

# Intro to UX & UX for eCommerce

Discover your biggest business advantage!  
Grow your business online by increasing  
empathy for your customer.

Are you starting a new business?  
Are you trying to find your ideal client?  
Is your current marketing strategy not working?  
Do you need a new and creative outlook to  
your digital media marketing strategy?

Come to this session to hone your  
user experience strategy and  
attract your ideal client.

## WORKSHOP OUTCOMES

Define user experience and  
define a target demographic.

Strategy to create a visual story of your  
customers' interactions with your brand.

Demonstrate and explain real examples of UX  
psychological effects that will help you  
understand user behaviour.

PepperBrooks is a professor,  
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## UX & 5 Psychological Effects for your eCommerce Strategy

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1. Introduction - Hi!
2. What is Empathy?
3. User Experience (UX)
4. Bad UX Design
5. Quick Exercise
6. Ideal Client/ User Personas
7. Sweet Spot
8. 5 E-Commerce UX Psychological Effects
9. Homepage
10. Deceptive UX
11. Golden Rule



## Today's Agenda

## Good Design vs Good User Experience



## SWEET SPOT EXAMPLE: G98.7.FM



EXAMPLE of the IDEAL CLIENT  
Who is also the SWEET SPOT  
aka Decision Maker



## 5 E-Commerce UX Psychology Effects

1. Social Proof
2. Decoy Effect
3. Scarcity Effect
4. Hyperbolic Discounting
5. Framing Effect