

LOOKS COUNT

NEXT PAGE WEB DESIGN

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For retailers, shopping is the art of persuasion. Though there are many factors that influence how and what consumers buy. However, a great deal is decided by visual cues, the strongest and most persuasive being color.

“FIRST THINK OF YOUR SELF AS A SHOPPER...”

Does it really matter what your site looks like? I mean, as long as the product is functional and useful.

The unfortunate truth is that it does matter to the potential customer what your site looks like. Statistics show that the average consumer is swayed by the color of the product or packaging. That being said according to a report on [Kissmetric's](#); *“consumers place visual appearance and color above other factors such as sound, smell and texture.”*

Bringing us to the key point! First you must stop thinking like a business owner selling the most amazing hairbrush man/women has seen. Second, become the natural born spender that you are.

When you visit a store online or in person the first thing you look for is “trust in property.” This means that (consciously or unconsciously) you are determining your level of trust with the storeowner based on visual cues. Is the store clean? Can I understand the layout? Are there enough lights to see the

product clearly?

The answer to these questions lay with you. The bottom line is you as a consumer are 90% more likely to purchase a product if you can trust whom you are buying from.

So don't be a sad statistic; pay more attention to the trust you are offering your visitors. Because they know if you think they will not notice. A visually stunning website is very important in your online future!

Inside this Issue:

- 1 The Power of color and feeling
- 2 Digging-loved or hated?



What about digging?

For many designers it's a complete pitiful feeling when we see too much digging. What I am talking about is forcing your site visitors to dig for content. Lets face the facts people, we all live with ADD in some fashion. From twitter to the news scowls at the bottom of the TV program. We want it fast and now. Any thing slower then that we will find it elsewhere.

It is important that you minimize your sign up process to a maximum of two pages. If less than you are on par with the ADD standard. Check out process should be at a minimum as well (usually 3 pages).

Allow your customers to give you feedback on your processes and digging. You will be surprised what they want.



IN A RECENT POLL

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In a new study titled *2011 Global Online Environmental & Sustainability Survey*, conducted by digital analysts Nielsen and polled 25,000 internet respondents in 51 countries we can read that 75% of the global online consumers say they take raw materials into account when they deciding where to shop and what to buy. Latin American consumers are most likely to take materials into account: nearly 9 out of 10 say that the

use of raw materials harmful to the environment influences where they shop and what they buy. North American consumers are the least influenced by the use of harmful raw materials (59%). The majority of consumers around the world believe that manufacturers using recycled packaging and energy-efficient products have the biggest positive environmental benefit according to the study.