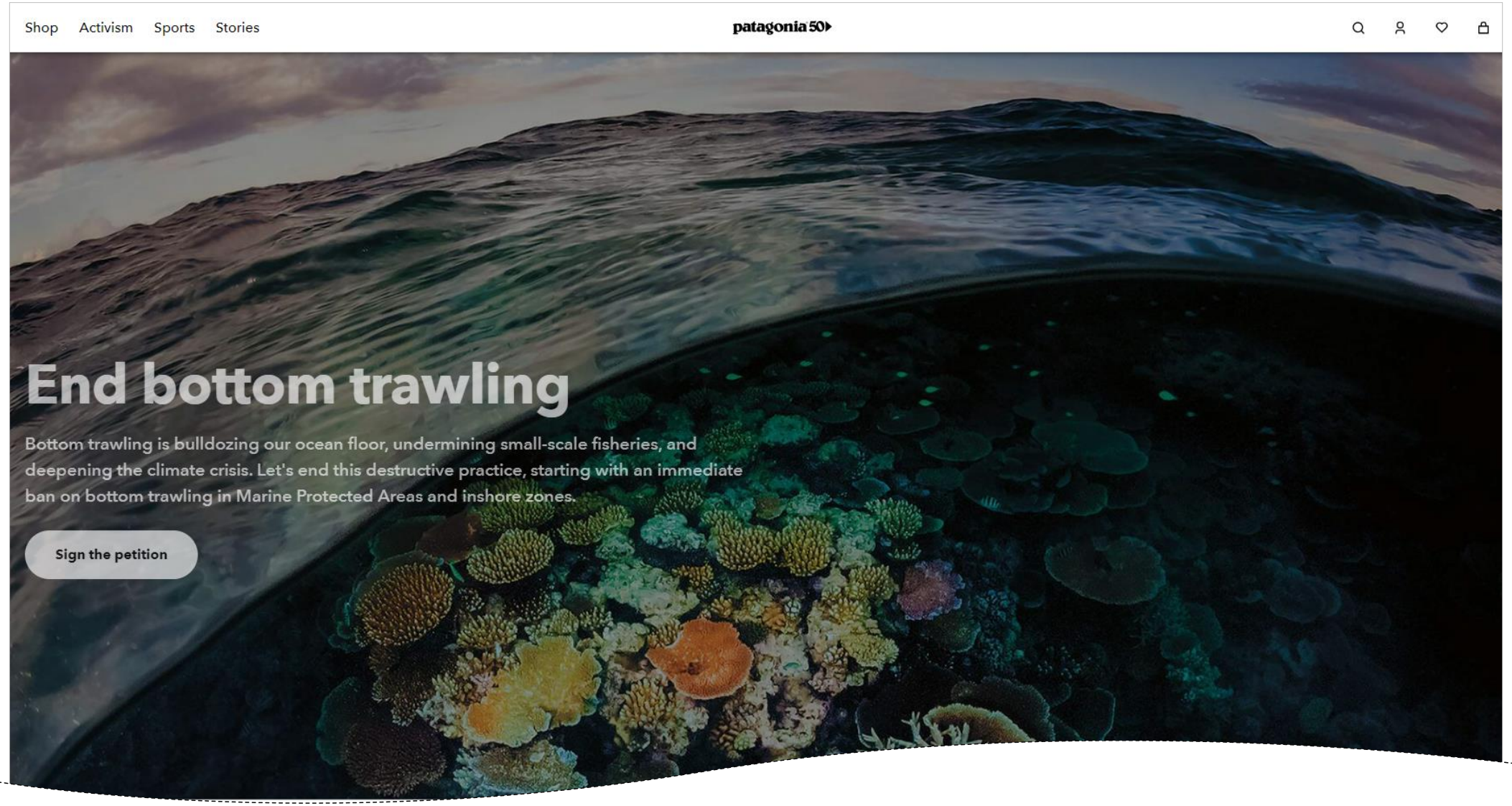
"Affect" describes an underlying mood or emotional state. Brands are often evaluated based on "brand affect" (how they make a customer feel). Creating the right emotional response is an important part of web design.

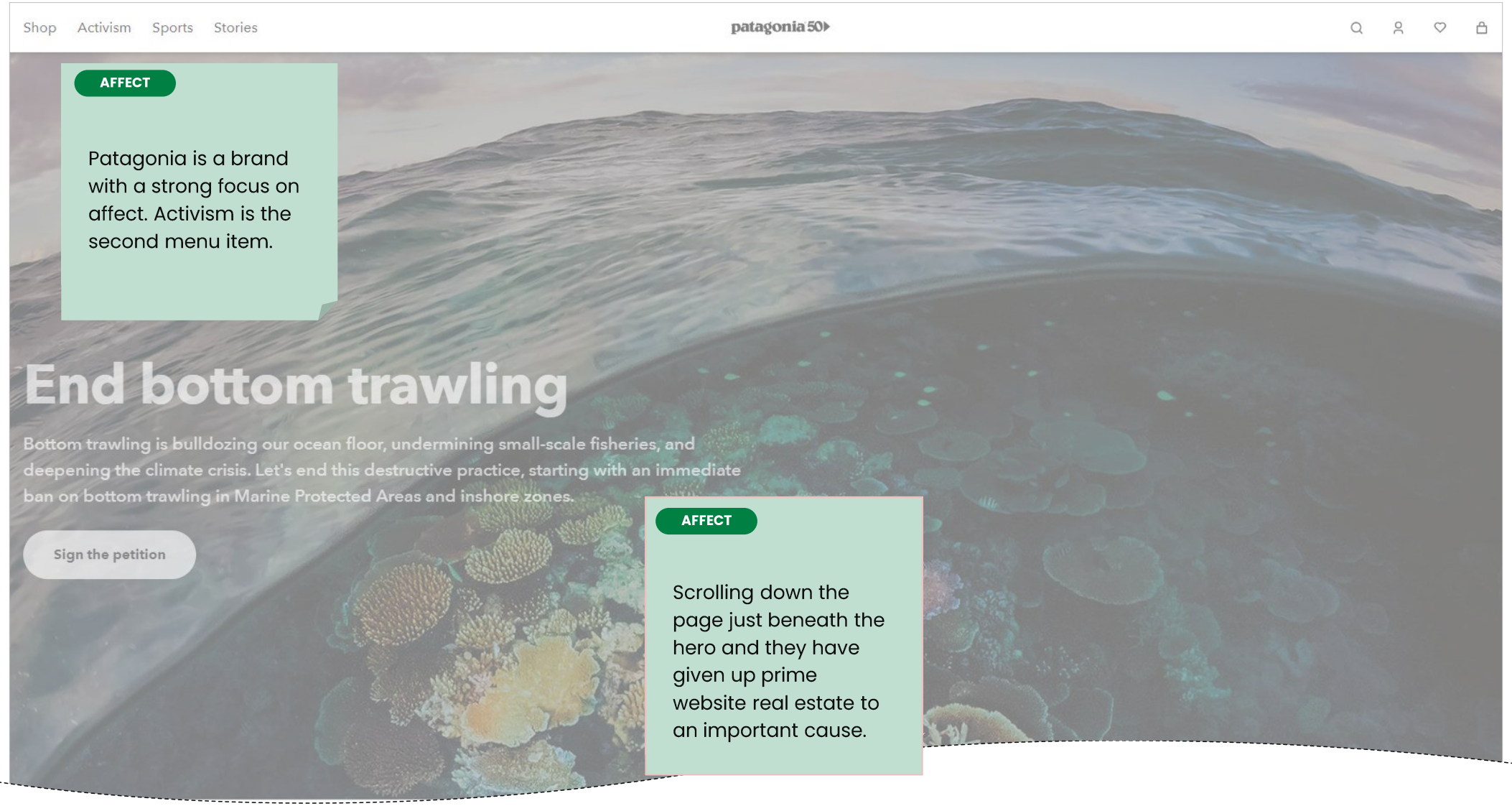
Visual identity is made up of lots of elements:

- Colour palette
- Typography
- Imagery
- layout

Important elements to consider:

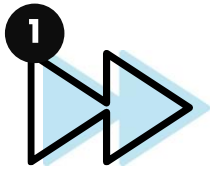
- Brand guidelines
- Font
- Colour scheme
- Hero image
- Tone of voice


Shop
Activism
Sports
Stories
patagonia 50
End bottom trawling
Bottom trawling is bulldozing our ocean floor, undermining small-scale fisheries, and deepening the climate crisis. Let's end this destructive practice, starting with an immediate ban on bottom trawling in Marine Protected Areas and inshore zones.
Sign the petition


Shop
Activism
Sports
Stories
patagonia 50
AFFECT
Patagonia is a brand with a strong focus on affect. Activism is the second menu item.
End bottom trawling
Bottom trawling is bulldozing our ocean floor, undermining small-scale fisheries, and deepening the climate crisis. Let's end this destructive practice, starting with an immediate ban on bottom trawling in Marine Protected Areas and inshore zones.
Sign the petition
AFFECT
Scrolling down the page just beneath the hero and they have given up prime website real estate to an important cause.

Our heuristic review framework

We structure our heuristic reviews through a set of analytical lenses called “Dimensions”. These draw from UX design theory, psychology, and behavioural science.



Motivation

How is the visitor inspired to take action?

Factors:

- Pricing
- Effort
- Product Benefits

Social signals

Does the social context inspire trust/conformity

Factors:

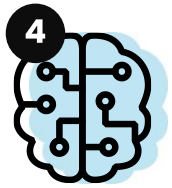
- Star ratings
- Endorsements
- Activity

Brain limits

Does the experience overwhelm users' brains?

Factors:

- Simple numbers
- Focused design
- Organisation



Biases

What mental shortcuts are triggered?

Factors:

- Availability
- Anchoring
- Representativeness

Content

Is all necessary information clear and concise?

Factors:

- Clear copy
- Consistency
- Simplicity

Friction

Is the journey easy or are there hurdles?

Factors:

- UX design
- Accessibility
- Commitment

Affect

How does it make the user feel?

Factors:

- Meaningfulness
- Look and feel
- Brand affinity

Section 3

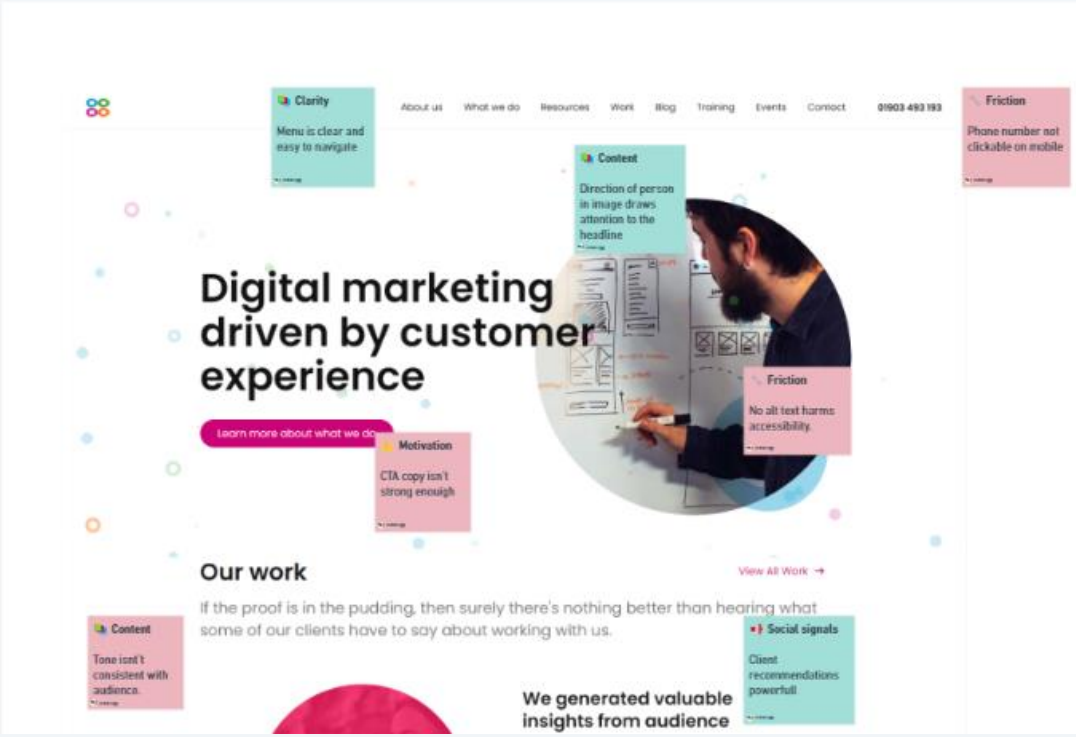
How to use your observations

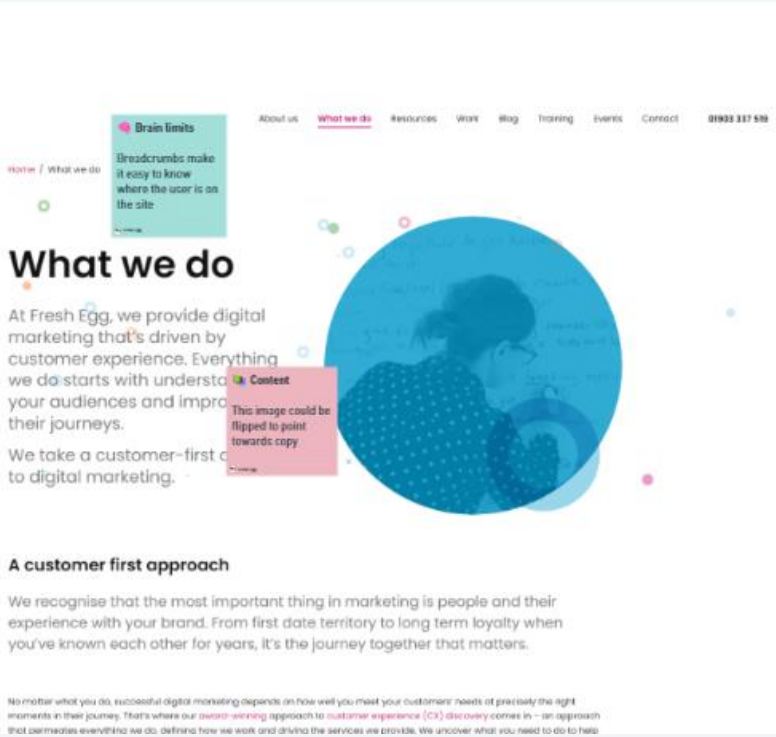
Getting the most from your review

Progress **88%**

Analysis Key

	Motivation	Social signals	Brain limits	Bias & Behaviour	Content	Friction	Affect
Good	Makes a customer take action (ie. a good price or a unique feature.)	Social context inspires trust and encourages consensus or conformity	Easy, intuitive and simple.	Takes advantage of decision-making shortcuts	Effective content & communication.	Makes a customer journey or action smoother	Does it have a positive impact on the users feelings?
Bad	Lack of reasons for a customer to take action	Social context causes doubt or concern	Forces the visitor to think or overwhelms their faculties.	Undermined by decision-making shortcuts	Bad content & communication.	An obstacle or hurdle that might obstruct a customer	Does it have a negative impact on the users feelings?





Identifying hypotheses

Once you have annotated your workspace, the observations and research insights can be translated into optimisation hypotheses.

Usually, hypotheses result from one of 4 situations:

1

Explaining analytics anomalies

Your observations help to explain a trend observed in the analytics data, such as a user journey step with a high exit rate.

2

Consistent themes throughout a journey

You have annotated the user journey with a single observation in numerous places.

3

Local cluster of observations

You have annotated specific area within the user journey with a number of different observations.

4

Direct impact on conversion rate

The issue you have identified is likely to cost conversions.

Using your hypotheses

A/B testing backlog

- ✓ Enough traffic on the page to generate results
- ✓ Reasonable degree of uncertainty
- ✓ Not possible to validate otherwise

Fresh Egg prioritisation matrix

Implementation backlog

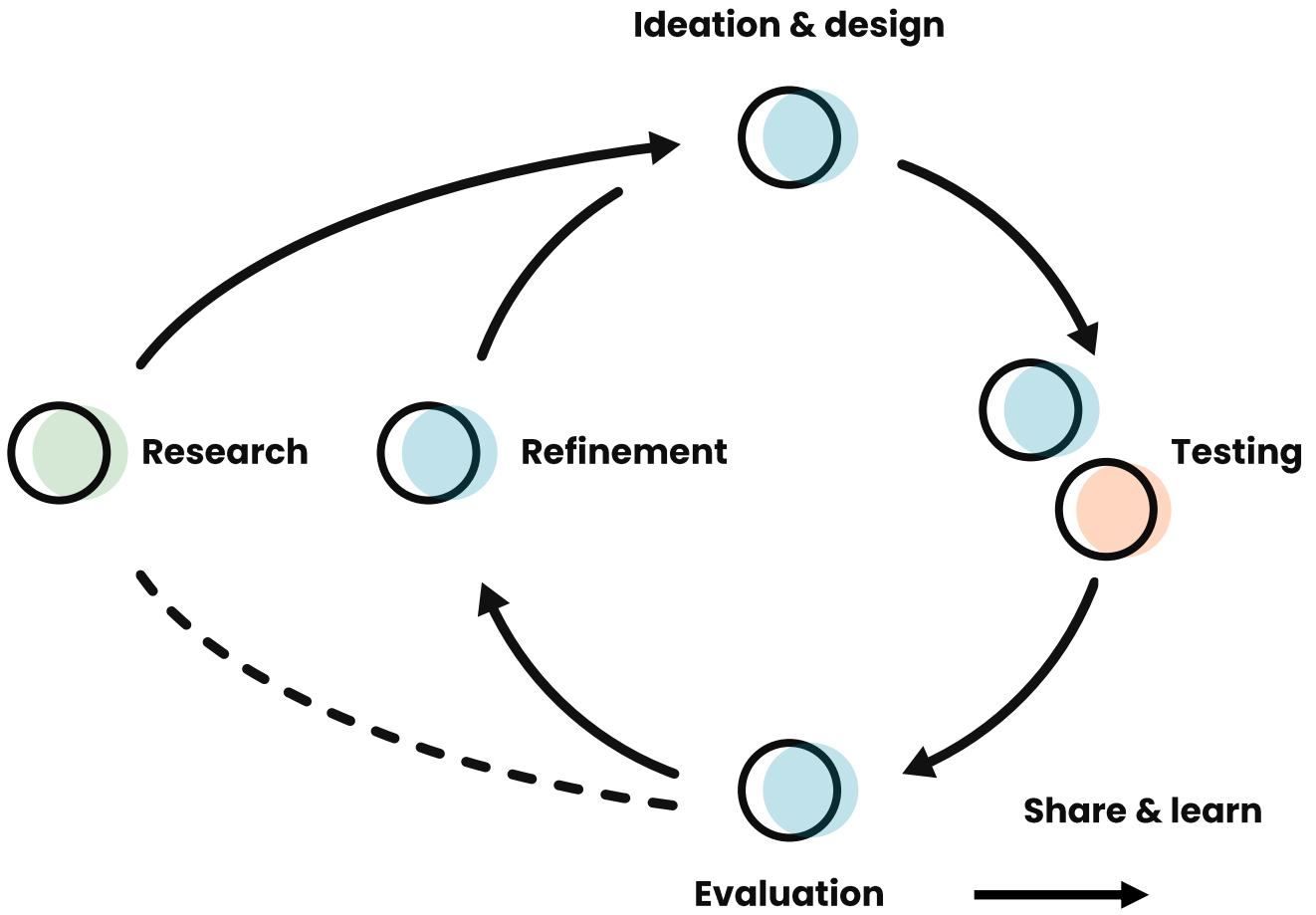
- ✓ Reasonable degree of certainty
- ✓ Low risk
- ✓ A/B test not possible or not necessary

PIE prioritisation

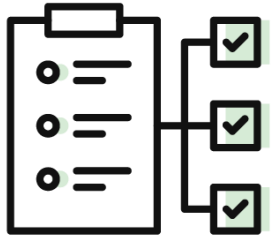
Using your hypotheses

Next steps

- Prioritise your A/B test concepts and add the most exciting ones to a roadmap
- Prioritise your implementation backlog and create tickets for your developers
- Retain your workboard for solutionising workshops



Use cases for a heuristic review



Optimisation concepts

Fill a backlog with test concepts

53 test concepts for health insurance provider

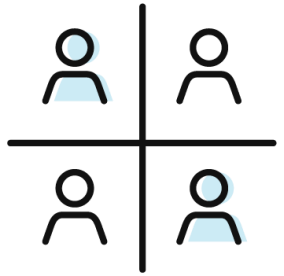
Website development

Validate designs for apps or websites

Strategic decision support for a national literacy charity

Design workshop

Structure collaborative workshops



Persona creation

Add detail to user personas

Usability insights to inform a major website build

Competitor analysis

Evaluate competitor websites

Thank you.

Stephen Courtney

Senior Conversion Strategist
Fresh Egg

Seb Larsson

Senior Conversion Strategist
Fresh Egg

Useful resources

Identifying micro and macro conversions

Blog (3 min read)

www.freshegg.co.uk/blog/analytics/identifying-macro-micro-conversions//

How to set up effective user journeys

Bitesize (20 mins)

www.freshegg.co.uk/cro/how-to-set-up-effective-customer-journeys/

Contact our CRO team

cro@freshegg.com

Upcoming events

www.freshegg.co.uk/events/