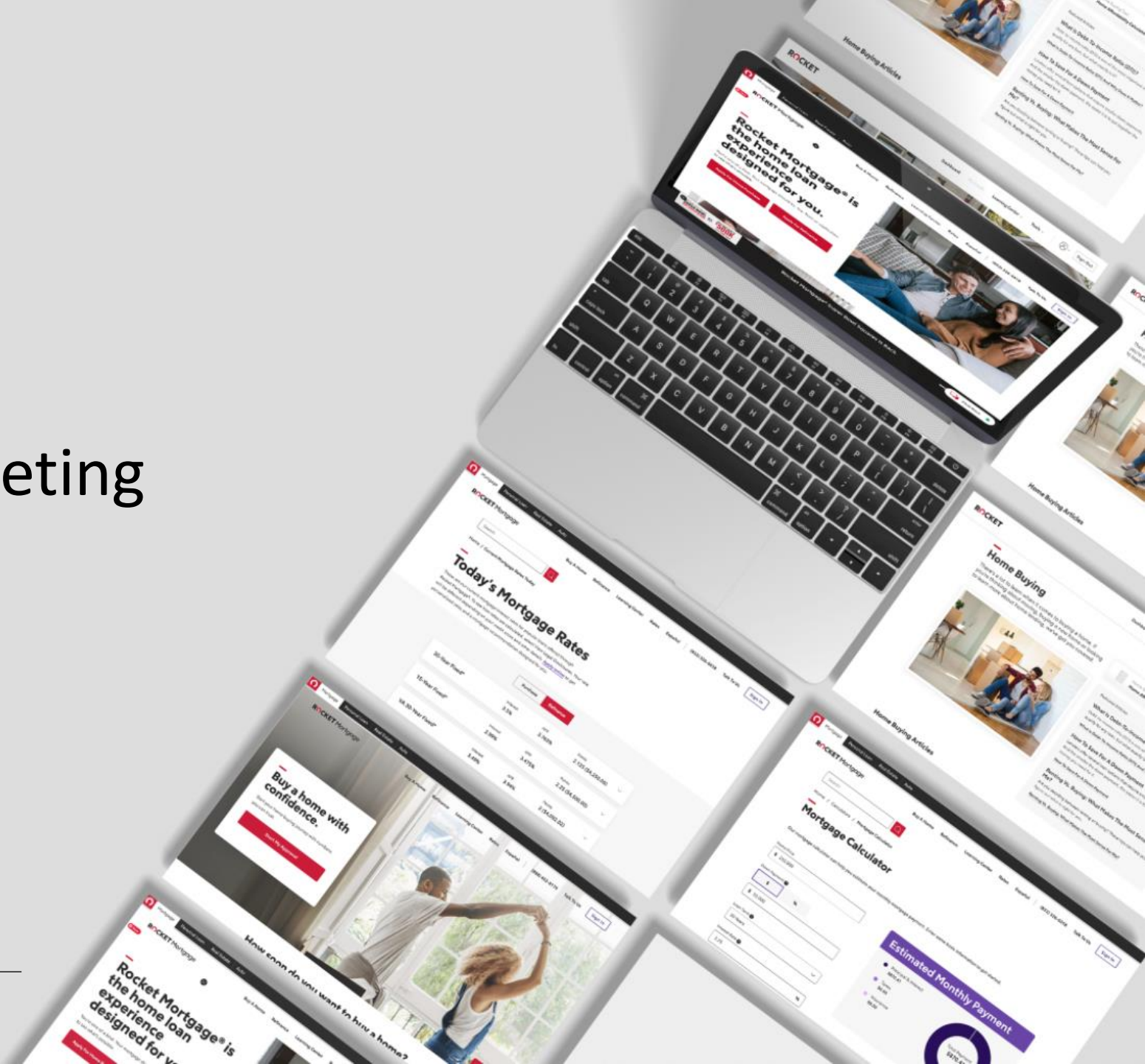




Purchase Learning Readout Meeting

April 24, 2024

Purchase Pod





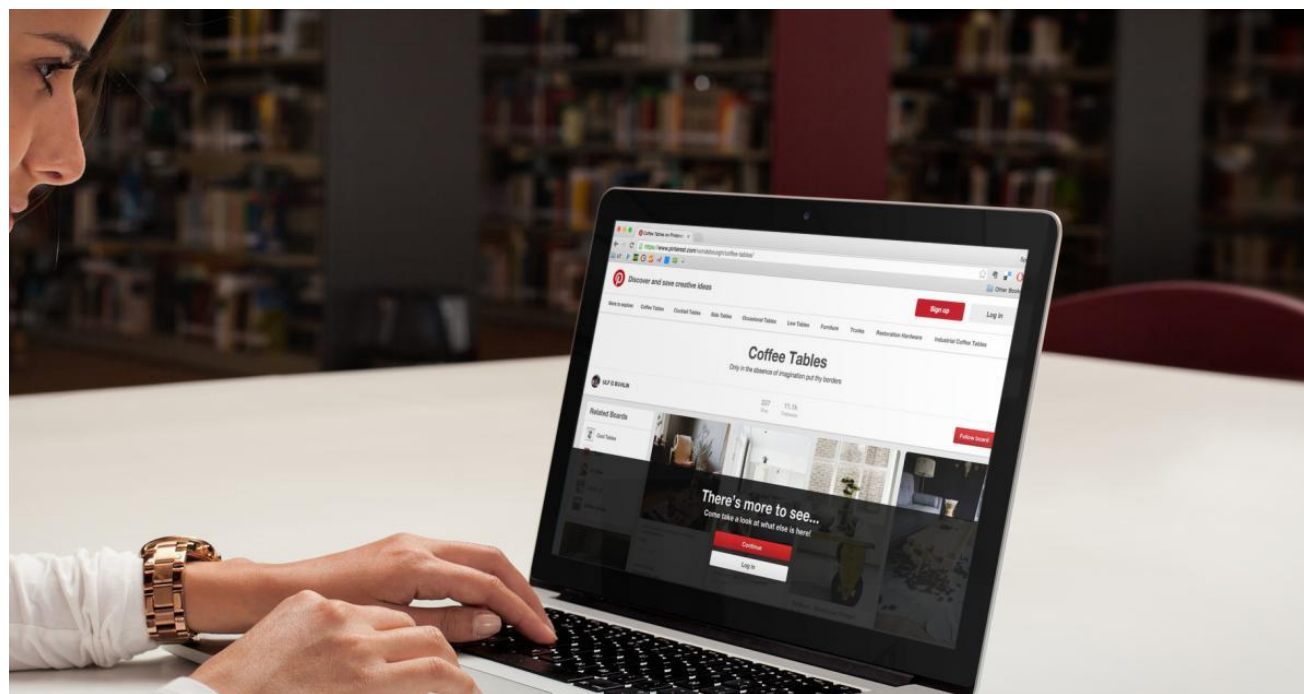
Design Research

Purchase - Design

Copy That Speaks To You

Your, My ... or Neither?

So, what's your website goal?



Pressing The Right Buttons

Call To Action (CTA) copy matters. The most persuasive ones:

- Are compelling
- Are clear and concise
- Are action-oriented
- Create a sense of urgency
- Set expectations

- **Speak in the first person**

Tell Me About First Person Perspective



**Convert More
Visitors Into Revenue**

with these 4 powerful CrazyEgg tools

HEATMAP SCROLLMAP OVERLAY CONFETTI

SHOW ME MY HEATMAP

No thanks, I treat all click behavior the same.

ALL PLANS
FREE
FOR 30 DAYS

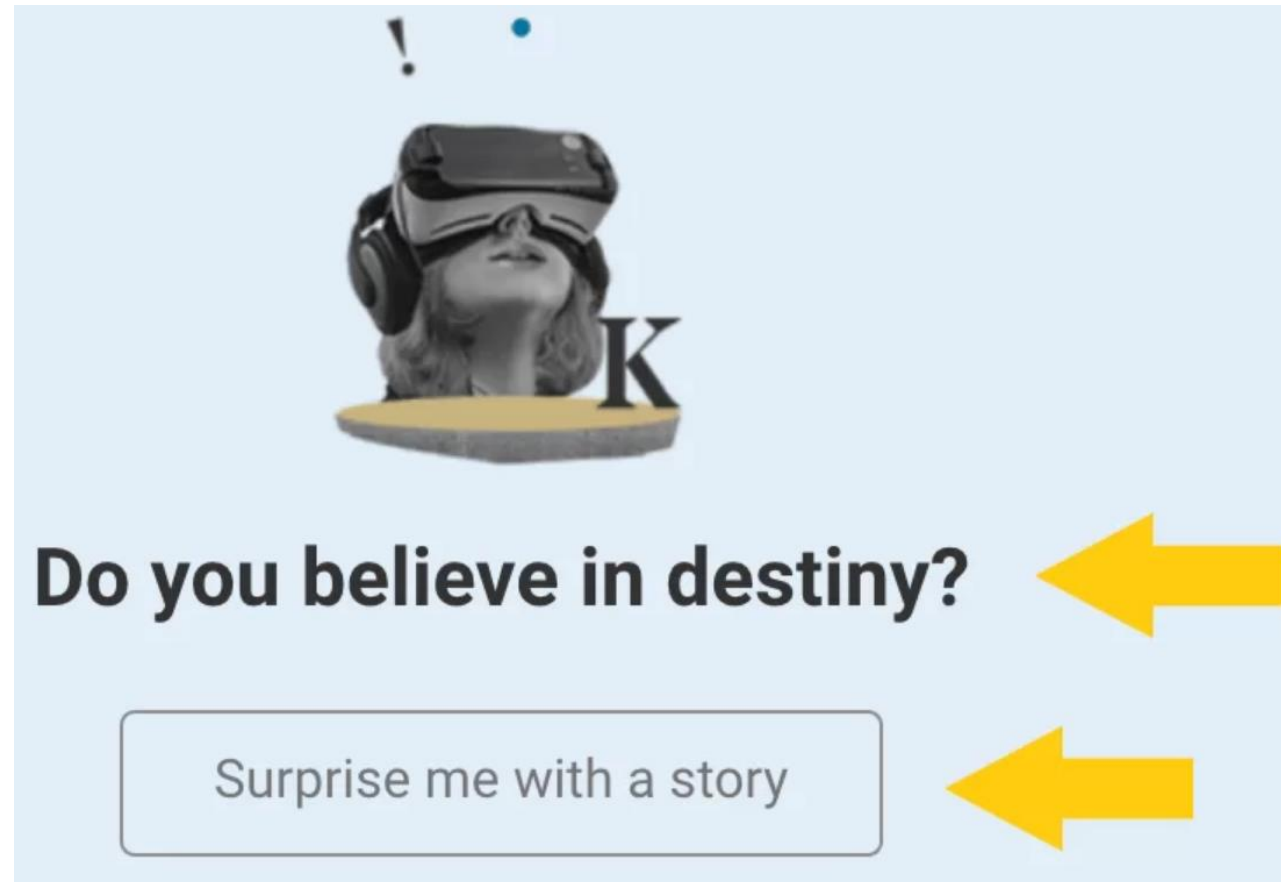
crazyegg.

The banner features a light blue background with a black dashed border. It includes several green balloon icons of varying sizes. A prominent yellow button with a black mouse cursor icon is positioned in the lower center. The CrazyEgg logo is located in the bottom right corner.

Point of View in Case Study – Unbounce



Point of View Inspiration



Point of View in More Than Buttons



What's New Women ▾ Men ▾ Gear ▾ Training ▾ Sale Gift Cards

- My Account ←
- My Orders ←
- Order by SKU
- My Downloadable Products
- My Wish List ←

- Address Book
- Account Information
- Store Credit

My Account

Account Information

Contact Information

Veronica Costello
roni_cost@example.com
[Edit](#) | [Change Password](#)

Newsletter

You aren't subscribed
[Edit](#)

“ Taking your audience’s point of view can be persuasive, and adding my to a label can lend a hint of personalization to an object in a user interface.— Pabini Gabriel-Petit ”

“ If a user has any interaction in which he or she customizes or personalizes a page, My page makes sense. If a page is a unilateral presentation to a user, Your page would be more reasonable.—Mike Hughes ”



My Computer



Point of View Takeaways

- Not much of an impact on usability.
 - Usability = “Need to Have”
- Can influence persuasion.
 - A UX “Want to Have”
- Keep it consistent.
- Research supports Second Person Perspective as a desirable copy narrative when providing instructions or contextual help.
- Research supports First Person Perspective as a desirable copy narrative for interactive components.

Headline

“Start My Approval”

- +5% lift App Starts
- +19% lift, Credit Pulls

