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?*

1\textsuperscript{ST} \hspace{1cm} 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?

2\textsuperscript{ND} \hspace{1cm} 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?

3\textsuperscript{RD} \hspace{1cm} 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 |