

4M

Make sure to think about
MOTIVATION

$$C = +3v + 2(i-f) - 2a$$

QUESTIONS TO ASK

- WHO** are you optimizing for?
- WHERE** is your customer in the thought sequence?
- WHERE** is the traffic coming from?
- WHAT** conclusions do they need to make?
- WHAT** is the level of urgency?
- WHAT** are key pain points and values?
- WHAT** are the characteristics of your prospect?

ACTIVITIES

- EMPATHIZE** with the customer
- FIND SOMEONE** in that customer type
- ROLE PLAY** with a group
- USE PERSONAS** from Market Intelligence

ANALYSIS

- IDENTIFY GAPS** between page & motivation



Always start with the Conversion Index... *but which element?*

1ST $C = 4m + 3v + 2(i - f) - 2a$

Start with **Friction** and **Anxiety** because they are the easiest to see if you put yourself in the customer's shoes.

I What can we REMOVE? ADD? CHANGE?

2ND $C = 4m + 3v + 2(i - f) - 2a$

When you've removed and/or changed page elements to fully minimize Friction and eliminate Anxiety, *then* you move on to **Value Proposition** (and **Incentive**).

I What can we REMOVE? ADD? CHANGE?

3RD $C = 4m + 3v + 2(i - f) - 2a$

Leveraging your knowledge of and maximizing for visitor **Motivation** can multiply your business results.

Multiplying with Motivation

0 = IGNORE

1 = UNDERSTAND & KNOW

2 = LEVERAGE & MAXIMIZE