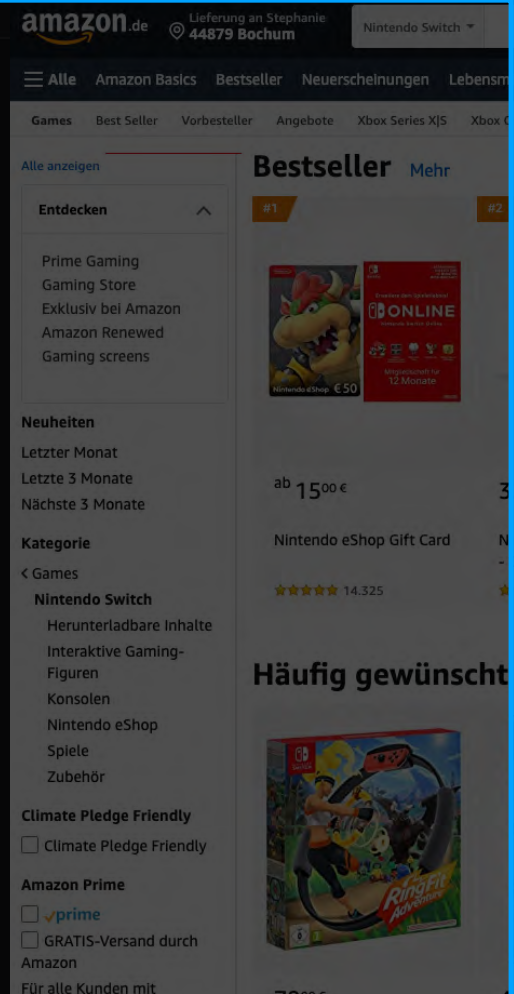
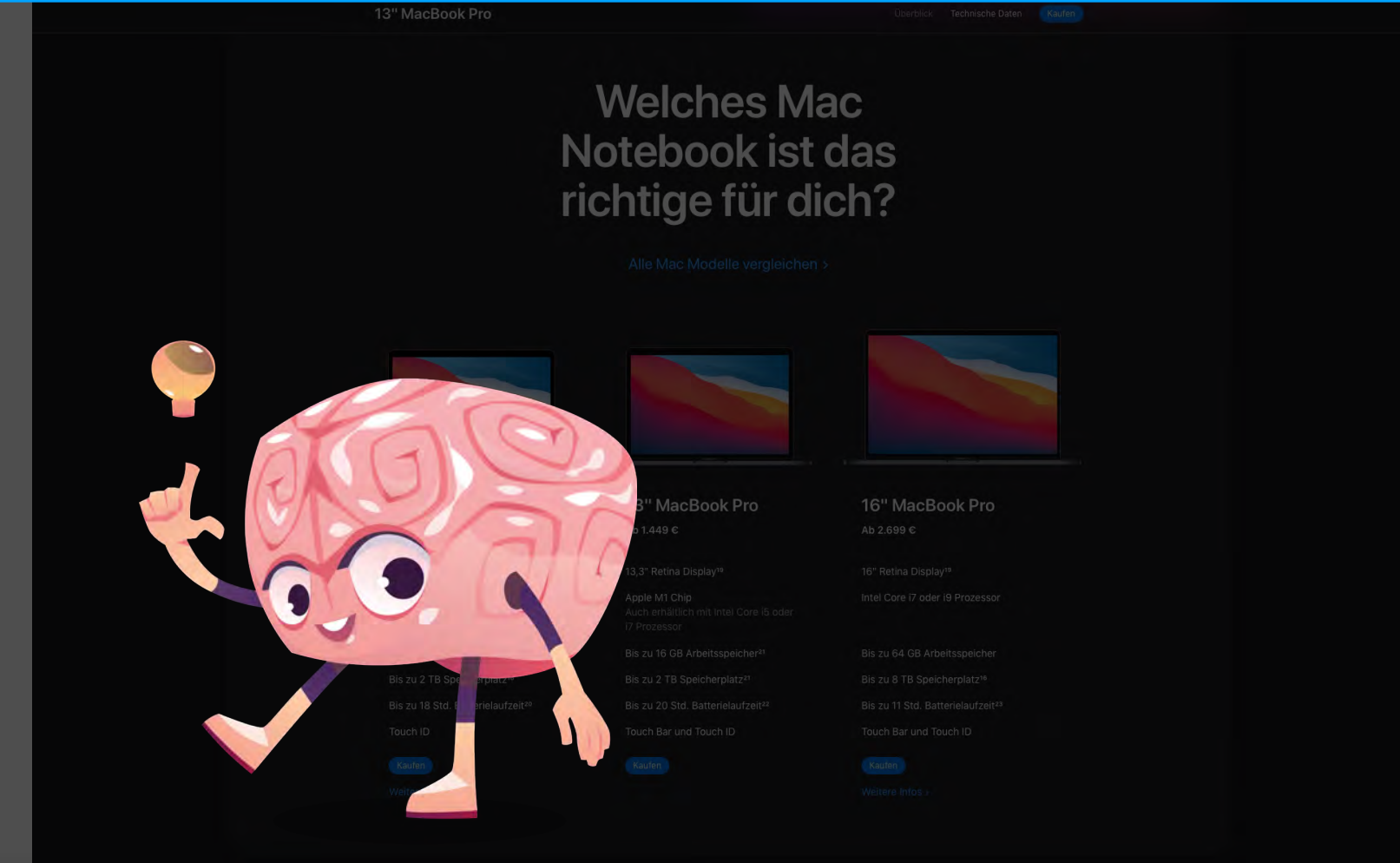


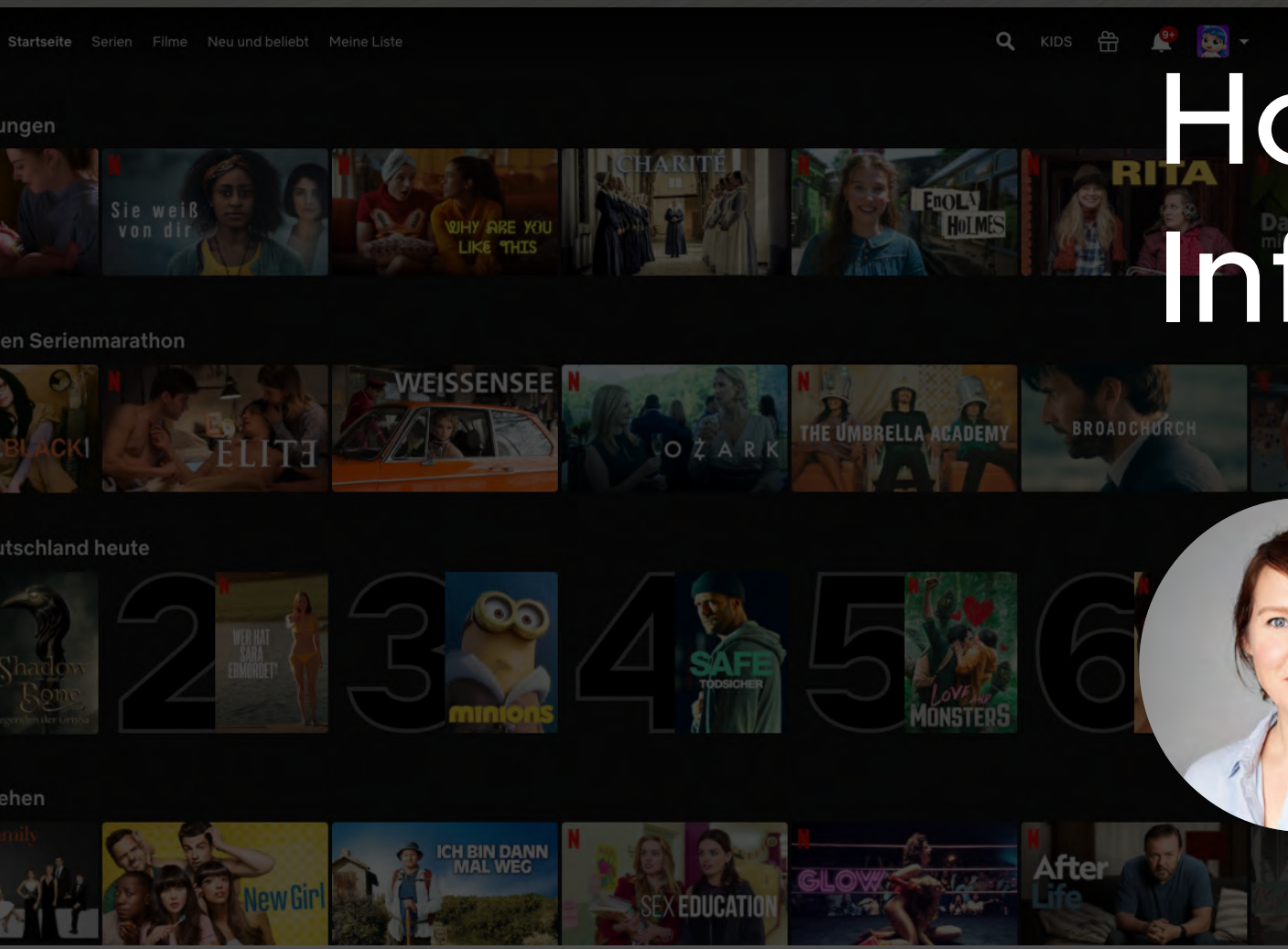
Mit ähnlichen Produkten vergleichen

Produkt	Preis	Kundenbewertung	Spezifikationen
Huawei Honor 10	145,00 €	4,5 (2145)	Android 10 + EMUI 10.1, 10,1 Zoll, 25,5 cm
Samsung Galaxy Tab A7	154,50 €	4,5 (2060)	Android 10.0, 10,4 Zoll TFT Display, 32 GB RAM, 2 GB Speicher
Lenovo Tab M10 2021	95,00 €	4,5 (2780)	Android 10.0, 10,4 Zoll, 25,5 cm
Samsung Galaxy Tab S6 Lite	279,00 €	4,5 (2780)	Android 10.0, 10,4 Zoll, 25,5 cm
Lenovo Tab M10 Full HD	169,00 €	4,5 (2791)	Android 10.0, 10,4 Zoll, 25,5 cm
Blackview Tab8 Tablet	159,99 €	4,5 (1748)	Android 10, 10,4 Zoll, 25,5 cm



eBook

How Psychological Principles Influence the Choices We Make.

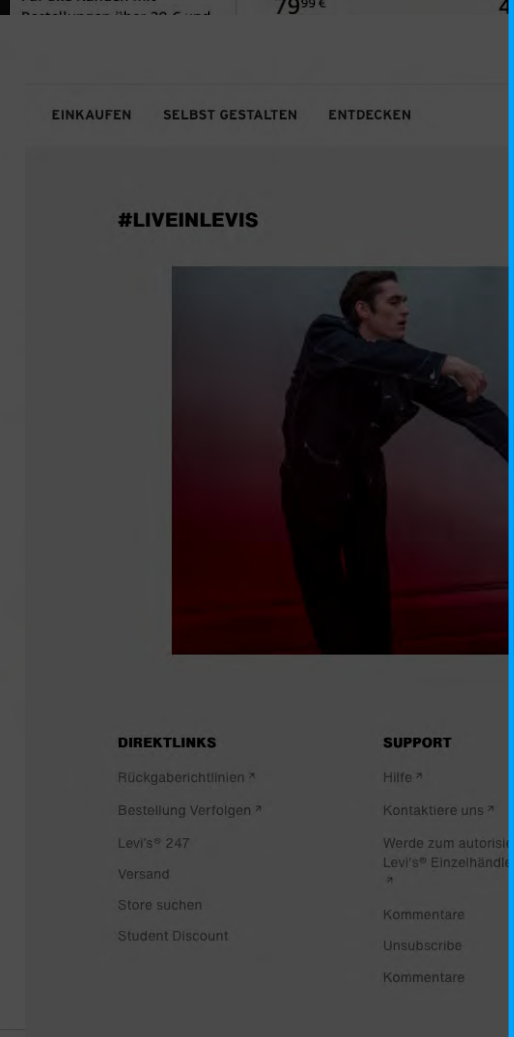
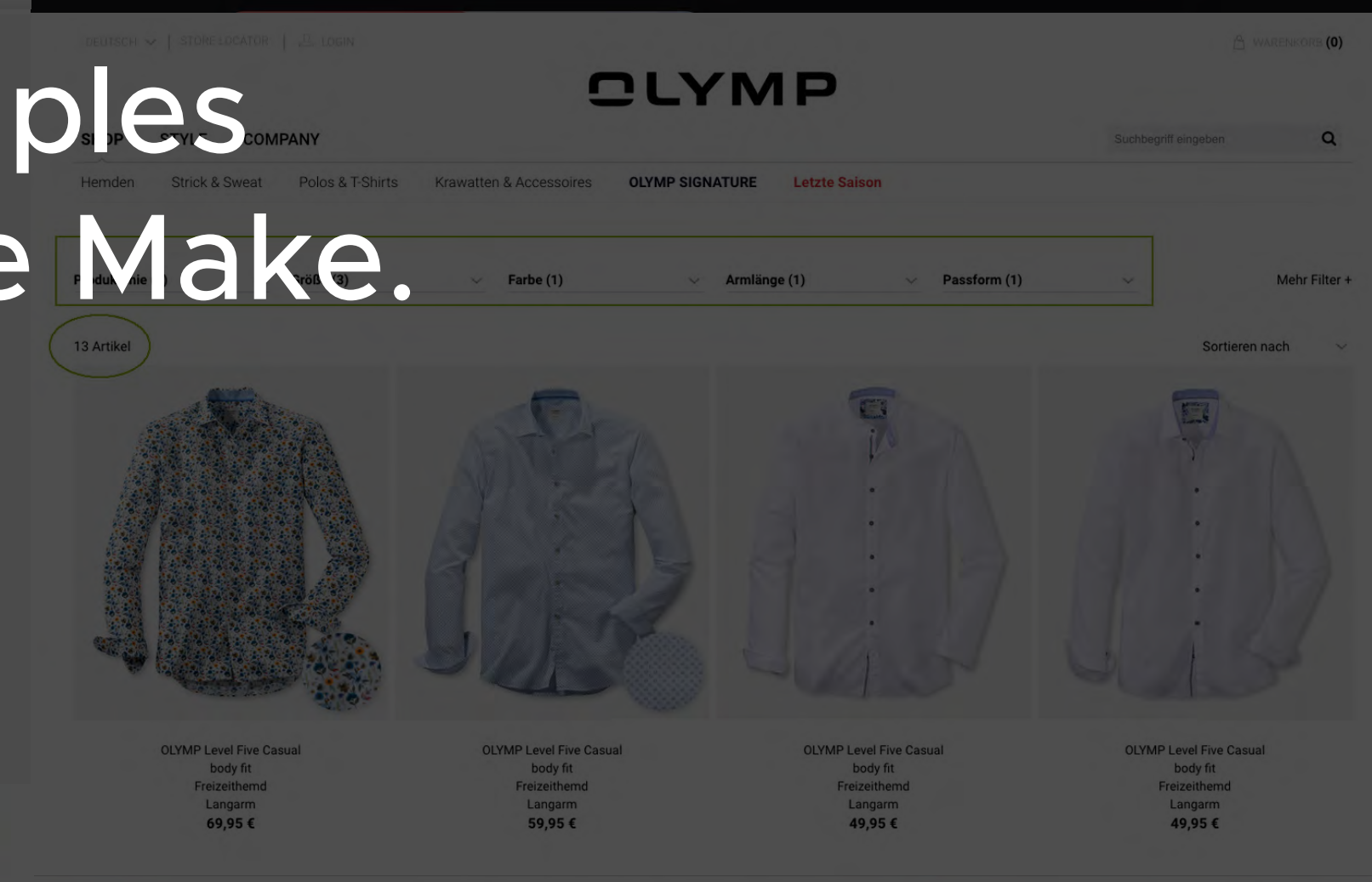


Produkte Liegehärte Anti-Kartell Hilfe & Kontakt Engagement Warenkorb Mein bettl

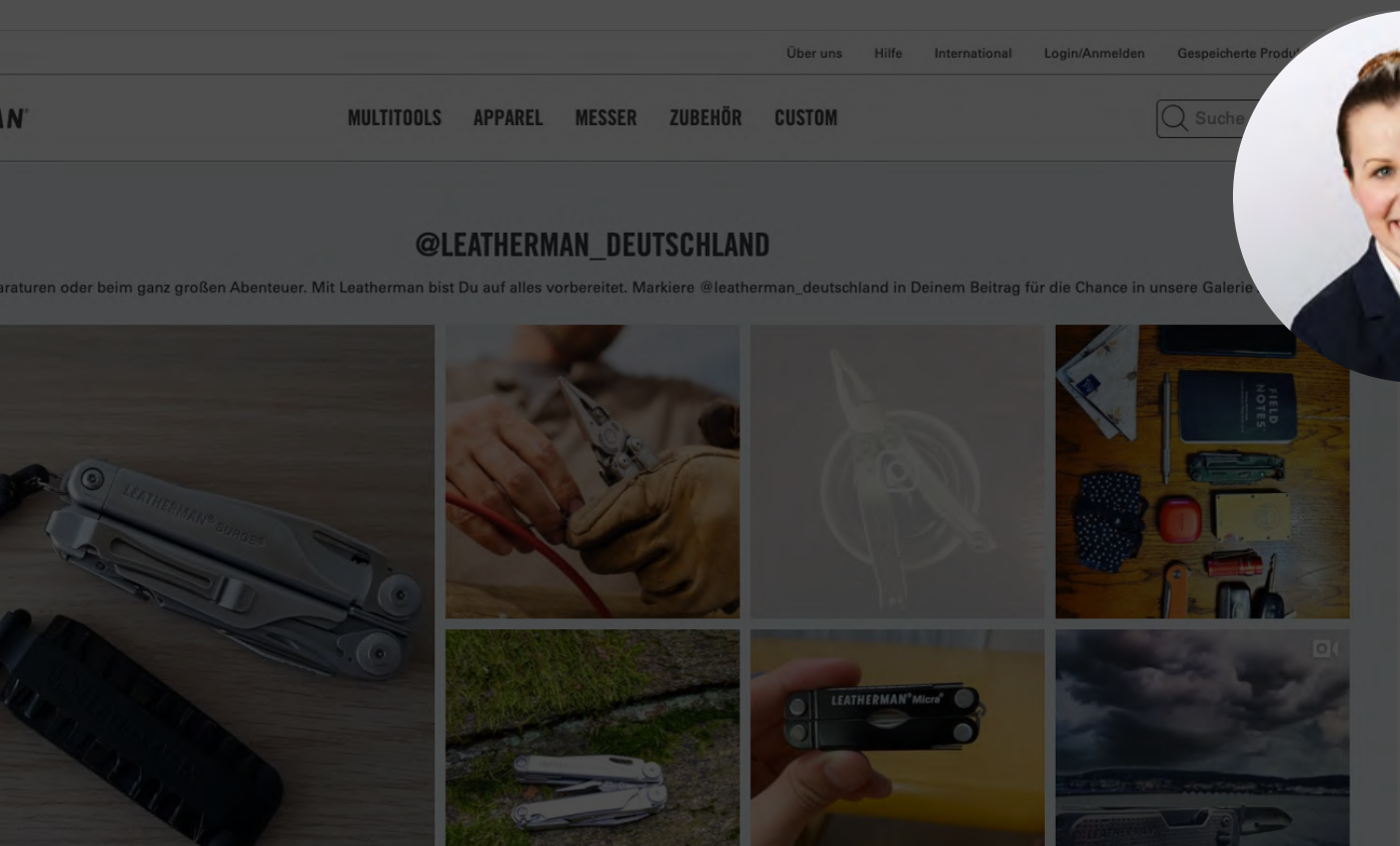
Deutschlands meistverkaufte Matratze

ÜBER 3 Millionen VERKAUFT

EINFACH WENDEN 2 in 1 MATRATZE



Stephanie Ebbert
User Experience Designer

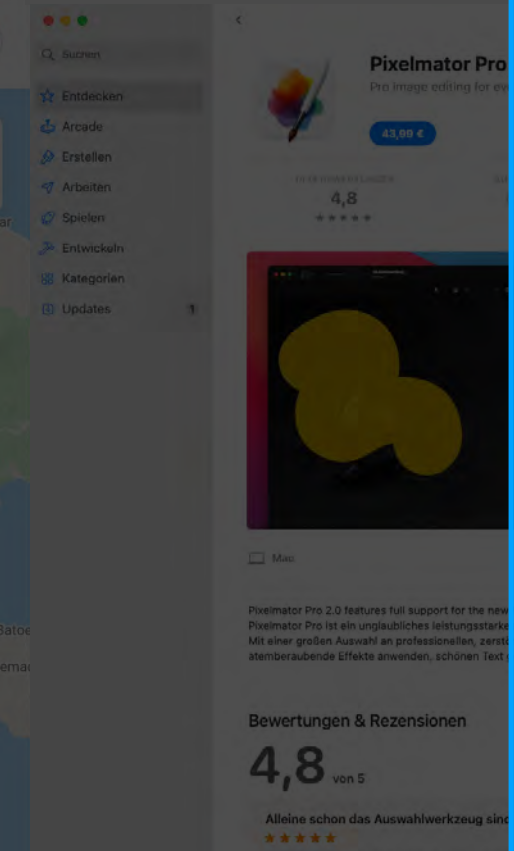
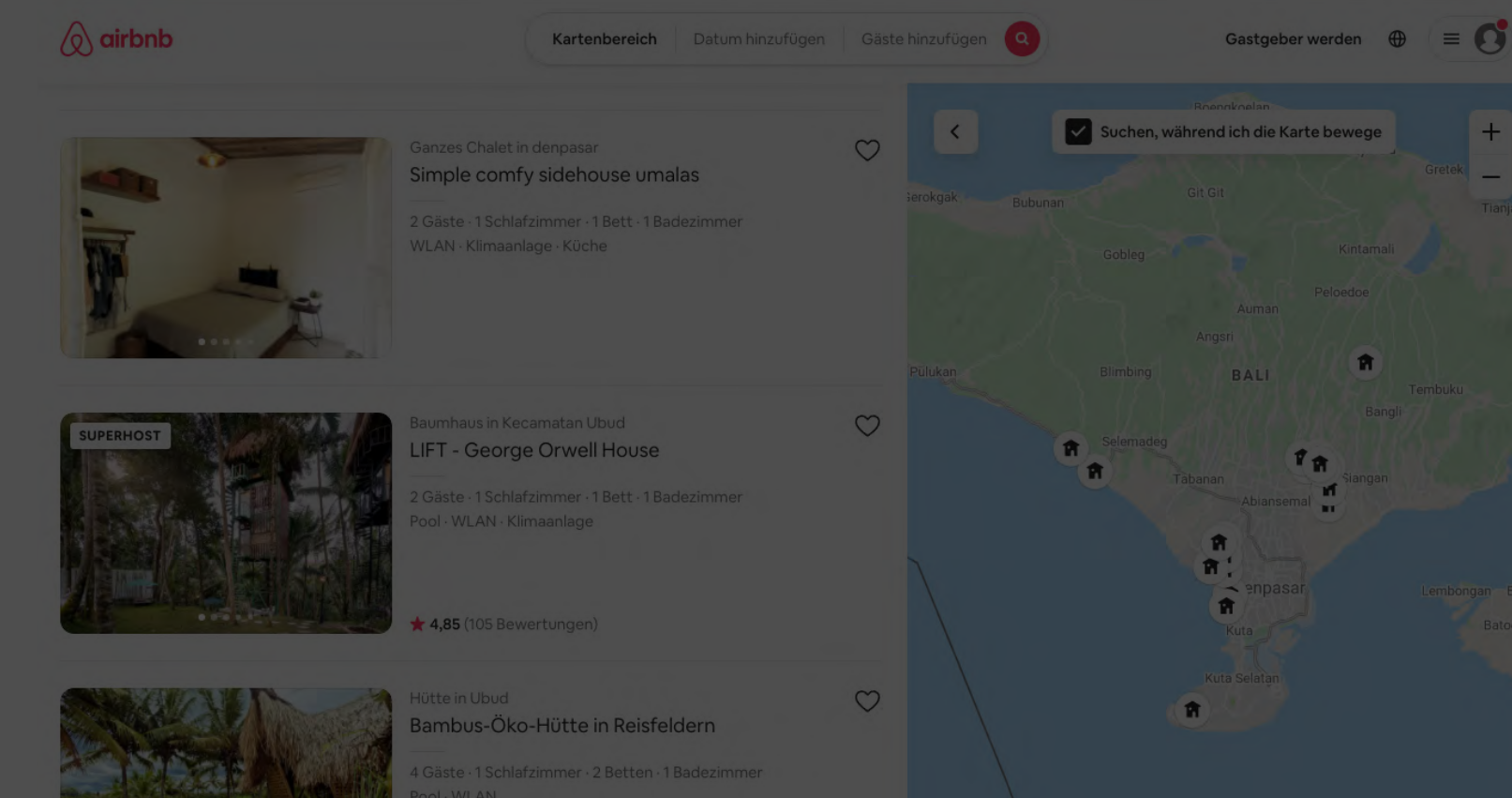


Bücher eBooks tolnio Hörbuch-Downloads Schule Spielwaren Filme Musik Wohnen Technik Schreibwaren Geschenkkarte SALE Club Aktuelles

Über 800 Buchhändlerinnen und Buchhändler bewerten für Sie ständig Bücher und geben Ihnen Tipps, welche davon als Nächstes in Ihre Buchregale kommen sollten. Lassen Sie sich inspirieren!

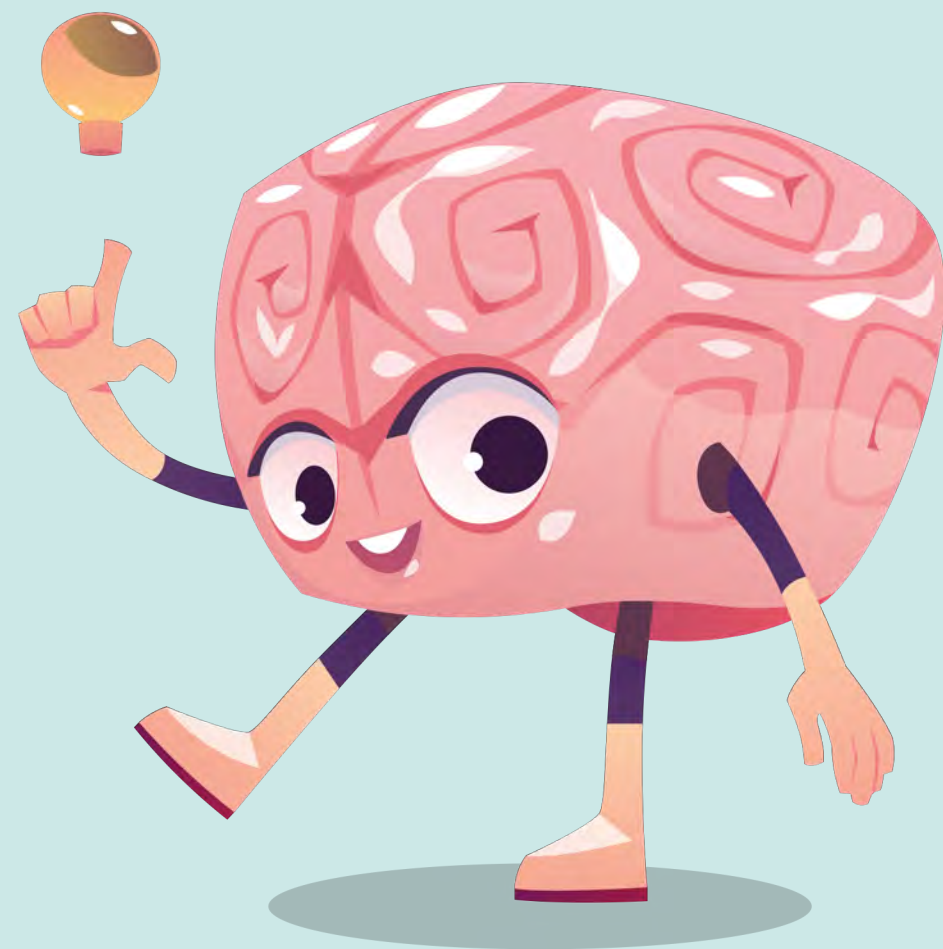
Melanie Winkler
Buchhändlerin - Thalia Norderstedt

5/5 5/5 5/5



Pia Michaelis
Application Consultant

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Psychologie, UX
and Shopware

Jam Paradox

communicode AG



The Jam Paradox - The Agony of Choice



The jam paradox is not only found in e-commerce, but basically everywhere where the customer is faced with a large choice. For example, a very extensive menu in a restaurant or the variety of jams on store shelves can lead to decision-making difficulties. We take a closer look at the jam paradox and its effects on the purchasing behaviour of users in online stores.

The psychological principle

Operators of online stores want to offer their customers as much as possible to increase their sales. But many fail because of people's psychology. Simply offering a lot of products can lower the conversion rate and thus sales. How can this be? "Paradox of Choice" or "Jam Paradox" is what psychologists call this phenomenon.

Simply put, we find it difficult to make a decision when the choice is large or too large. It overwhelms us and we would rather make no decision than the wrong one.





The Jam Experiment



6 jams



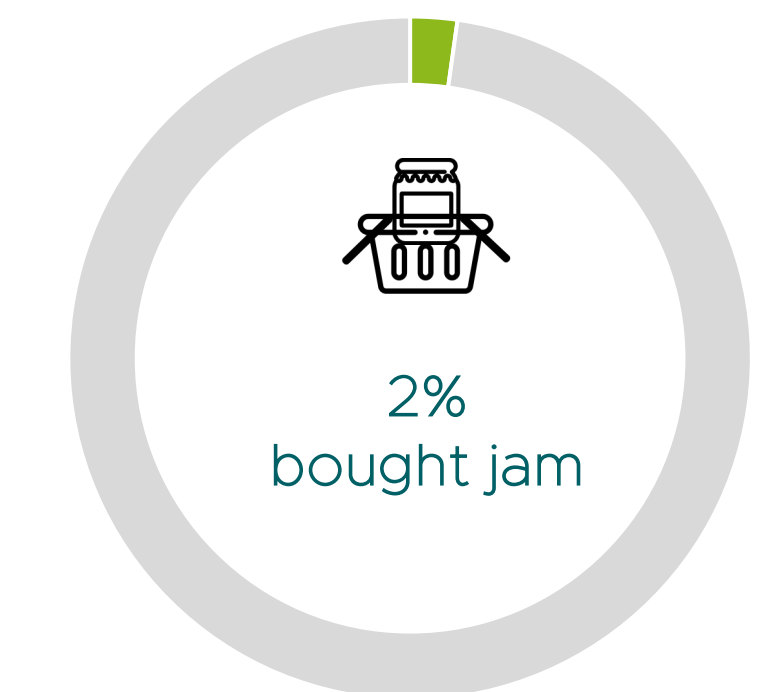
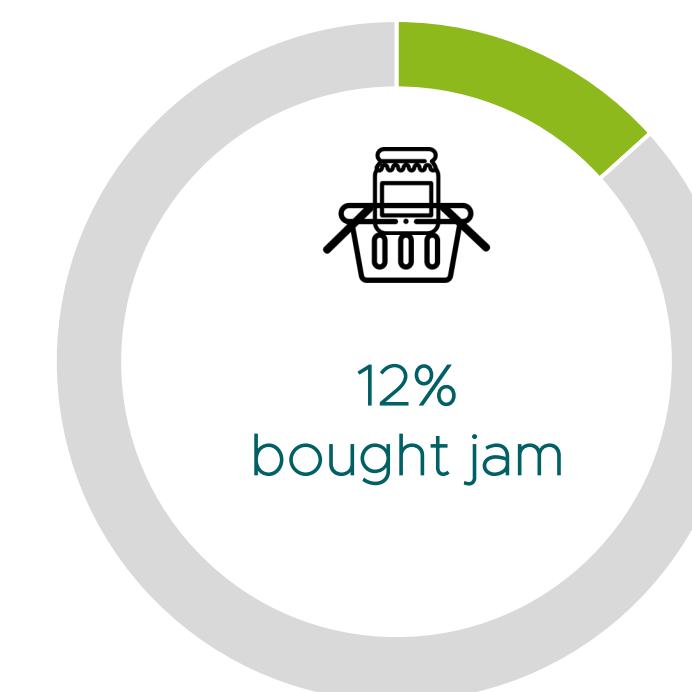
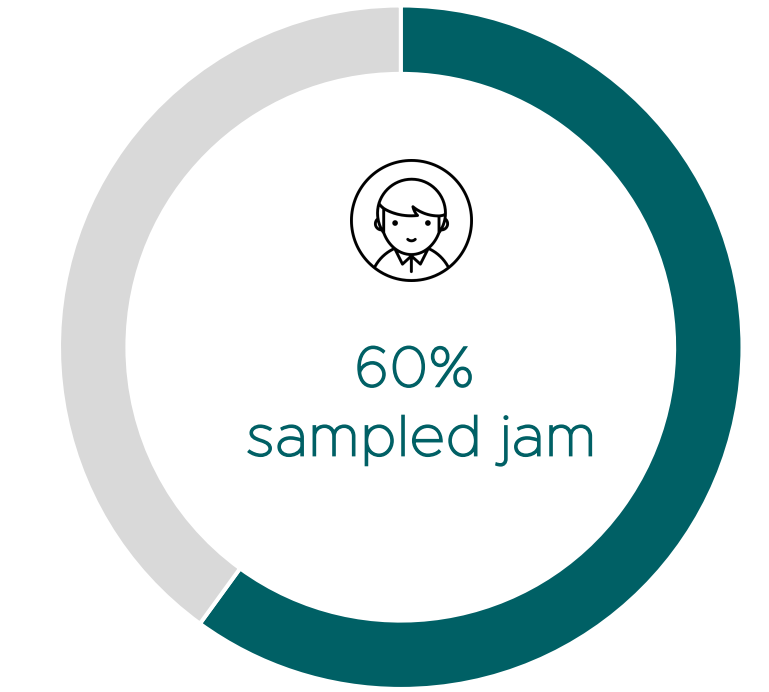
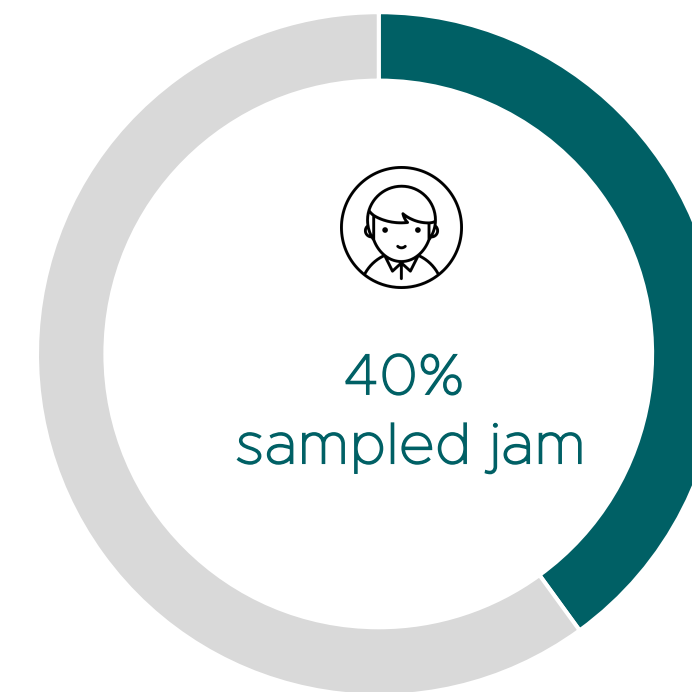
24 jams

The [study](#) was conducted by Sheena Iyengar and Mark Lepper (2000).

For the study, the psychologists set up two sales tables with free jam samples. At one time they offered customers 6 different types of jam, and at another time 24.

When 24 varieties were offered, 60% of passersby stopped and took advantage of the free samples. However, only 2% of them decided to actually buy a jar. The smaller selection of 6 different varieties attracted only 40% of potential buyers, but a full 12% ended up buying a jar of jam.

The study shows that the larger selection attracted more attention but was purchased less. In other words, variety ensured lower sales.

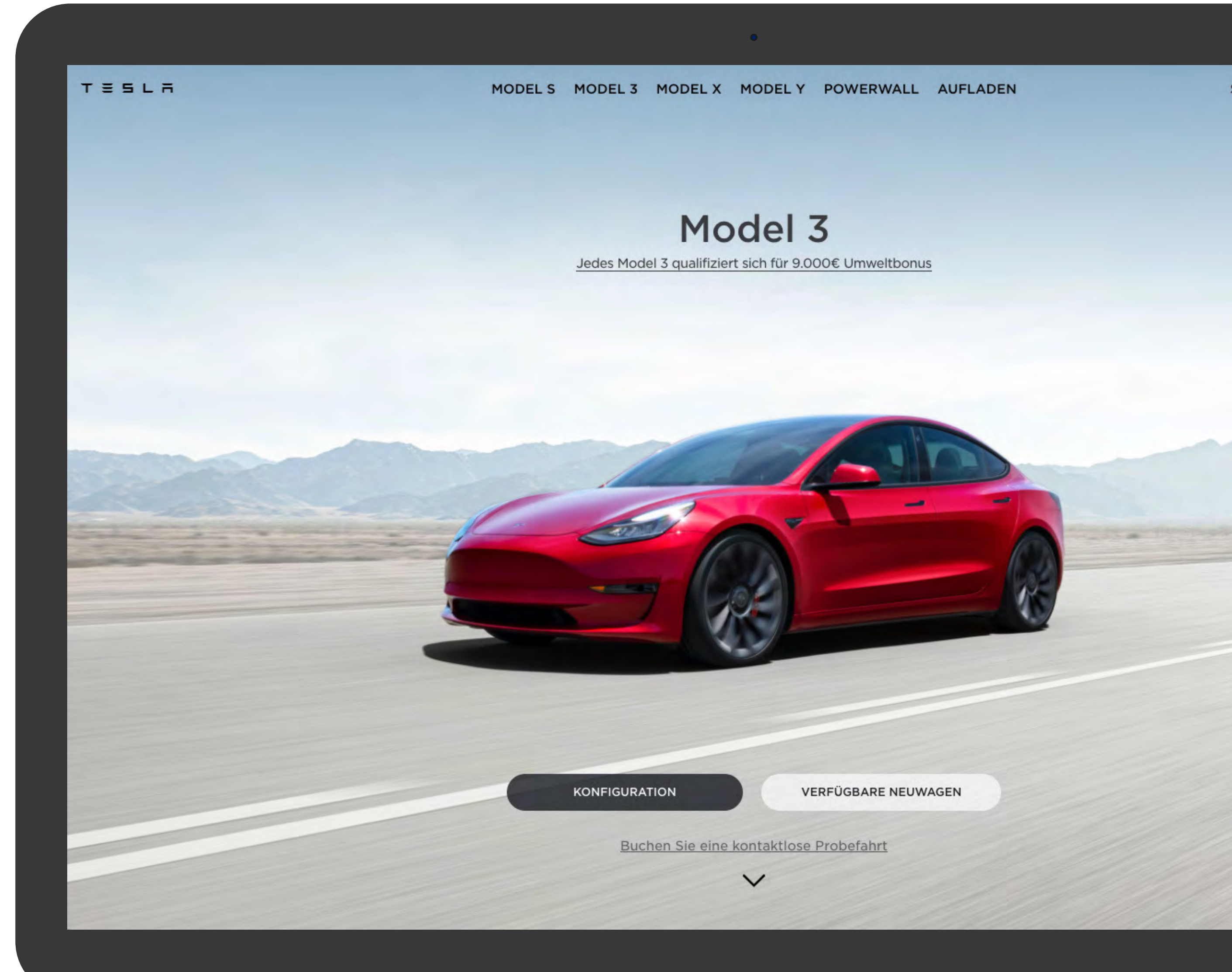




Psychology in UX: How Can Design Help Break This Logjam?

- **Reduce your offer on the home page to 4-5 products.** Users can easily process this amount of information (so-called chunks). Show more products only via the "Load more" button. This way, customers are in control.
- **Show variants** (color, size, product variations) **only on the product detail page.**

A good example for both is Tesla.
They offer only a few models and ...

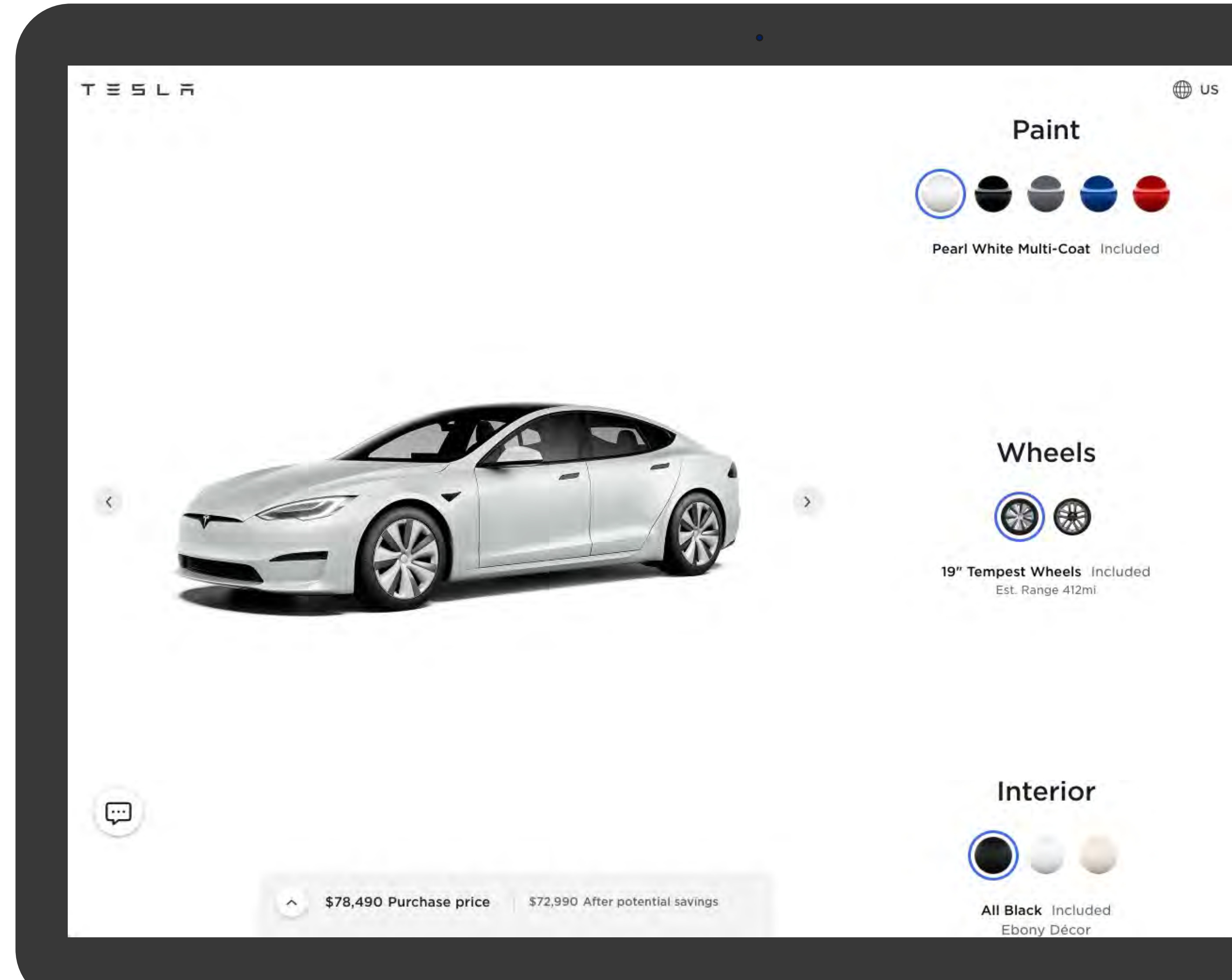


mm

Psychology in UX: How Can Design Help Break This Logjam?

... variants are seen only in the next step and they are also limited.

They do not confront the customer with the paradox-of-choice problem. With just a few clicks you can buy an \$80,000 car.

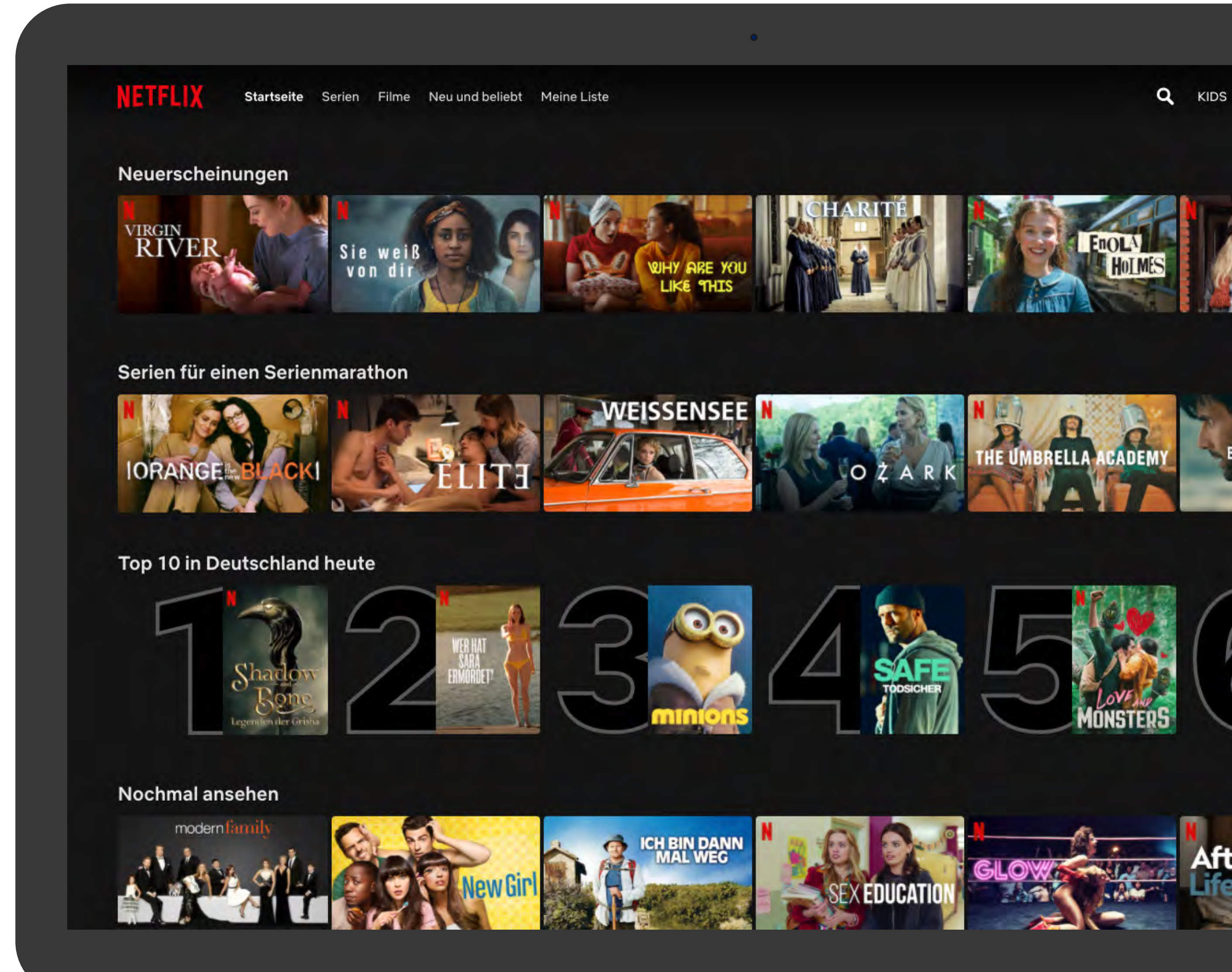




Psychology in UX: How Can Design Help Break This Logjam?

- **Highlight products.** What's your bestselling model or product?
- **Category technique:** it has been shown that people are more comfortable with categories than with choices. In fact, people are not as overwhelmed by categories because they intuitively help them organize their thoughts.

Netflix has perfected the principle of categorization. They manage to categorize a very large offer and personalize it according to their users' preferences.

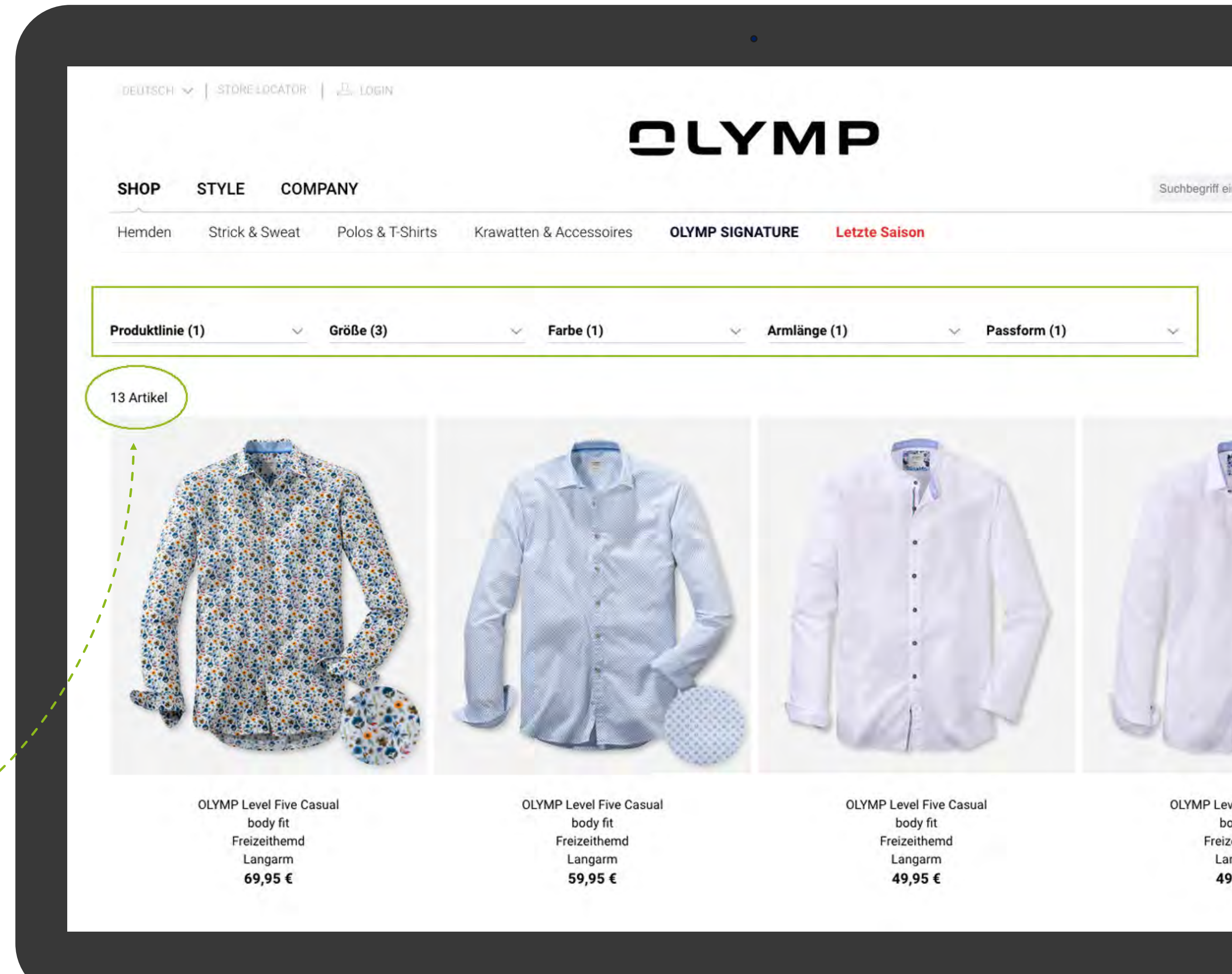


Psychology in UX: How Can Design Help Break This Logjam?

Use filters to narrow down the selection. Filters help shoppers reduce the initial large selection of products to a manageable number, so they can make choices that match their preferences.

For example, **our customer Olymp** offer users very good filters to quickly reduce the product selection.

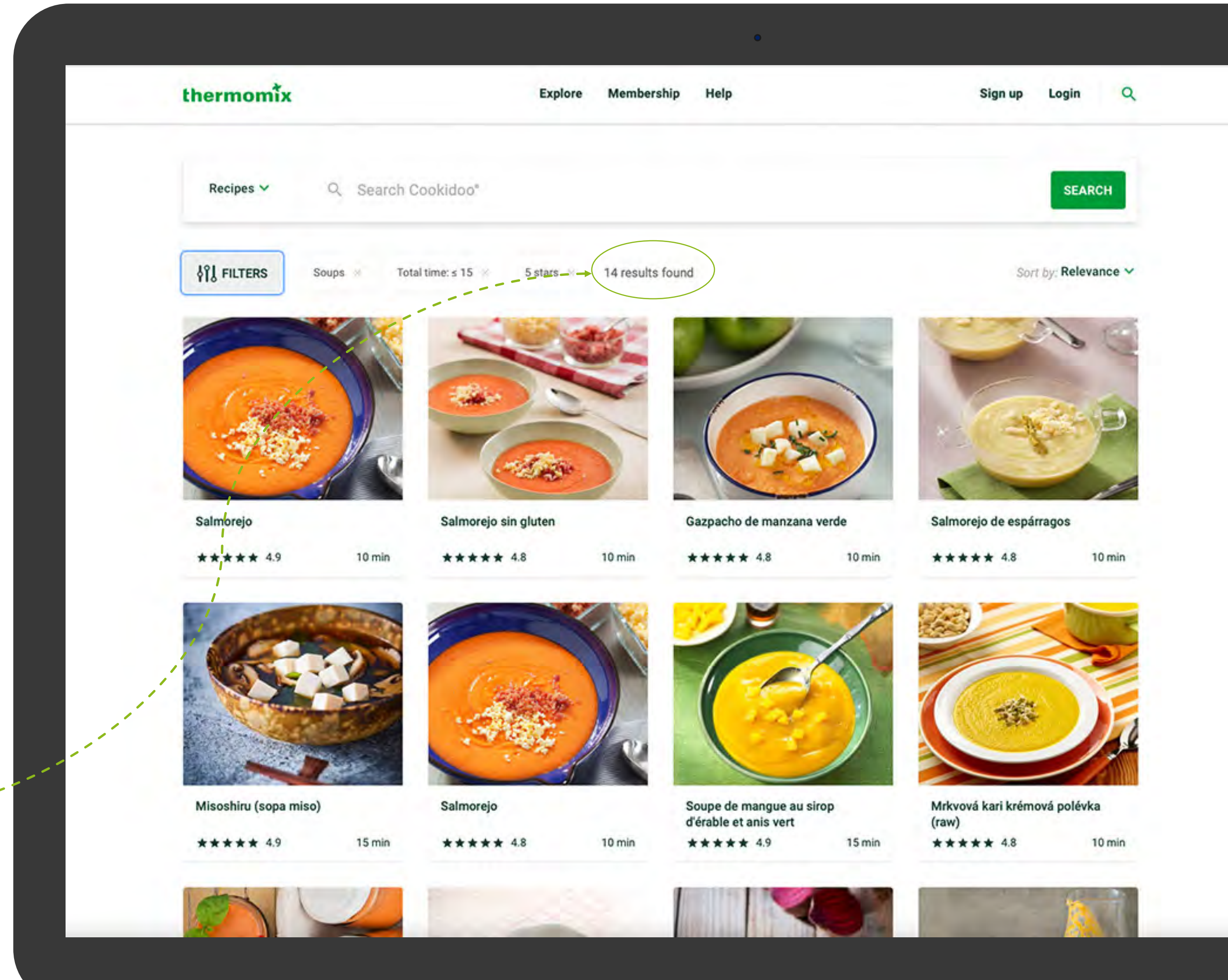
Olymp has over 2000 shirts in the store. With just a few filters users can quickly reduce the product selection to 13 Shirts



Psychology in UX: How Can Design Help Break This Logjam?

Use filters to narrow down the selection. Filters help shoppers reduce the initial large selection of products to a manageable number, so they can make choices that match their preferences.

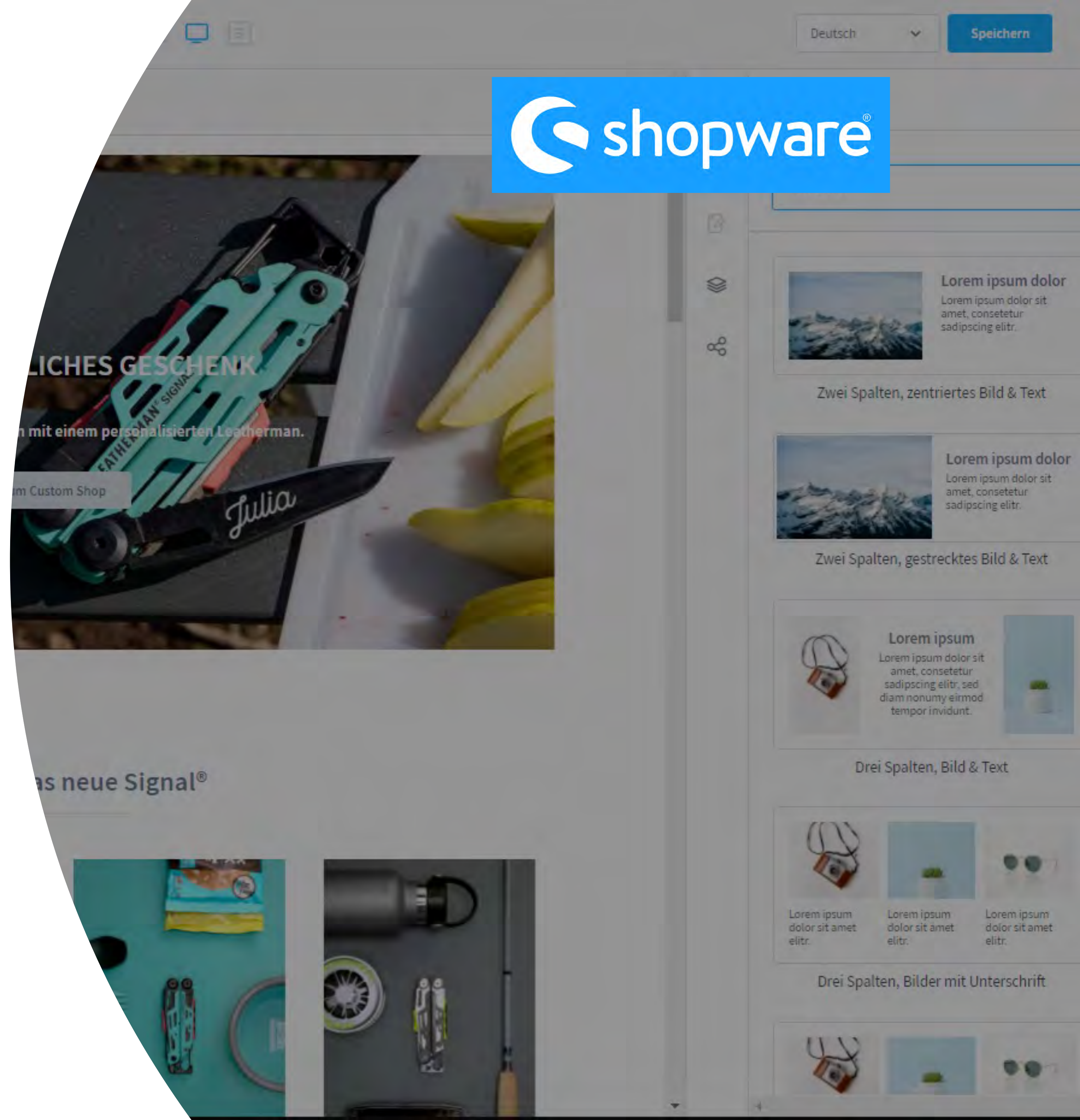
For example, **our customer Vorwerk** offers over **70,000 recipes** on their platform cookidoo. With a few filter settings you can reduce the selection to **14 recipes**. So, it is easy to choose what to cook today.





Implementation in Shopware

- Reduction of the offer
- Categorization
- Variants
- Highlighting products
- Filter



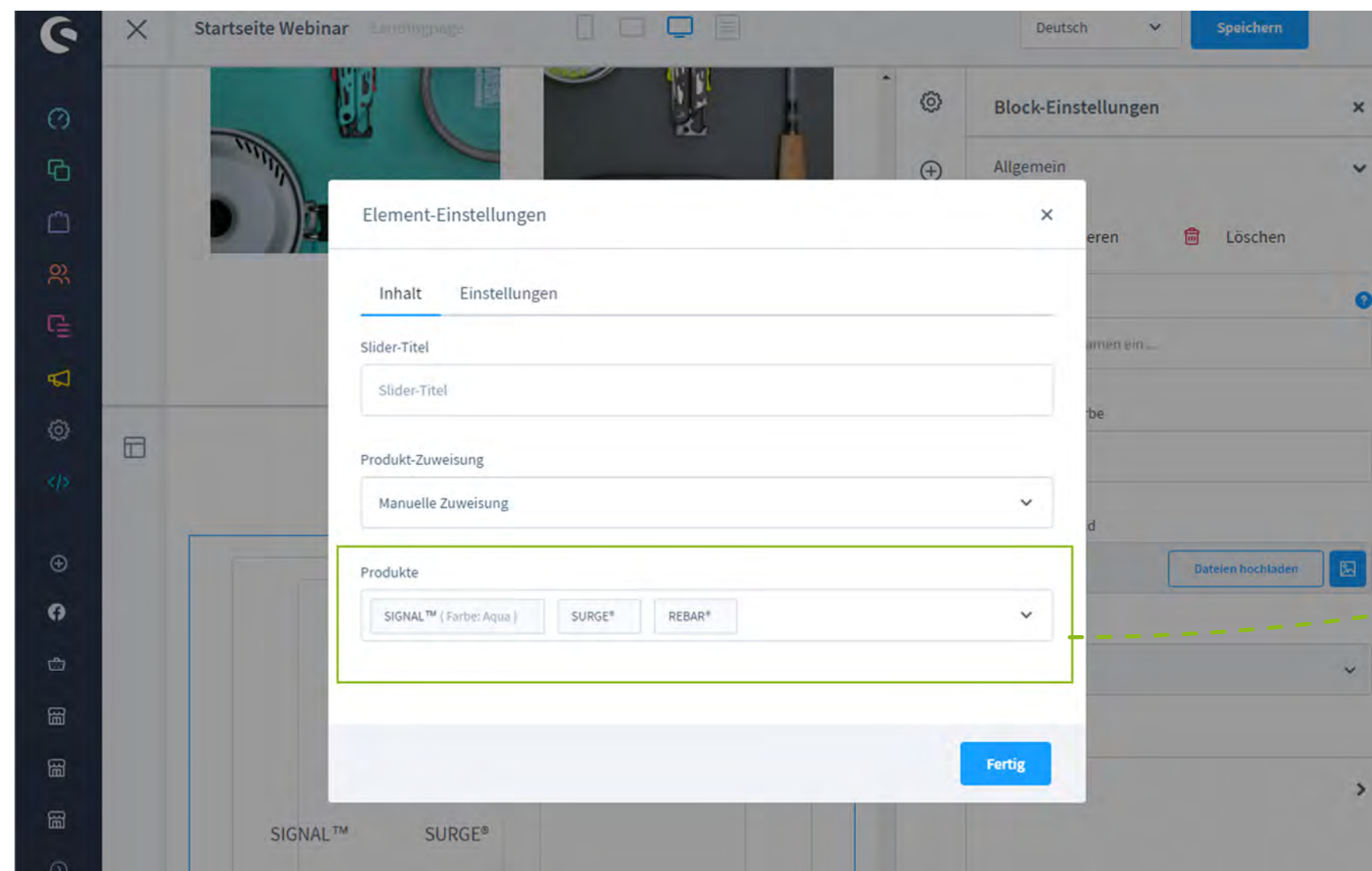
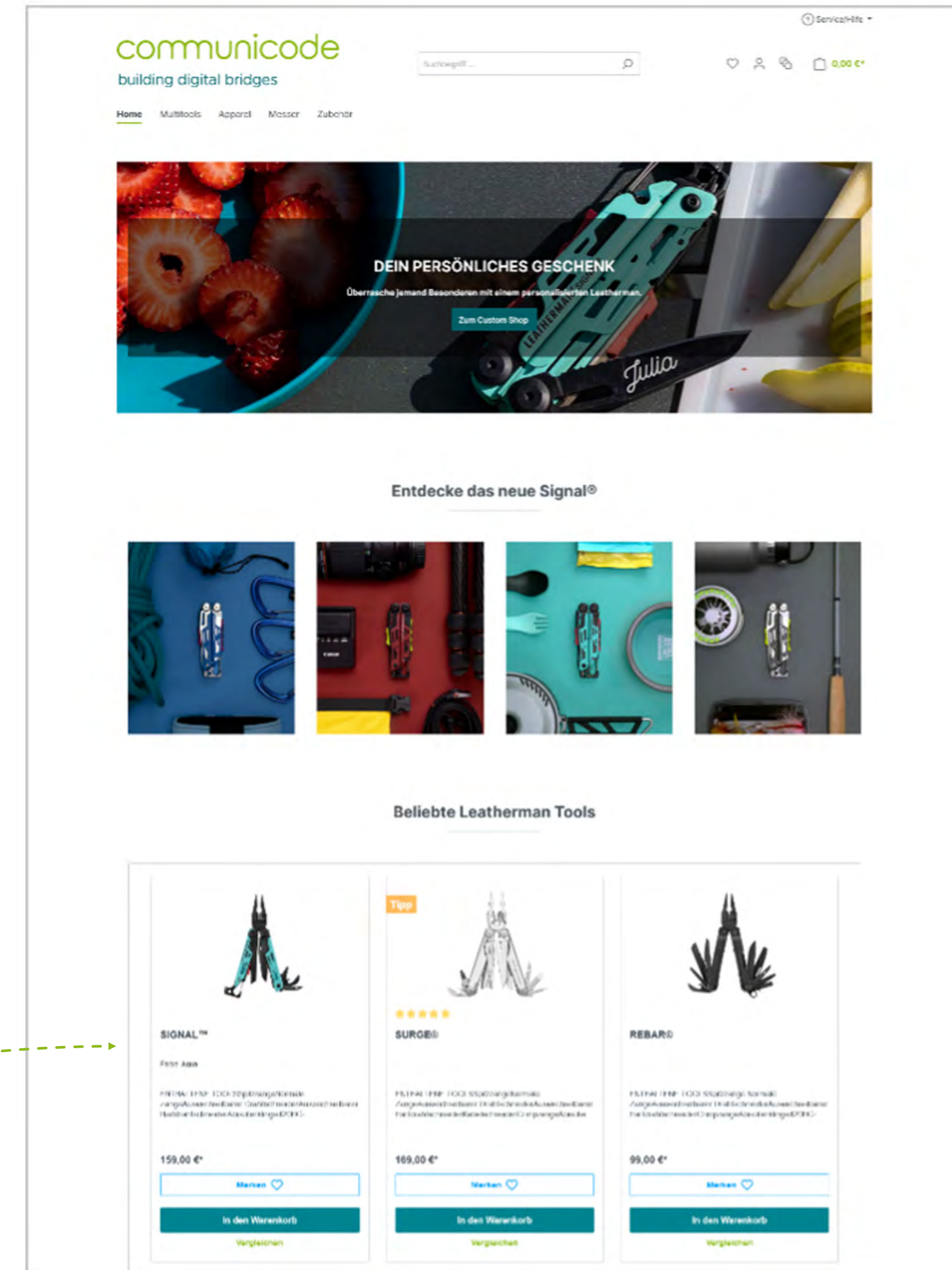


Implementation in Shopware

Reduction of the Offer

So that your customer is not already overwhelmed with the most diverse articles on the start page of your online store, Shopware offers the possibility to integrate article sliders into the start page design. These can be filled with an individual number of products.

This way, your customers can first be greeted with atmospheric images and selected articles when they enter your online store and take their time to find their way around.



Integrate article slider into home page design with Shopware

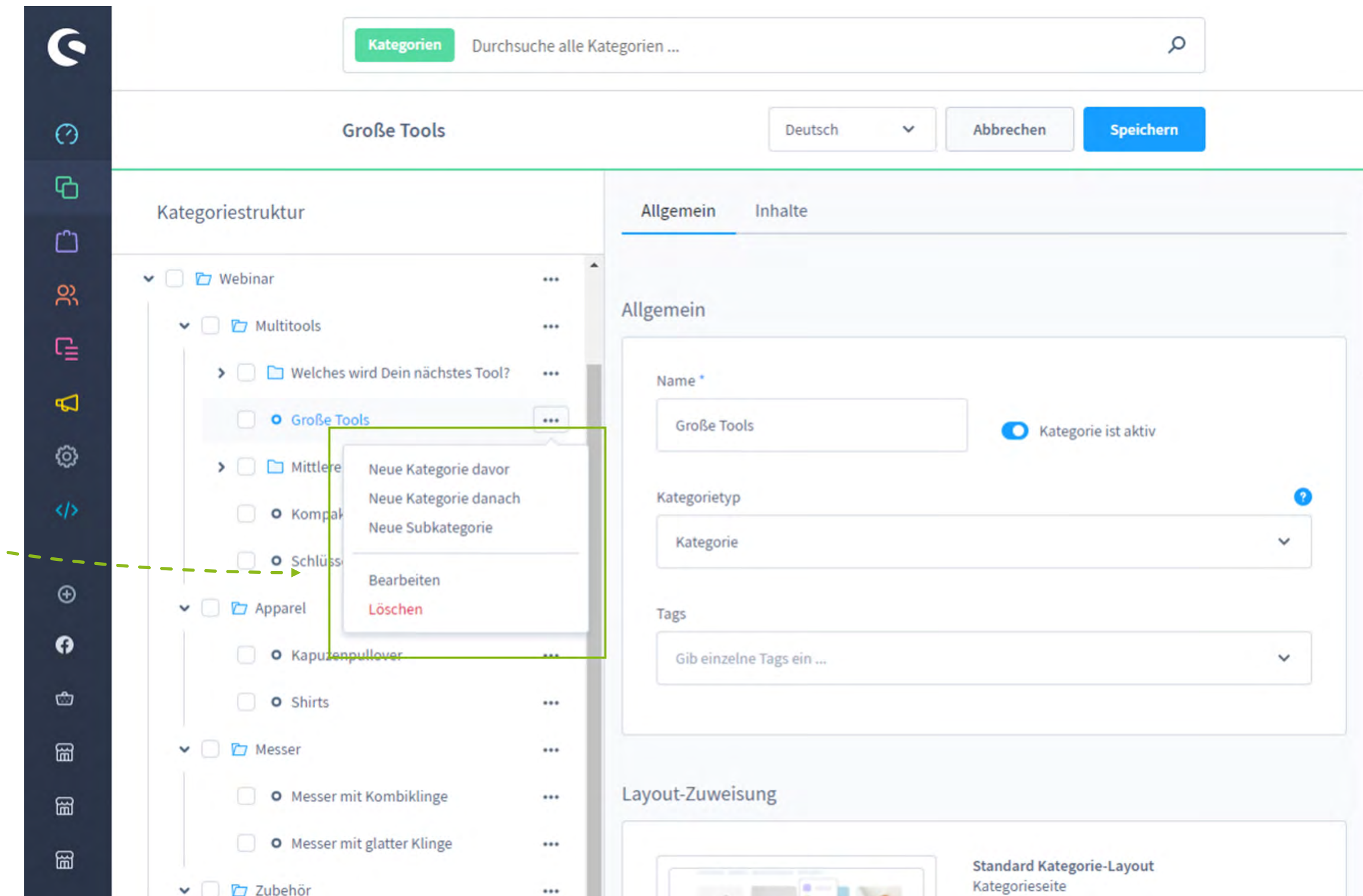
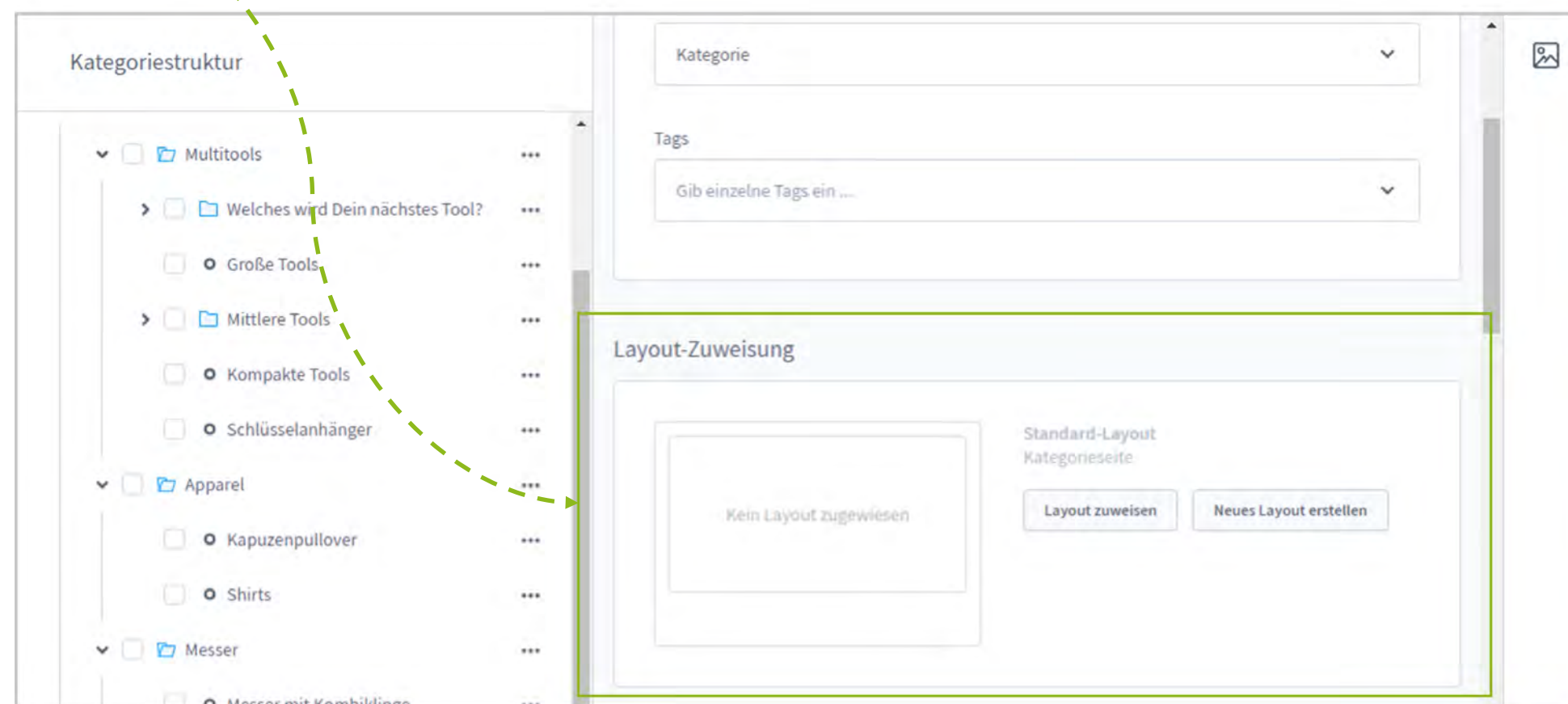


Implementation in Shopware Categorization

Another way to make it as easy as possible for your customers to find their way around your online store is to have sufficient and useful categorizations.

These can be created in the "Categories" tab.

New main categories or subcategories can be defined with just a few clicks. Assigning already existing store pages, such as article lists or landing pages, or creating new store pages is also possible in this tab.



"Categories" tab in Shopware



Implementation in Shopware

Variants

To be able to show your customers the variety of your products in a condensed form, additional variants can be assigned to an already created article in the Shopware backend in the "Products" tab.

In the edit mode of an article, already existing variants can be viewed, edited and new variants can be generated and assigned to the article.

"Products" tab in Shopware

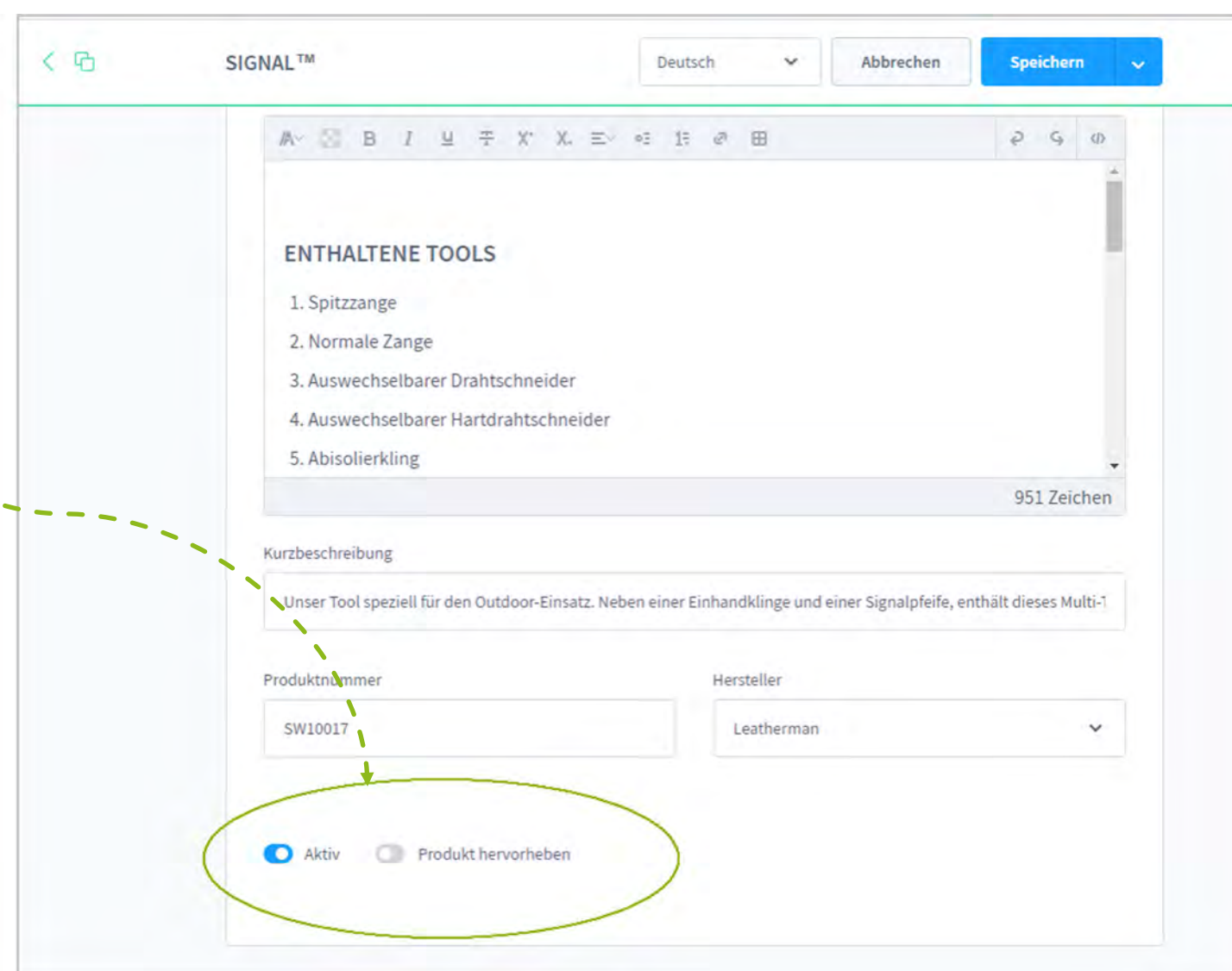
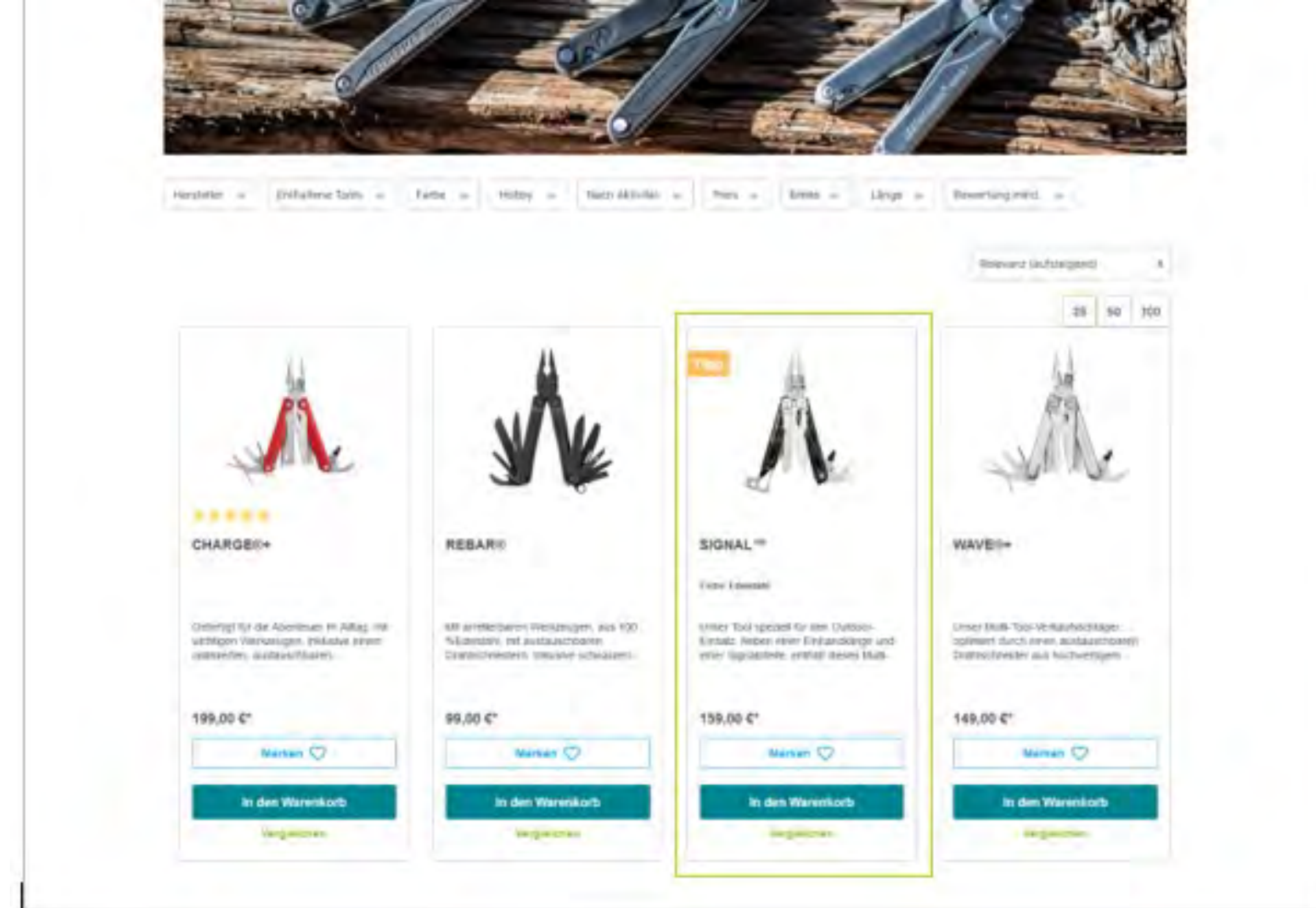
Variante	Euro	Lagerbestand	Produktnummer	Aktiv
Kobalt	189,21 € 159,00 €	150	SW10017.5	☑
Karminrot	189,21 € 159,00 €	150	SW10017.4	☑
Braun Coyote	189,21 € 159,00 €	150	SW10017.2	☑
Edelstahl	189,21 € 159,00 €	150	SW10017.6	☑
Grau	189,21 € 159,00 €	150	SW10017.3	☑
Aqua	189,21 € 159,00 €	150	SW10017.1	☑



Implementation in Shopware Highlighting products

In order to draw your customers' attention to special, seasonal products, for example, Shopware offers the option of highlighting these items.

Within the edit mode of a product, it can be marked as a product to be highlighted by moving the slider. The product is displayed in the frontend as soon as the change is saved.



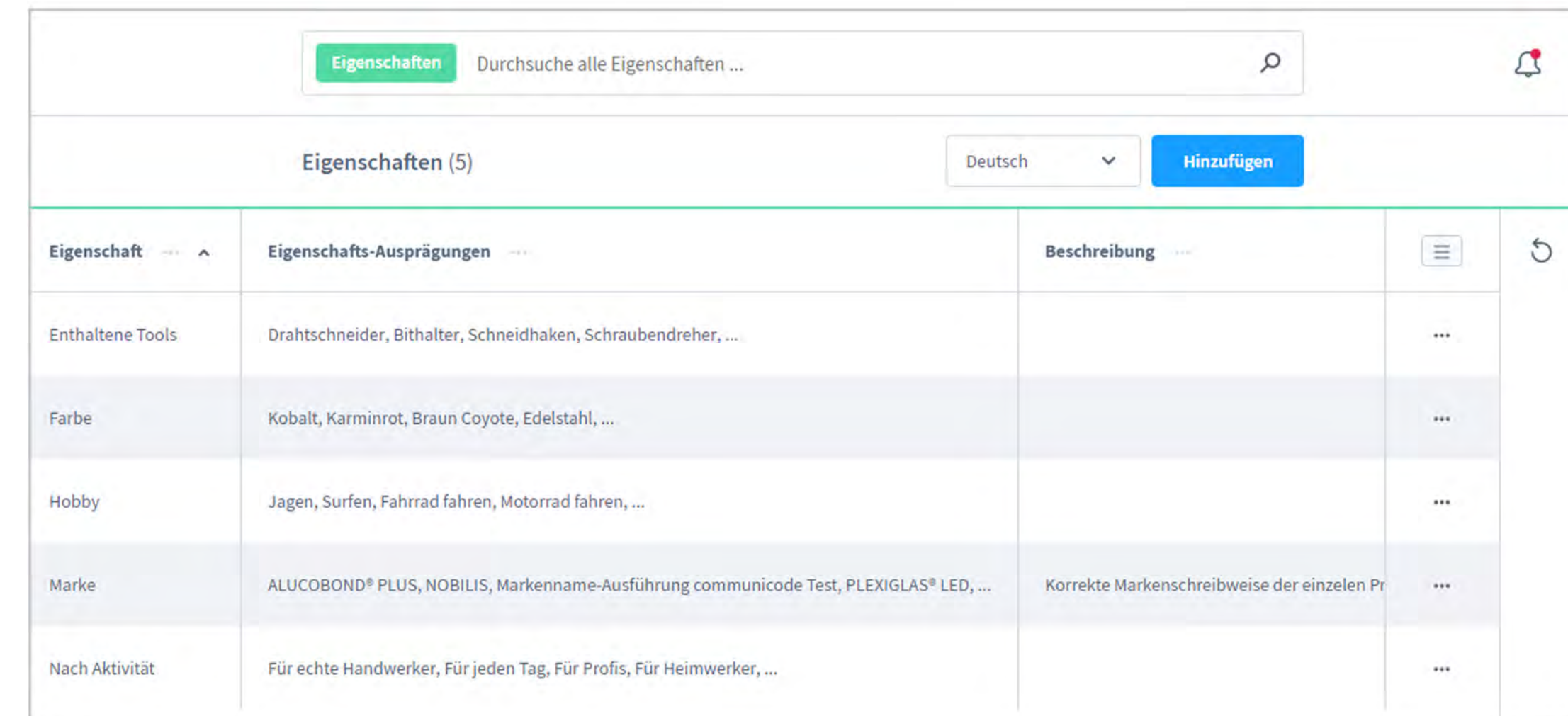
Highlighting a product

Implementation in Shopware Filter

Sensibly created filters also help your customers to find their way around your range. This way, they can narrow down the selection of your products and only get the products that are relevant to them and their needs.

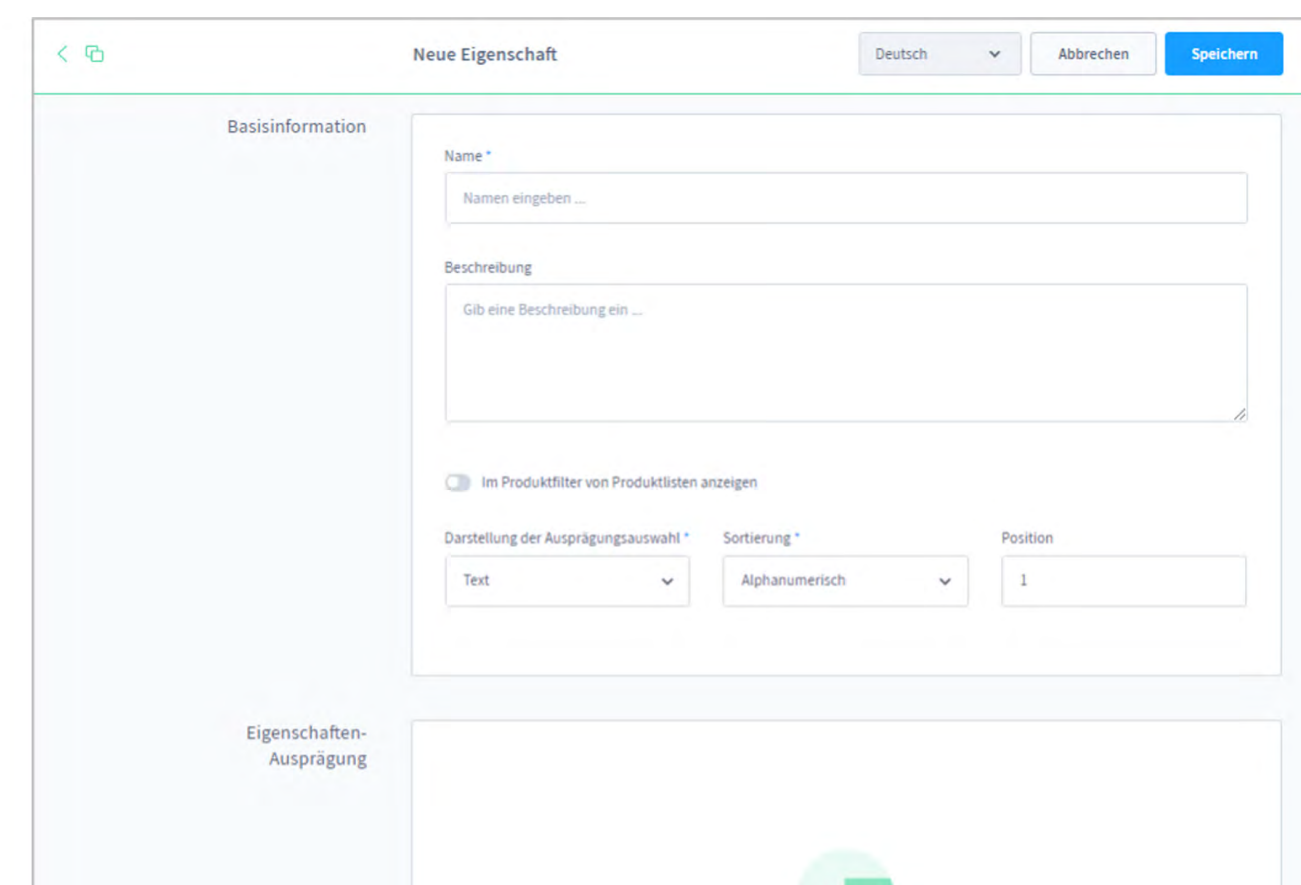
Shopware offers you the possibility to create individual filters for each item listing in the "Properties" tab and to fill these filter categories with different properties.

New filter categories or additional properties per filter category can be compiled with just a few clicks.



Eigenschaft	Eigenschafts-Ausprägungen	Beschreibung		
Enthaltene Tools	Drahtschneider, Bithalter, Schneidhaken, Schraubendreher,	
Farbe	Kobalt, Karminrot, Braun Coyote, Edelstahl,	
Hobby	Jagen, Surfen, Fahrrad fahren, Motorrad fahren,	
Marke	ALUCOBOND® PLUS, NOBILIS, Markenname-Ausführung communicode Test, PLEXIGLAS® LED, ...	Korrekte Markenschreibweise der einzelnen Pr	...	
Nach Aktivität	Für echte Handwerker, Für jeden Tag, Für Profis, Für Heimwerker,	

Create individual filters for each item listing



Neue Eigenschaft

Basisinformation

Name *

Namen eingeben ...

Beschreibung

Gib eine Beschreibung ein ...

Im Produktfilter von Produktlisten anzeigen

Darstellung der Ausprägungsauswahl * Sortierung * Position

Text Alphanumerisch 1

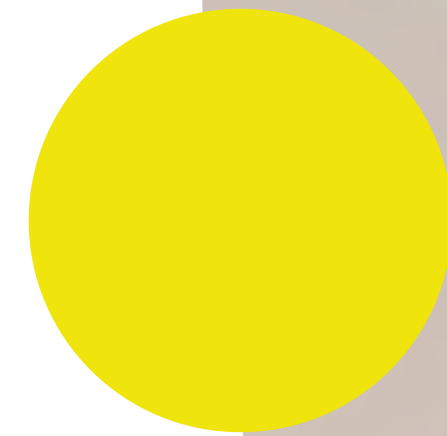
Eigenschaften-Ausprägung



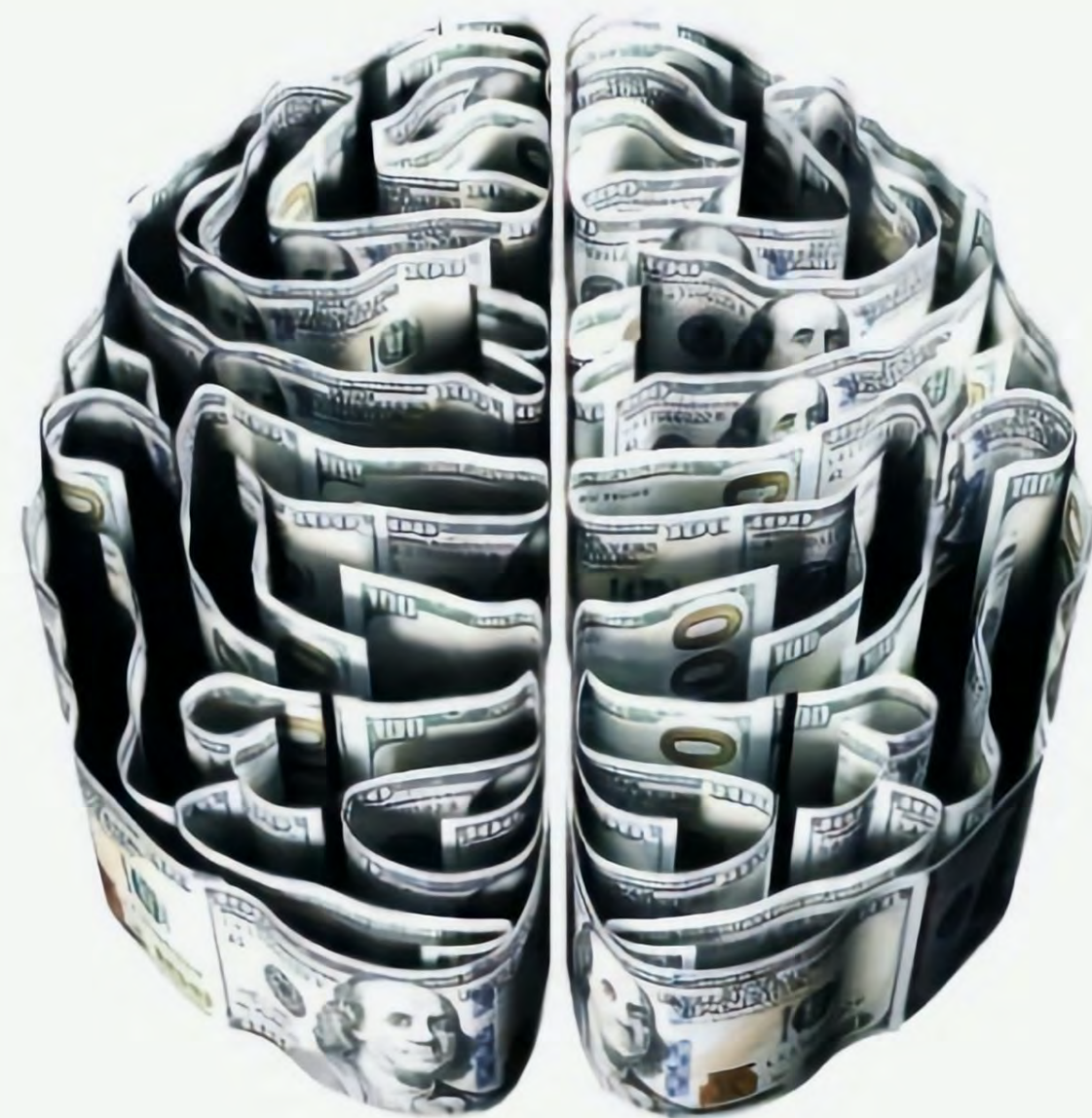
Psychologie, UX
and Shopware

Human Memory

communicode AG



What impact does our memory have on our online shopping behavior?



In the first part of our article, we looked at the jam paradox and worked out how this psychological phenomenon influences our buying behavior and how it can be used productively in Shopware. Now we'll take a closer look at human memory and the important principles behind it. Because they also have an influence on the shopping experience in e-commerce and can be used in a targeted manner in Shopware.

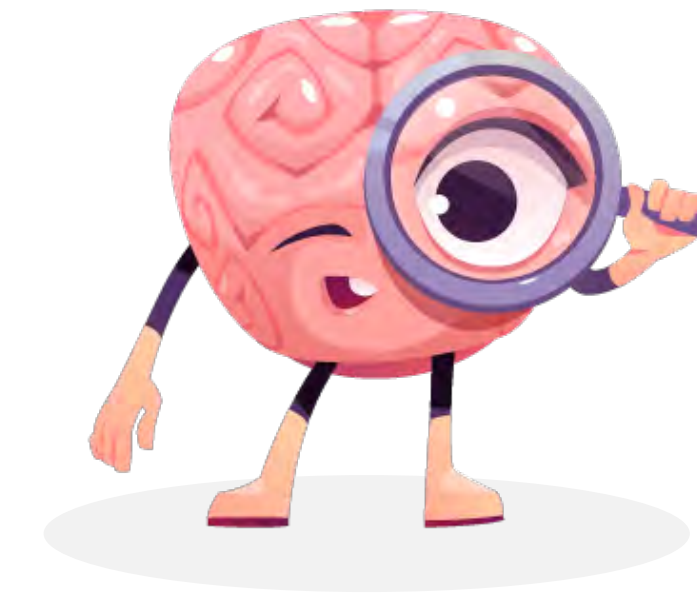
The Psychological Principle

The ability to remember is better and more intensively developed in humans than in any other animal. We can remember many dates and events. Nevertheless, our memory does not work like a movie that we can simply rewind. Rather, the process of remembering is reconstructive and prone to errors and distortions.

Memory is simplistically divided into 3 sections:

- **Ultra-short-term memory** (filters our impressions)
- **Short-term memory** (intermediate storage for information, also called working memory)
- **Long-term memory** (stores memories long-term to lifelong)

Ultra short-term memory



Working memory



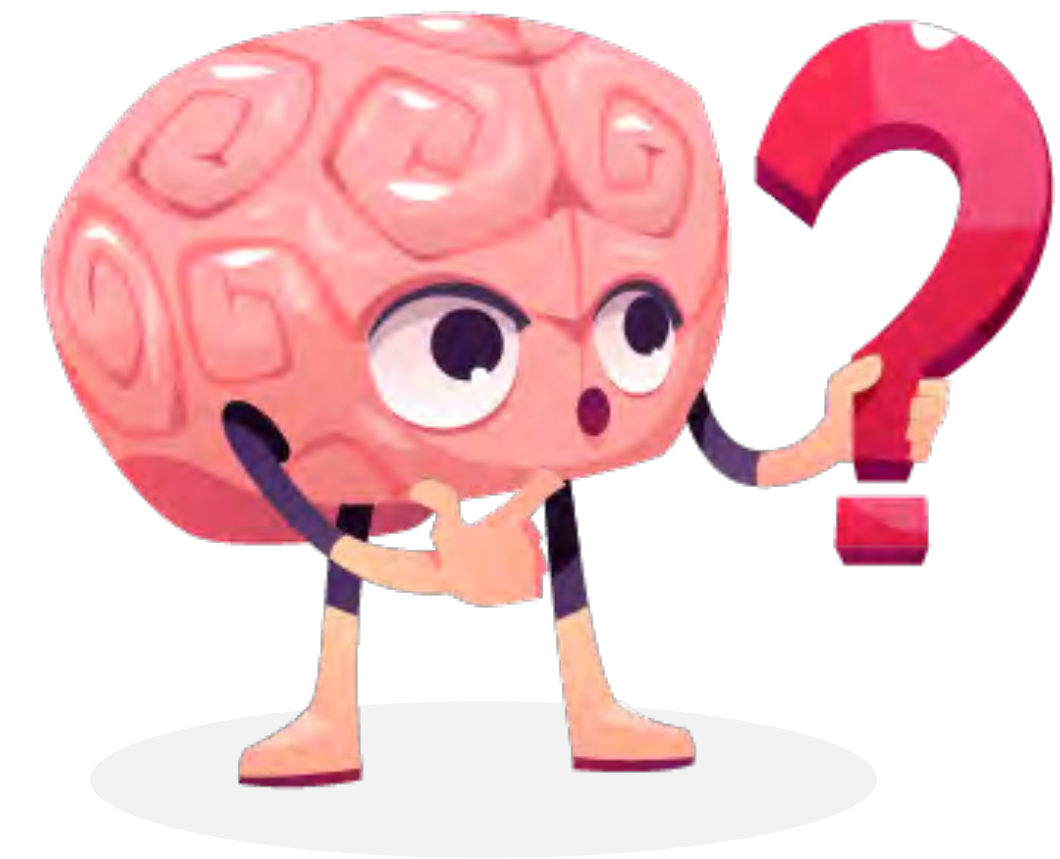
Long-term memory





Psychology in UX: How can Design Help Users Remember?

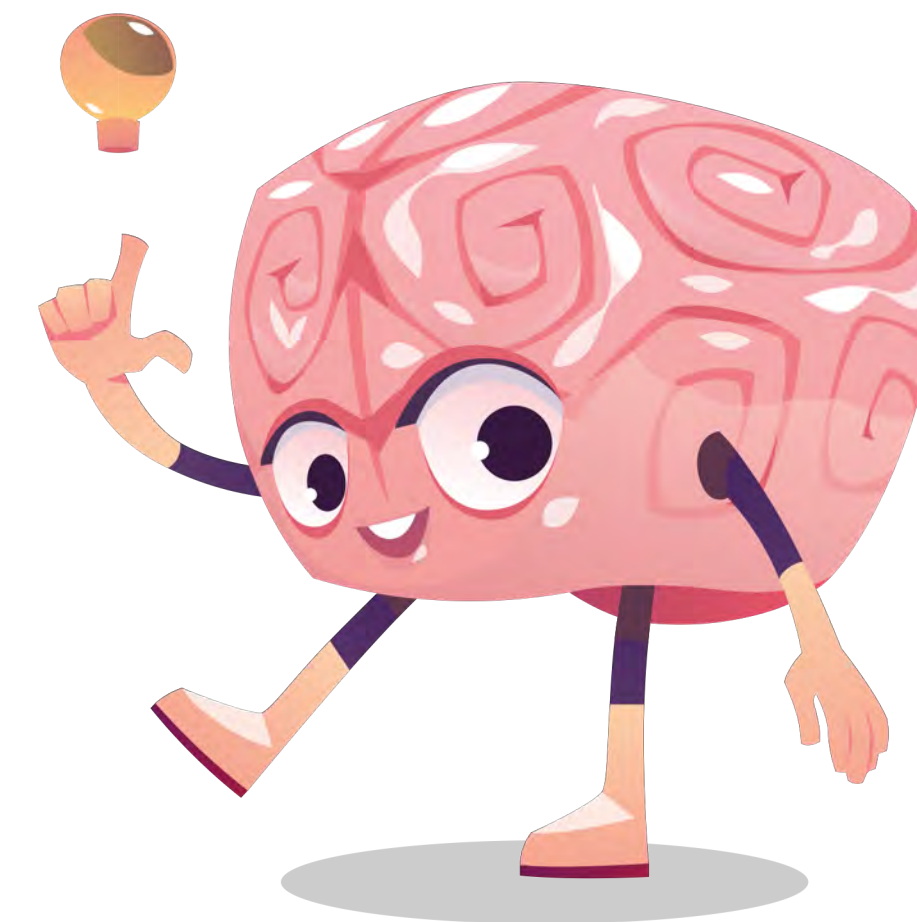
For our considerations on online shopping, short-term memory is particularly interesting because this is where the information is processed. Despite being so complex, working memory has a very limited capacity. The latest research suggests that we can only remember three to four knowledge units (called chunks) for a short time. And these quickly disappear again. Over a few seconds to minutes, we can remember, for example, a phone number, a product name or a specific piece of information.





Psychology in UX: How can Design Help Users Remember?

- **Comparison tables:** With the small amount of information that our short-term memory can cache, it is almost impossible to compare a product with more than one feature.
- **Shopping cart or favorites:** Often, the user does not even remember which product he has favorited or even had in his shopping cart before. What he doesn't remember, he can't buy.
- **Recently viewed items on the home page:** On the one hand, the customer then does not have to remember the items, and on the other hand, he evaluates things more positively if he already knows them. Recognition activates the brain's reward system.



mm

Examples

Our customer **thyssenkrupp** offers its users the possibility to compare up to 4 products

Produktvergleich

Name	Sinus-Wellplatte 76/18 2.000 x 1.045 x 3 mm farblos 0A001 W	Sinus-Wellplatte 76/18 3.000 x 1.045 x 3 mm braun 8A001 W	PLEXIGLAS® Resist Stegplatte SDP 4.000 x 980 x 16 mm farblos ORS09 D
Preis	83,37 €	134,41 €	234,38 €
Breite (mm)	1045	1045	980
Höhe (mm)	-	-	-
Länge (mm)	2000	3000	4000
Gewicht (kg)	7.524	11.286	17.64
USP 1	-	-	-
USP 2	-	-	-
USP 3	-	-	-

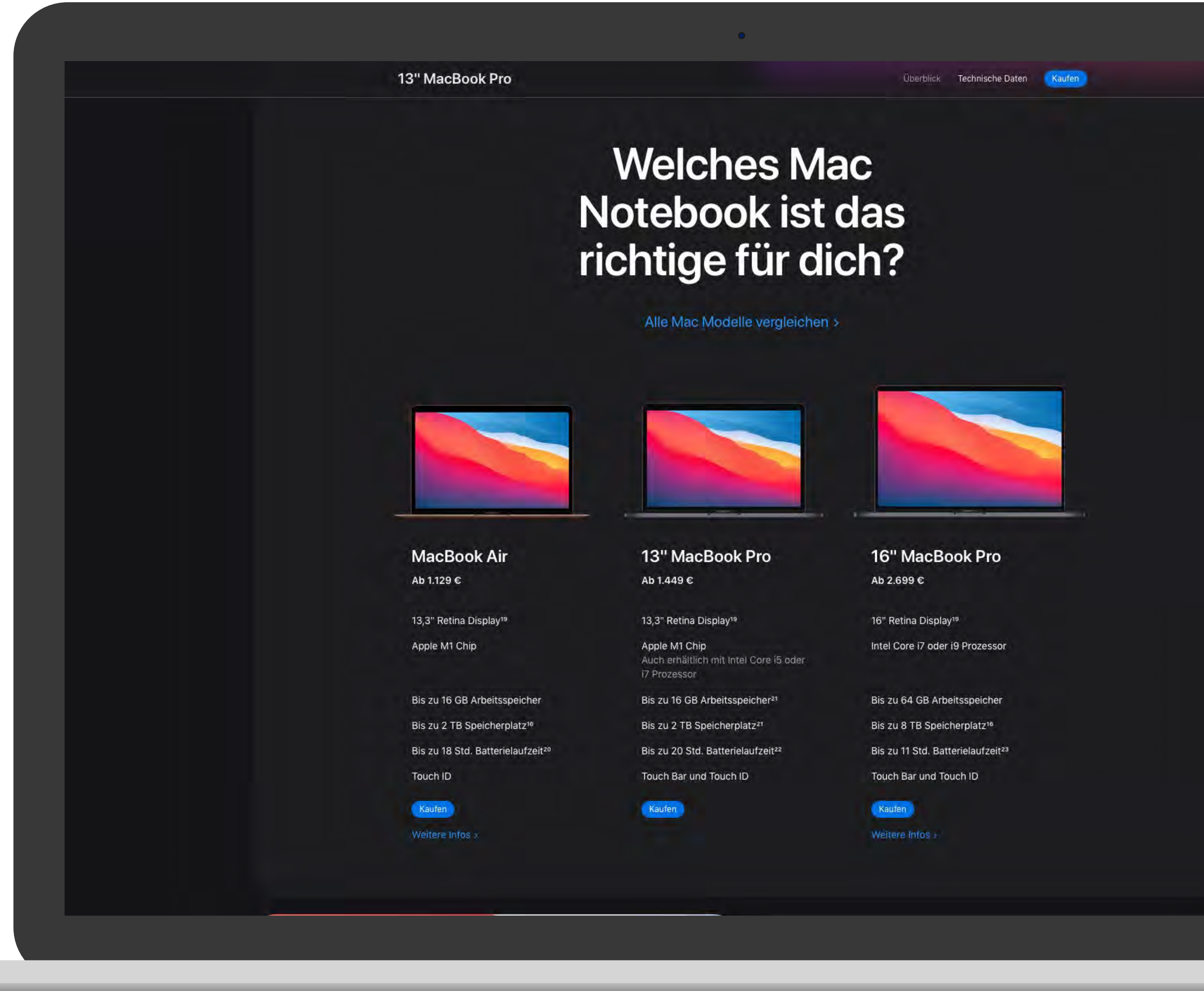
In den Warenkorb In den Warenkorb In den Warenkorb

Entfernen Entfernen Entfernen

Es können nicht mehr als 4 Produkte verglichen werden.

Examples

A lot of successful brands also work with comparison tables such as apple.



The screenshot displays a webpage for comparing Mac notebooks. At the top, it says "13" MacBook Pro" and has navigation links for "Überblick", "Technische Daten", and "Kaufen". The main heading asks "Welches Mac Notebook ist das richtige für dich?". Below this is a link to "Alle Mac Modelle vergleichen >". The comparison table lists three models: MacBook Air, 13" MacBook Pro, and 16" MacBook Pro. Each model includes its starting price, display size, processor, memory, storage, battery life, and touch features. Each entry also has a "Kaufen" button and a "Weitere Infos >" link.

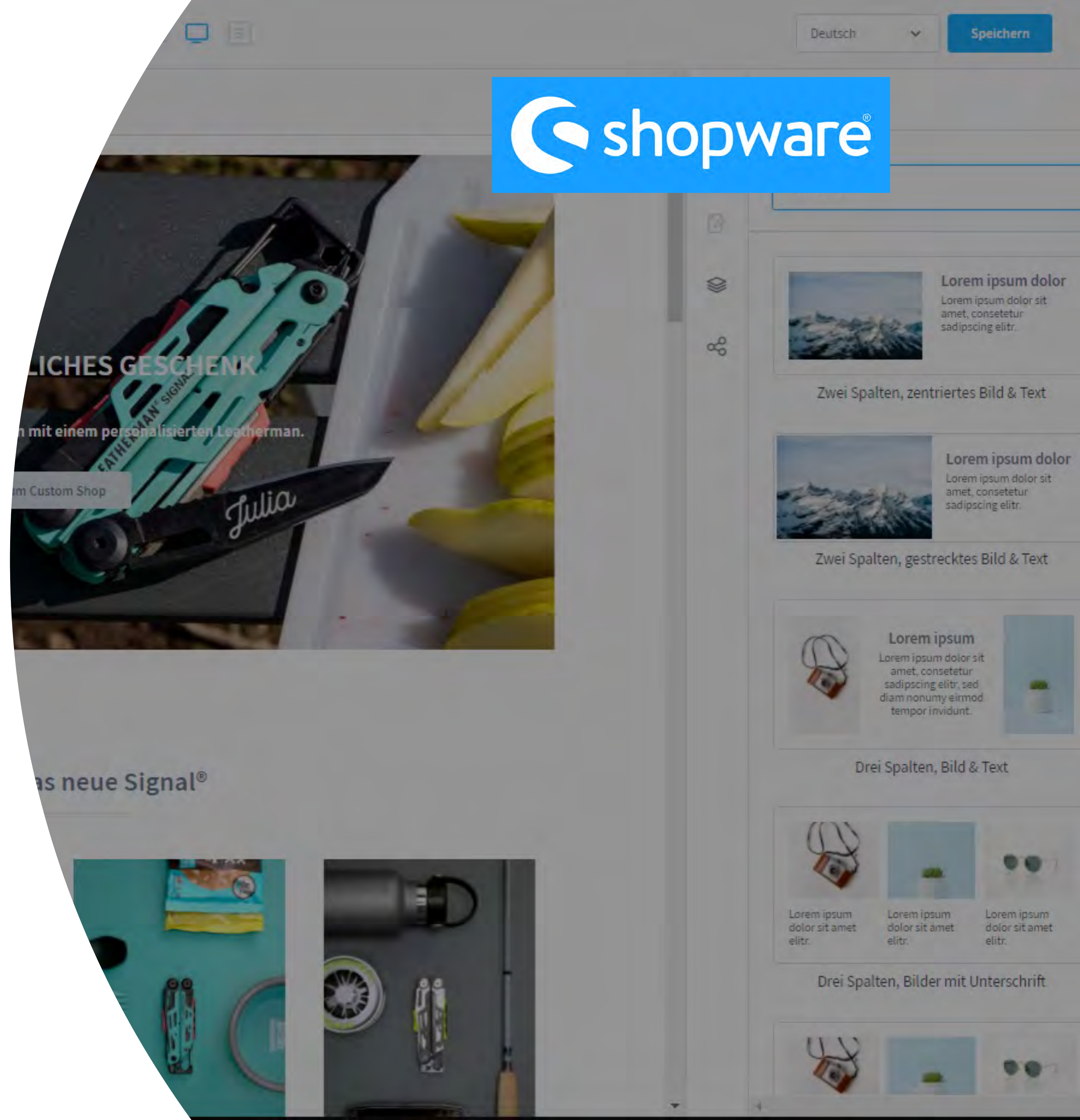
MacBook Air	13" MacBook Pro	16" MacBook Pro
Ab 1.129 €	Ab 1.449 €	Ab 2.699 €
13,3" Retina Display ¹⁹	13,3" Retina Display ¹⁹	16" Retina Display ¹⁹
Apple M1 Chip	Apple M1 Chip Auch erhältlich mit Intel Core i5 oder i7 Prozessor	Intel Core i7 oder i9 Prozessor
Bis zu 16 GB Arbeitsspeicher	Bis zu 16 GB Arbeitsspeicher ²¹	Bis zu 64 GB Arbeitsspeicher
Bis zu 2 TB Speicherplatz ¹⁶	Bis zu 2 TB Speicherplatz ²¹	Bis zu 8 TB Speicherplatz ¹⁶
Bis zu 18 Std. Batterielaufzeit ²⁰	Bis zu 20 Std. Batterielaufzeit ²²	Bis zu 11 Std. Batterielaufzeit ²³
Touch ID	Touch Bar und Touch ID	Touch Bar und Touch ID
Kaufen	Kaufen	Kaufen
Weitere Infos >		Weitere Infos >



Implementation in Shopware

With a few simple adjustments, you can ensure in Shopware that the biological hurdles of human memory do not have a negative impact on buying behaviour.

- Filter
- Comparison Tables
- Wishlist
- Recently Viewed Articles
- Guided Selling



Implementation in Shopware

Filter

Sensibly created filters also help your customers to find their way around your offer. This way, they can narrow down the selection of your products and get only the products that are relevant to them and their requirements.

Shopware offers you the possibility to create individual filters for each item listing in the "Properties" tab and to fill these filter categories with different properties.

New filter categories or additional properties per filter category can be compiled with a few clicks.

Eigenschaften				
Durchsuche alle Eigenschaften ...				
Eigenschaften (5)				
Deutsch ▼ Hinzufügen				
Eigenschaft	Eigenchafts-Ausprägungen	Beschreibung		
Enthaltene Tools	Drahtschneider, Bithalter, Schneidhaken, Schraubendreher,	
Farbe	Kobalt, Karminrot, Braun Coyote, Edelstahl,	
Hobby	Jagen, Surfen, Fahrrad fahren, Motorrad fahren,	
Marke	ALUCOBOND® PLUS, NOBILIS, Markenname-Ausführung communicode Test, PLEXIGLAS® LED, ...	Korrekte Markenschreibweise der einzelnen Pr	...	
Nach Aktivität	Für echte Handwerker, Für jeden Tag, Für Profis, Für Heimwerker,	

< 🏠 **Neue Eigenschaft** Deutsch ▼ Abbrechen Speichern

Basisinformation

Name *

Namen eingeben ...


Beschreibung

Gib eine Beschreibung ein ...

Im Produktfilter von Produktlisten anzeigen

Darstellung der Ausprägungsauswahl * Text ▼ Sortierung * Alphanumerisch ▼ Position 1

Eigenchafts-Ausprägung

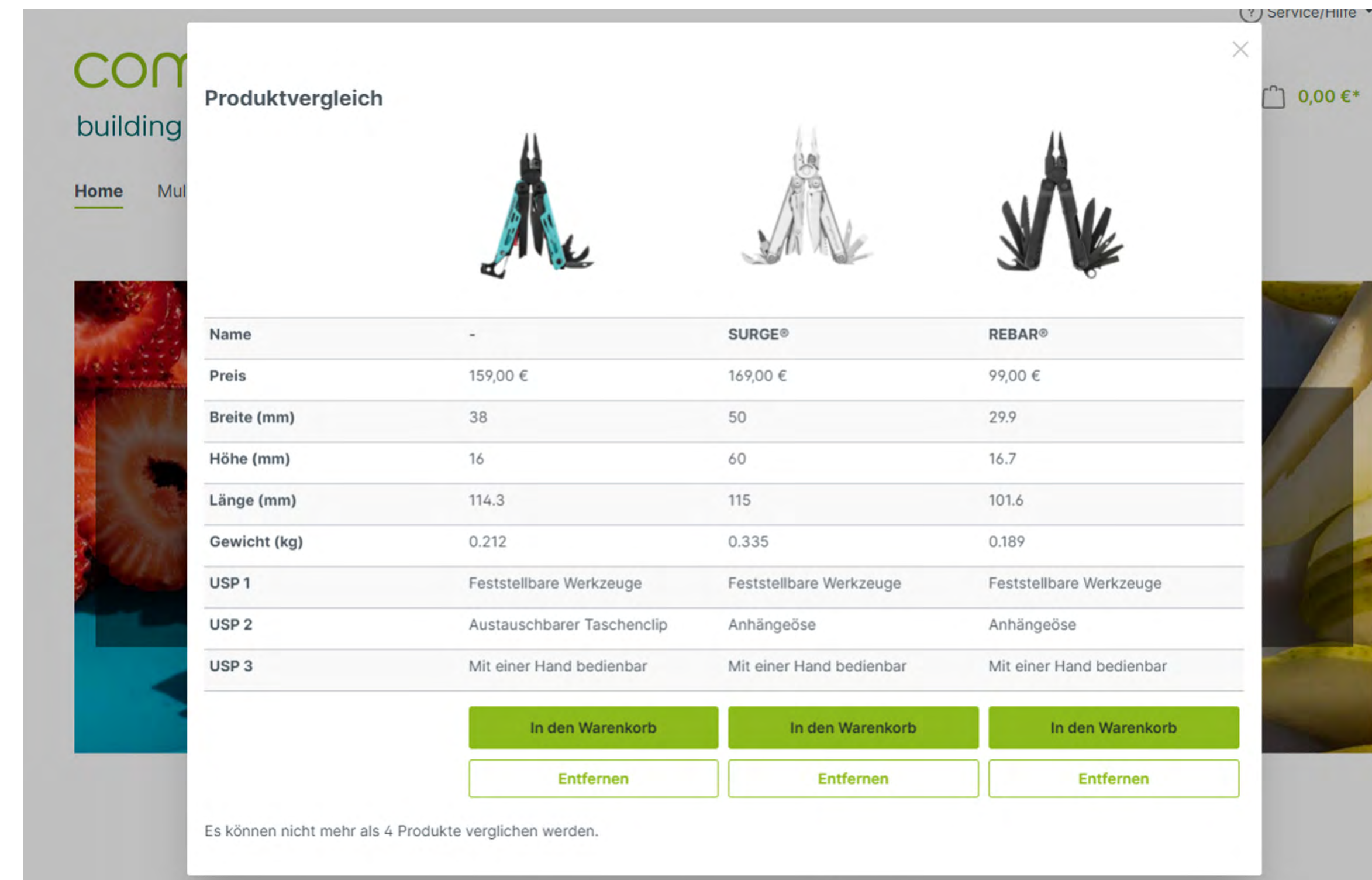


Pflege die Basisinformationen, speichere die Eigenschaft und füge dann individuelle Ausprägungen hinzu.

Implementation in Shopware Comparison Tables

The ability to compare products and see all the similarities and differences at a glance makes it easier for your customers to decide.

In the comparison table in Shopware, all properties that were stored in the backend configuration are compared with each other.



The screenshot shows a 'Produktvergleich' (Product Comparison) modal window. It displays three multi-tool products: a blue and black multi-tool, a silver multi-tool, and a black multi-tool. Below the images is a comparison table with the following data:

Name	-	SURGE®	REBAR®
Preis	159,00 €	169,00 €	99,00 €
Breite (mm)	38	50	29.9
Höhe (mm)	16	60	16.7
Länge (mm)	114.3	115	101.6
Gewicht (kg)	0.212	0.335	0.189
USP 1	Feststellbare Werkzeuge	Feststellbare Werkzeuge	Feststellbare Werkzeuge
USP 2	Austauschbarer Taschencлип	Anhängeöse	Anhängeöse
USP 3	Mit einer Hand bedienbar	Mit einer Hand bedienbar	Mit einer Hand bedienbar

Below the table, there are three columns of buttons for each product: 'In den Warenkorb' (Add to cart) and 'Entfernen' (Remove). At the bottom, a note states: 'Es können nicht mehr als 4 Produkte verglichen werden.' (No more than 4 products can be compared).

Comparison table created with Shopware



Implementation in Shopware Wishlist

So that your customers don't lose sight of the products they like but don't want to buy right now, they can save them in their personal watch list.

Product Name	Price	Buttons
SIGNAL™ (Aqua)	159,00 €*	Merken, In den Warenkorb, Vergleichen
SURGE® (5 stars)	169,00 €*	Merken, In den Warenkorb, Vergleichen
REBAR®	99,00 €*	Merken, In den Warenkorb, Vergleichen

communicode building digital bridges

Suchbegriff...

Home Multitools Apparel Messer Zubehör

Merkzettel

	REBAR® Hersteller: Leatherman	Produkt hinzugefügt: 12.05.2021	99,00 €*	X
			In den Warenkorb	
	SIGNAL™ Hersteller: Leatherman Farbe: Aqua	Produkt hinzugefügt: 12.05.2021	159,00 €*	X
			In den Warenkorb	

When you click the "Remember" button, the items are added to the list and stored there until the customer actively removes them from his list.

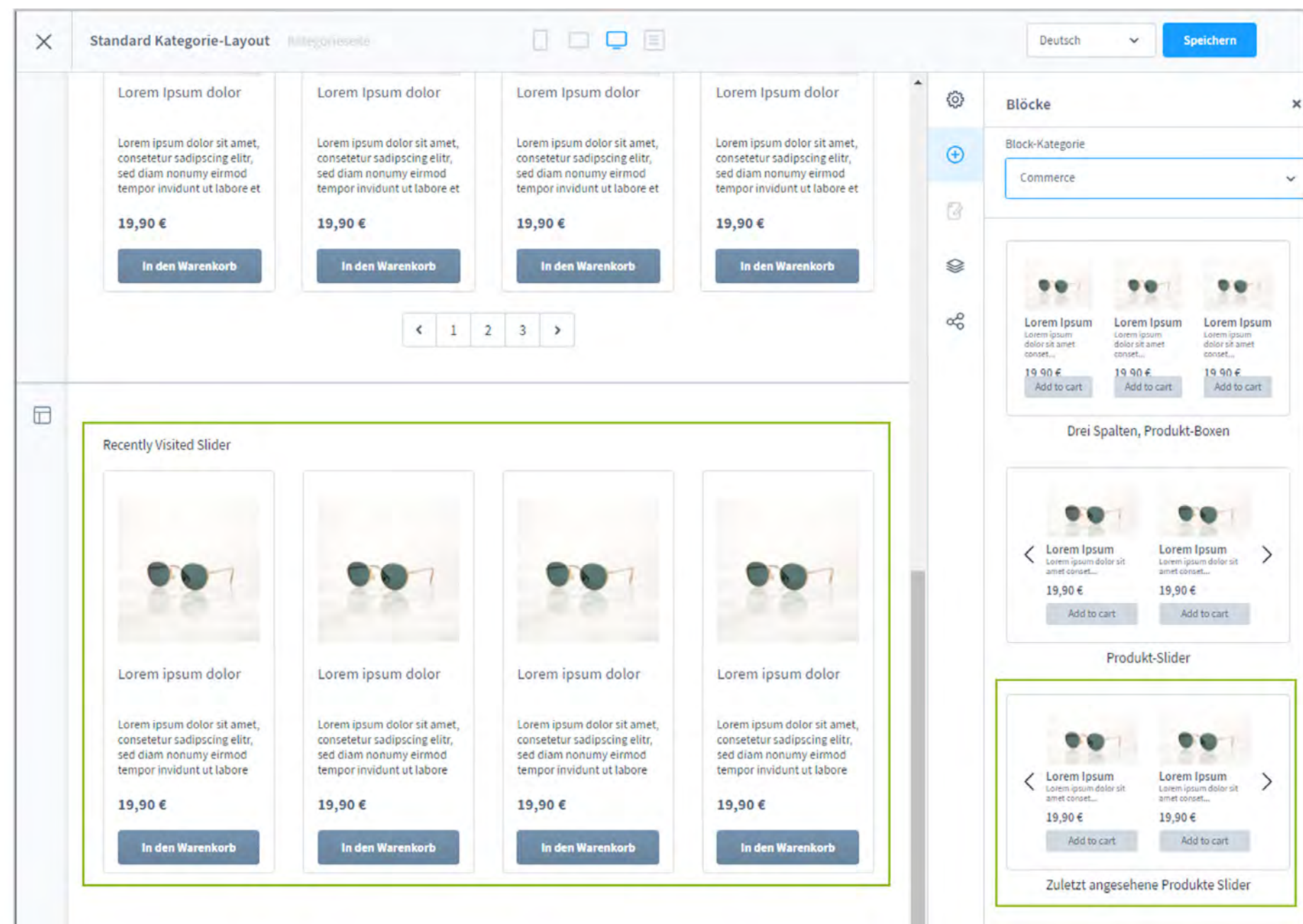


Implementation in Shopware

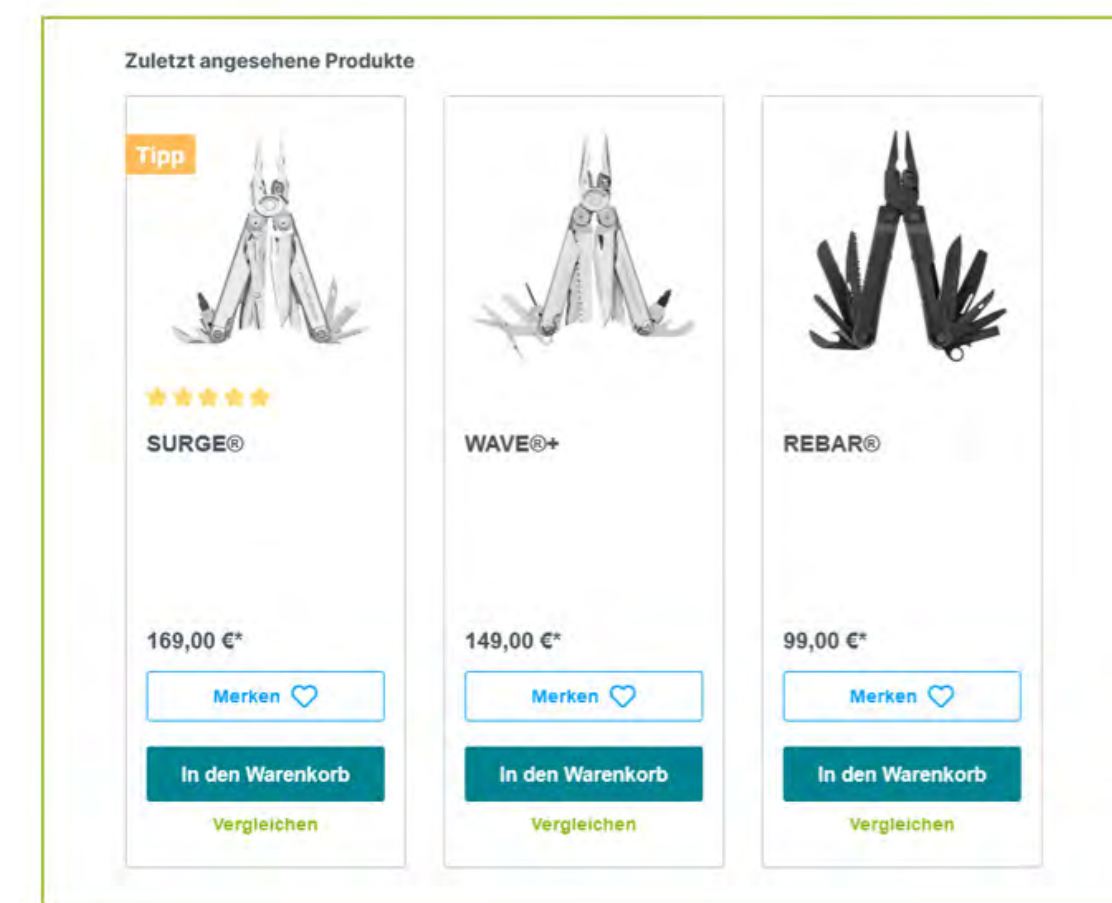
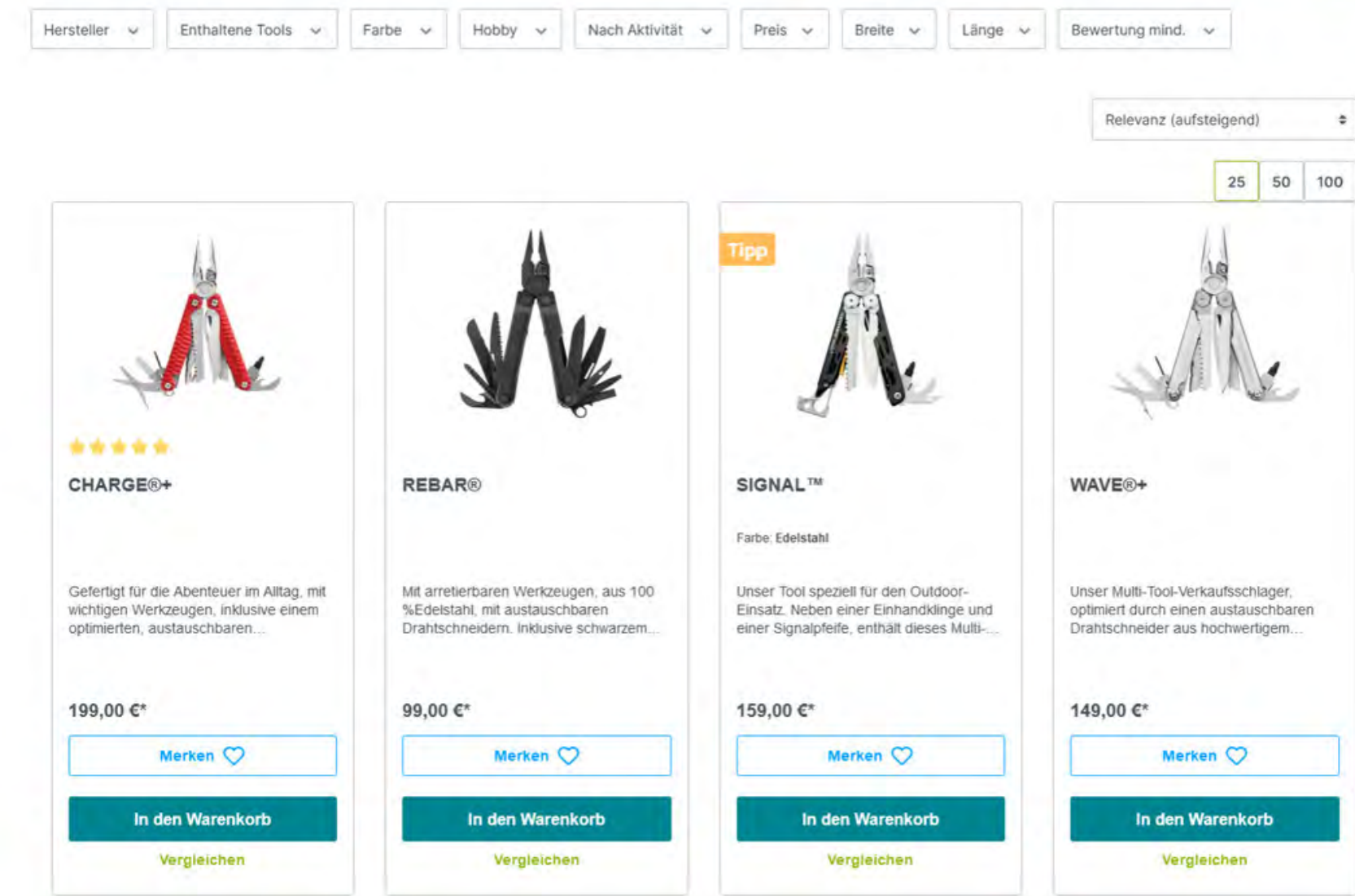
Recently Viewed Articles

Slider with "recently viewed items" can also be placed anywhere in the online store within Shopware.

This slider is an existing element that is present in Shopware Standard and can be inserted in the edit mode of the worlds of experience as often as desired and in different places.



For example, this slider can appear within the product listing or on the home page.



Shop Service
 Registrieren
 Zahlungsmethoden
 Versand
 Kontakt
 AGB

Information
 Datenschutz
 FAQ
 Impressum
 Cookie-Einwilligung
 Haftungsausschluss



Psychologie, UX
and Shopware

Social Proof

communicode AG



We Look at How Social Proof Influences our Shopping Behaviour

Since we have already pointed out above that the jam paradox and human memory can have a significant impact on our online shopping experience and purchase decisions, we would now like to examine the influence of our personal environment and society in general on our purchasing behaviour.





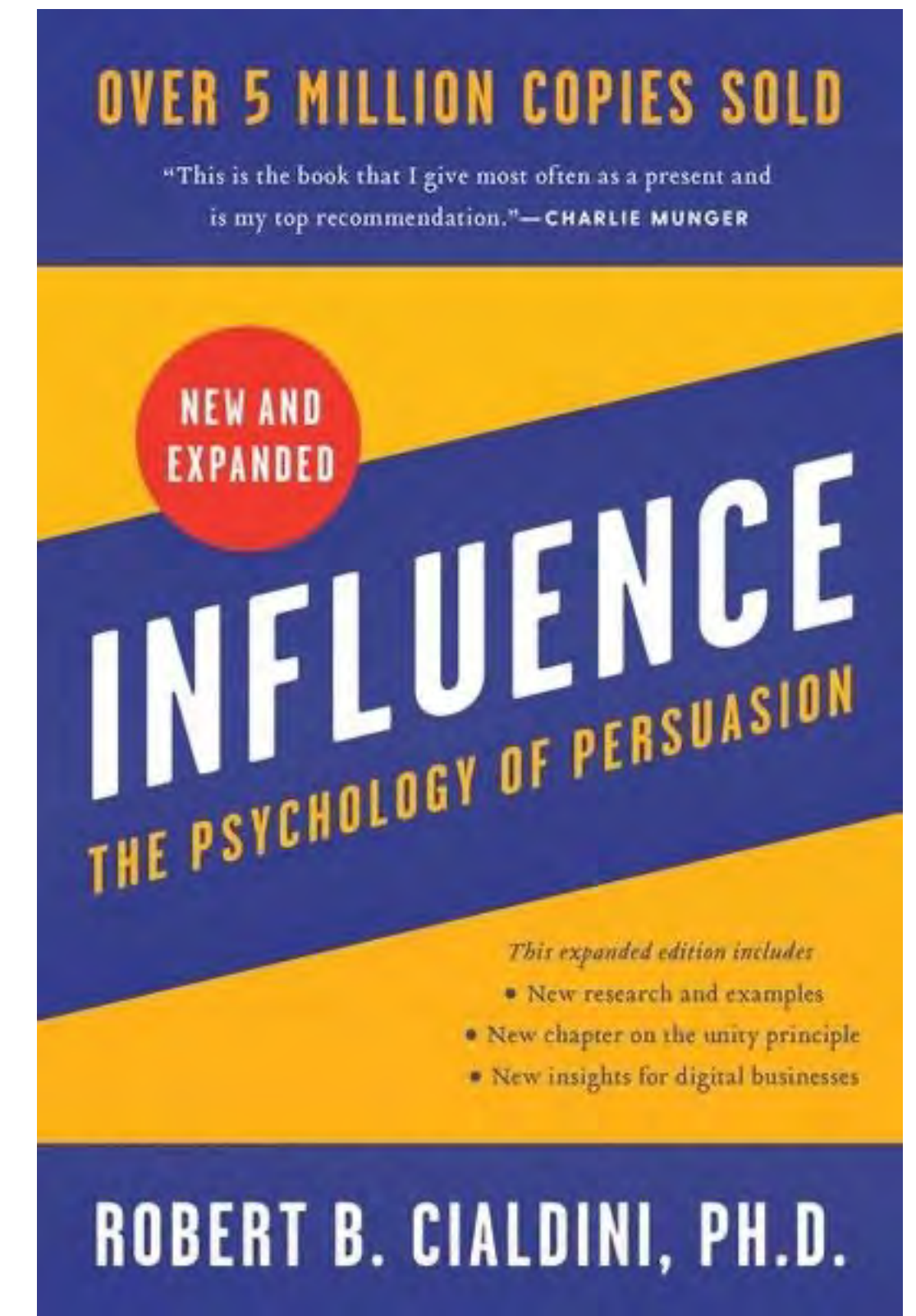
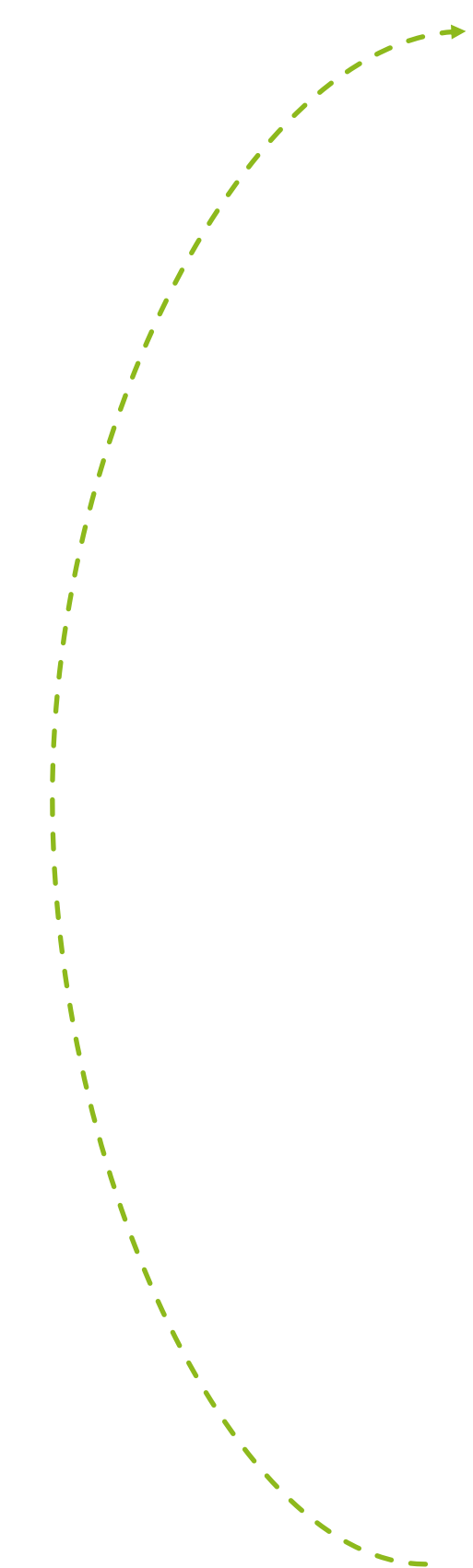
The Psychological Principle

The term *Social Proof* was coined by Robert Cialdini in his book *Influence* (1984). In our vernacular, social proof refers to informative social influence or social validation. The term describes the social phenomenon of people imitating the actions of others.

We know this from everyday life. We prefer to go to a restaurant that is already full than to an empty one. We buy the bestseller because others have bought it too. When others laugh, we laugh along with them. That's why comedy shows often laugh at the audience.

"As a rule, we make fewer mistakes when our behaviour is consistent with social "evidence." When many people do something, it's usually the right thing to do."

Robert Cialdini, *Influence* (1984)



The title they gave the book is classic social proof. How could you go wrong investing in the book when 50-million had already done so?

Examples of Social Proof from History

Claqueurs and Mourning Singers

While social proof is a modern marketing term, the insights it provides are not new. As early as the 1840s, Parisian theatres and opera houses had so-called "claqueurs" who were hired to applaud, laugh, and praise performances. In this way, the audience was positively influenced and encouraged to clap and laugh along. This works not only for laughter, but also for crying.

In some countries, for example, there are still so-called mourning singers who perform the ancient ritual of professional mourning. They are asked to sing laments and cry loudly at funerals. In this way, they normalize the grief so that the relatives feel that they are not alone with their loss. Thanks to the laments, they also dare to cry and express their grief.



Moirologia by a graveside in Mani, Greece, 1962. © CONSTANTINE MANOS/ MAGNUM PHOTOS

Examples of Social Proof from History

Mariana Starke

The first rating system was invented in the early 19th century by the English writer Mariana Starke. She developed a pioneering travel guide to France and Italy. In it, she described the political situation in the country and gave practical tips for tourists. She also developed a rating system in the form of exclamation points to rate places of interest. This was the forerunner of today's star ratings.



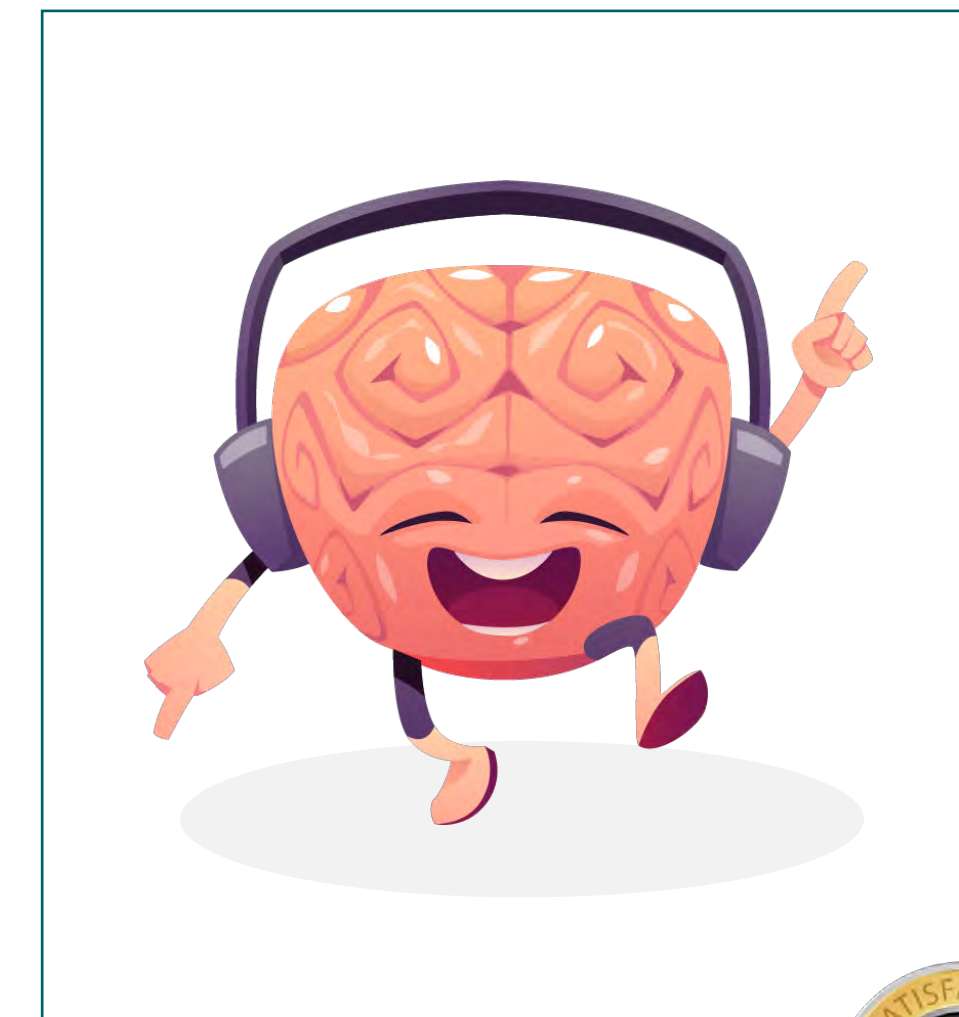
Mariana Starke used exclamation marks
as rating system in her travel guides
!!!!



Social Proof in e-commerce

No matter what the product, we feel much more confident in our purchasing decisions when customers in the same situation have made the same decision. Here are the **5 types of social proof**:

- Expert knowledge
- Prominent personalities
- Recommendations from friends
- Other users
- The behaviour of the masses



95% of people are copycats





Psychology in UX: How do You Use Social Proof Successfully?

Use reviews and ratings for products:

Ratings can be displayed in the form of stars on the product overview or on the product detail page in the form of reviews. You can also use reviews in search, for example, by filtering by them.

The screenshot shows the Amazon.de website interface. The top navigation bar includes the Amazon logo, location (44879 Bochum), search bar (containing 'Nintendo Switch'), and user account information (Halo, Stephanie). Below the navigation bar, there are category filters for Games, Best Seller, Vorbesteller, Angebote, Xbox Series X|S, Xbox One, Nintendo Switch, PlayStation 5, PlayStation 4, PC, Virtual Reality, and Veraltete Systeme.

The main content area is divided into two sections:

- Bestseller:** This section displays five products with their respective star ratings and review counts:
 - #1: Nintendo eShop Gift Card (€50), 5 stars, 14,325 reviews.
 - #2: Nintendo Switch Konsole - Grau (2020 Edition), 5 stars, 31,245 reviews.
 - #3: Logitech G213 Prodigy Gaming-Tastatur, RGB-..., 4.5 stars, 6,113 reviews.
 - Razer Kraken X - Gaming Headset (Ultra leichte...), 4.5 stars, 34,649 reviews.
 - SOYES FFP2 Maske CE Zertifiziert Schwarz 5-..., 4 stars, 58 reviews.
- Häufig gewünscht:** This section displays five products:
 - RingFit Adventure, 79,99 €.
 - Super Mario Bros. U Deluxe, 49,99 €.
 - Luigi's Mansion 3, 48,99 €.
 - Super Smash Bros. Ultimate, 52,99 €.
 - Nintendo Switch Konsole, 329,00 €.

On the left side of the screenshot, there is a sidebar with various filters and categories, including 'Entdecken', 'Prime Gaming', 'Neuheiten', 'Kategorie', 'Nintendo Switch', 'Climate Pledge Friendly', and 'Amazon Prime'.



Psychology in UX: How do You Use Social Proof Successfully?

Use expert knowledge

With expertise, a review or a statement will have more value (and more impact). For example at Thalia, booksellers give book recommendations.

The screenshot shows the Thalia website interface. At the top, there is a search bar with the text "Alle Titel, Autor, Stichwort, ISBN" and a search icon. To the right of the search bar is a user profile icon labeled "Mein Konto". Below the search bar is a navigation menu with items: Bücher, eBooks,olino, Hörbuch-Downloads, Schule, Spielwaren, Filme, Musik, Wohnen, Technik, Schreibwaren, Geschenkkarte, SALE, and Clu. The main content area features a light green banner with the text: "Über 800 Buchhändlerinnen und Buchhändler bewerten für Sie ständig Bücher und geben Ihnen Tipps, welche davon als Nächstes für Sie persönlich in Frage kommen könnten. Deshalb sind sie Ihre Lieblingsbuchhändler. Lassen Sie sich inspirieren!". Below this banner is the section "Ihre BuchhändlerInnen-Empfehlungen". On the left, there is a circular profile picture of a woman, followed by her name "Melanie Winkler" and her title "Buchhändlerin - Thalia Norderstedt". Below her name is a green button with a heart icon and the text "Folgen". To the right of the profile are three book covers, each with a star rating of 5/5. The first book is "INSPEKTOR TAKEDA UND DIE STILLE SCHULD" by J. L. Carr. The second is "Der Apfel fällt recht weit vom Stamm" by Tove Mørk. The third is "Die langen Abende" by Elizabeth Strout. At the bottom right of the book recommendations section is a blue button with a right-pointing arrow and the text "Weitere Bewertungen".

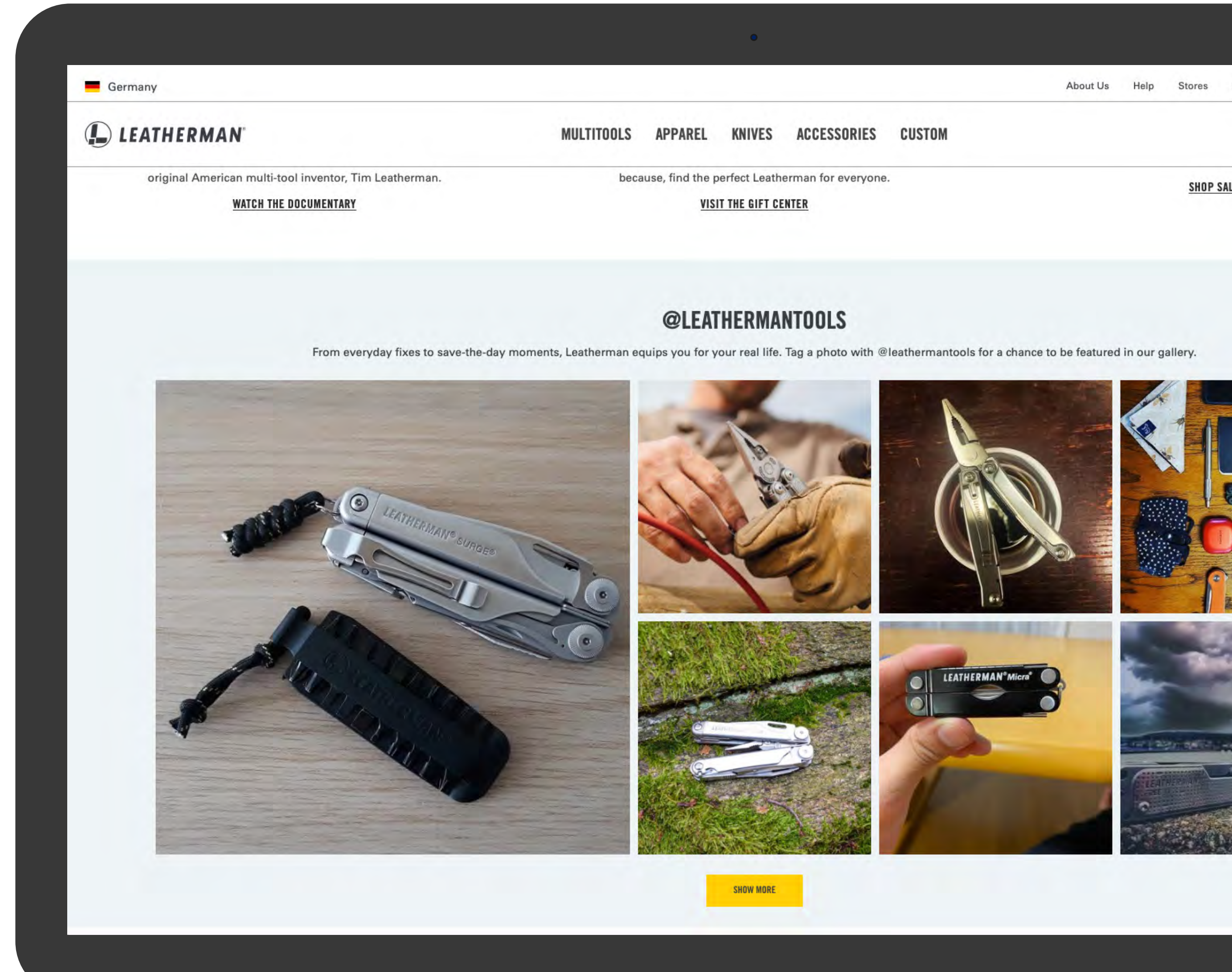


Psychology in UX: How do You Use Social Proof Successfully?

Use social proof through influencers or social media:

The more authentic the person embodies the product, the higher the credibility and authenticity for users.

Install an **Instagram feed** on the product detail page or home page: People copy other people's behaviour, especially if they are like them.

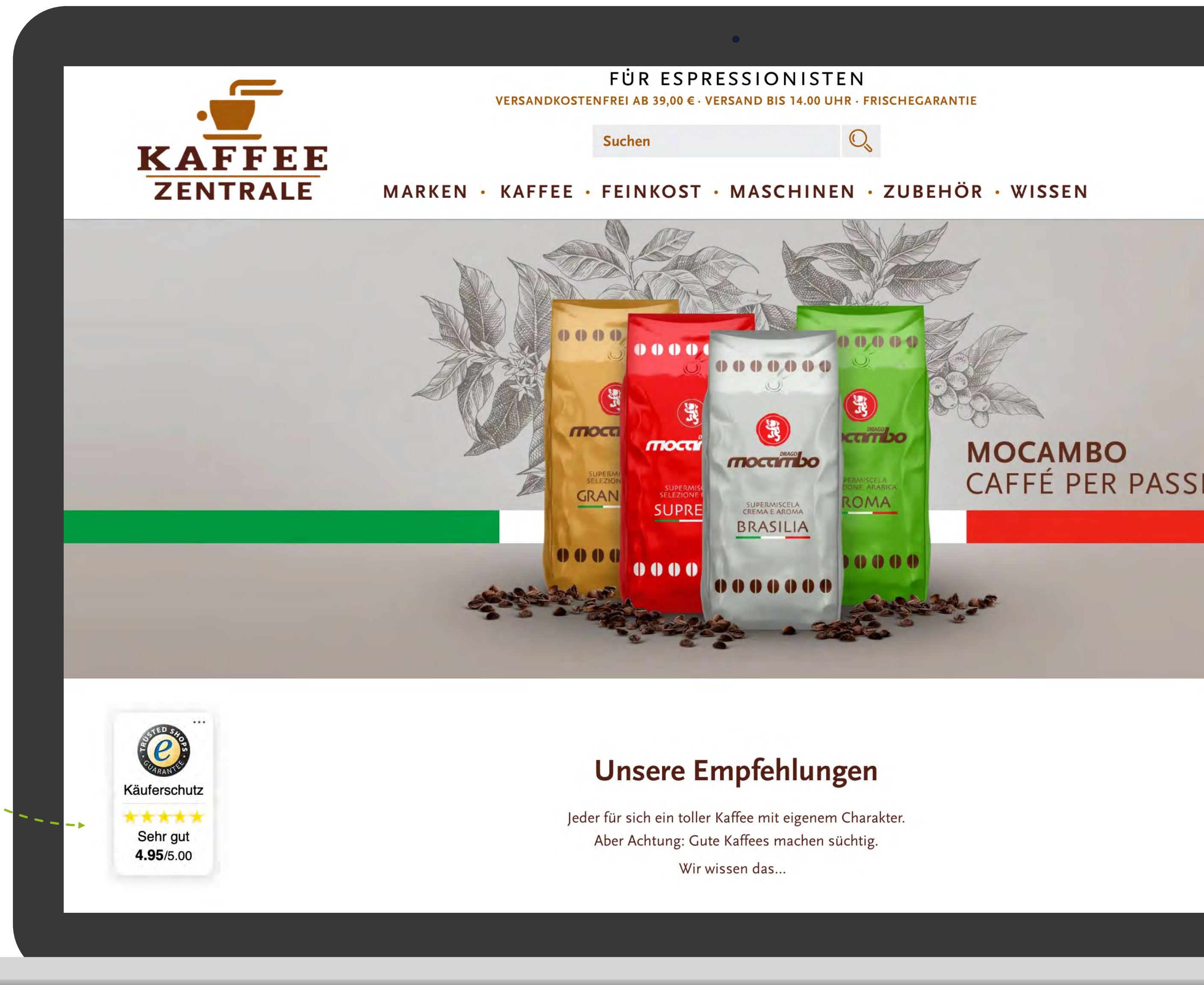
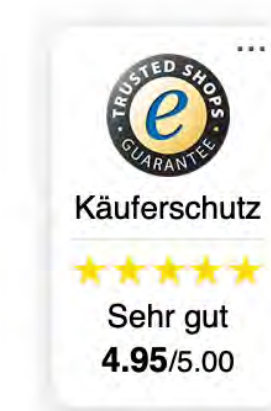




Psychology in UX: How do You Use Social Proof Successfully?

Show seals of approval and good test results of a product:

Seals can positively influence the purchase decision, because users trust expert knowledge.



Unsere Empfehlungen

Jeder für sich ein toller Kaffee mit eigenem Charakter.
Aber Achtung: Gute Kaffees machen süchtig.
Wir wissen das...

Social Proof

Social proof can be very effective. However, it should not be used unwisely. Due to the success of social proof, some stores and websites have overused it and complicated the interaction. As a result, the user experience suffers. Therefore, it is important to test and not just assume that every social proof feature is beneficial. For example, which social proof mechanisms increase conversion rates can be found out by A/B testing comment, rating and testimonial features. Usability tests can show whether social proof functions lead to a cluttered and confusing interface that distracts users too much instead of encouraging them to buy.

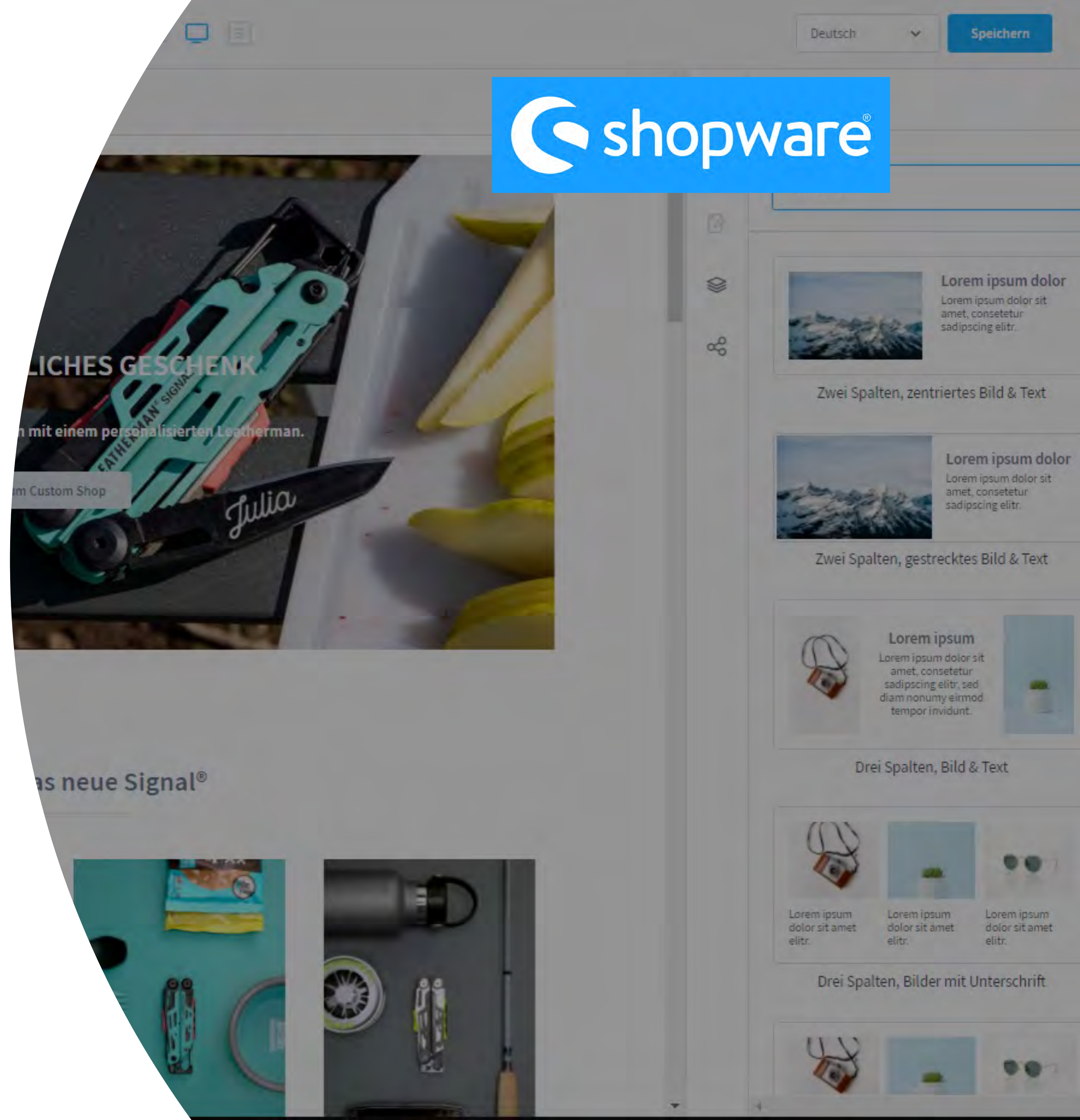




Implementation in Shopware

3 ways to implement Social Proof in Shopware

- Reviews
- Recommendations
- Embed Instagram Feed





Implementation in Shopware Reviews

The reviews of other customers have a significant impact on buying behaviour. For this reason, Shopware offers your customers the possibility to rate their purchased products.

Beschreibung Eigenschaften & Ausführungen Hersteller **Bewertungen**

2 von 2 Bewertungen Sortiert nach Am besten bewertet

★★★★★ 5 von 5 Sternen Bewertungen nur in aktueller Sprache anzeigen.

<input type="checkbox"/> Perfekt (2)	<div style="width: 100%; height: 10px; background-color: #ffc107;"></div>	100%
<input type="checkbox"/> Sehr gut (0)	<div style="width: 0%; height: 10px; background-color: #ffc107;"></div>	0%
<input type="checkbox"/> Gut (0)	<div style="width: 0%; height: 10px; background-color: #ffc107;"></div>	0%
<input type="checkbox"/> Akzeptierbar (0)	<div style="width: 0%; height: 10px; background-color: #ffc107;"></div>	0%
<input type="checkbox"/> Unbefriedigend (0)	<div style="width: 0%; height: 10px; background-color: #ffc107;"></div>	0%

Geben Sie eine Bewertung ab!
Teilen Sie Ihre Erfahrungen mit dem Produkt mit anderen Kunden.

Schreiben Sie eine Bewertung

May 10, 2021 09:33

★★★★★ **Kundenservice wie man ihn selten erlebt!!!**

Vielen Dank für das tolle Leatherman. Nicht nur das die Qualität sehr gut ist auch die Kommunikation mit dem Kundenservice war wahnsinnig gut. Unheimlich freundlich und sehr hilfsbereit wurde eine Lösung für die gewünschte Personalisierung gefunden.

— Unser Kommentar: Vielen Dank für Ihre tolle Bewertung!





May 10, 2021 09:35

★★★★★ **Super Multitool**

Ich habe mir das Charge + personalisieren lassen, und was soll ich sagen, es sieht richtig gut aus. Ich habe es mir in schwarz geholt, alles ist gut leserlich und erkennbar. Die Messer sind scharf, die mitgelieferten Bits top wie auch alle anderen Werkzeuge. Einzig die Schere will manchmal nicht in die Ausgangsposition zurück springen. Alles in Allem super Produkt das mich hoffentlich sehr lange begleiten wird.

Relevanz (aufsteigend)

25 50 100

 <p>★★★★★</p> <p>CHARGE®+</p> <p>Gefertigt für die Abenteuer im Alltag, mit wichtigen Werkzeugen, inklusive einem optimierten, austauschbaren...</p> <p>199,00 €*</p> <p style="text-align: center; border: 1px solid #007bff; padding: 2px;">Merken ♥</p> <p style="text-align: center; background-color: #007bff; color: white; padding: 5px;">In den Warenkorb</p> <p style="text-align: center; font-size: 0.8em; color: #ffc107;">Vergleichen</p>	 <p>REBAR®</p> <p>Mit arretierbaren Werkzeugen, aus 100 %Edelstahl, mit austauschbaren Drahtschneidern. Inklusive schwarzem...</p> <p>99,00 €*</p> <p style="text-align: center; border: 1px solid #007bff; padding: 2px;">Merken ♥</p> <p style="text-align: center; background-color: #007bff; color: white; padding: 5px;">In den Warenkorb</p> <p style="text-align: center; font-size: 0.8em; color: #ffc107;">Vergleichen</p>	<p style="background-color: #ffc107; padding: 2px; font-size: 0.8em; font-weight: bold;">Tipp</p>  <p>SIGNAL™</p> <p>Farbe: Edelstahl</p> <p>Unser Tool speziell für den Outdoor-Einsatz. Neben einer Einhandklinge und einer Signalpfeife, enthält dieses Multi-...</p> <p>159,00 €*</p> <p style="text-align: center; border: 1px solid #007bff; padding: 2px;">Merken ♥</p> <p style="text-align: center; background-color: #007bff; color: white; padding: 5px;">In den Warenkorb</p> <p style="text-align: center; font-size: 0.8em; color: #ffc107;">Vergleichen</p>	 <p>WAVE®+</p> <p>Unser Multi-Tool-Verkaufsschlager, optimiert durch einen austauschbaren Drahtschneider aus hochwertigem...</p> <p>149,00 €*</p> <p style="text-align: center; border: 1px solid #007bff; padding: 2px;">Merken ♥</p> <p style="text-align: center; background-color: #007bff; color: white; padding: 5px;">In den Warenkorb</p> <p style="text-align: center; font-size: 0.8em; color: #ffc107;">Vergleichen</p>
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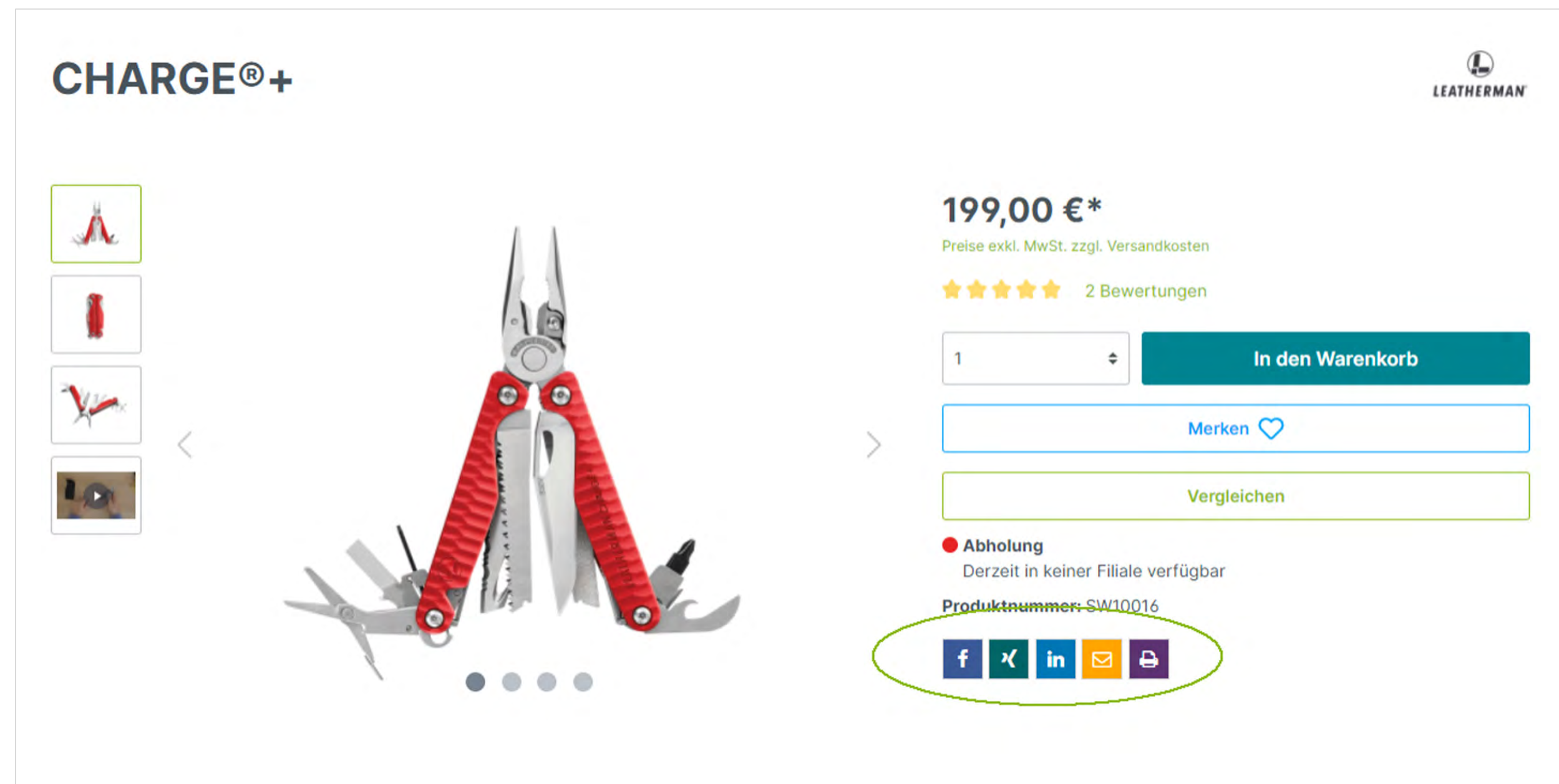
The customer can already see that a product has been rated and how these ratings turned out in the item listing. Of course, he can also filter the articles based on the ratings.



Implementation in Shopware Recommendations

In addition to reviews of a product, your customer can also recommend a particular product to his contacts via social media.

To realize this, the plugin "Social Share Buttons (WhatsApp, Facebook, Twitter and more) for SW6" can be used. With the help of the plugin, it is possible to integrate ten different social media icons like Facebook, WhatsApp, Facebook Messenger, Twitter, Pinterest, Tumblr, Xing, LinkedIn as well as icons for emailing and printing into the online store.



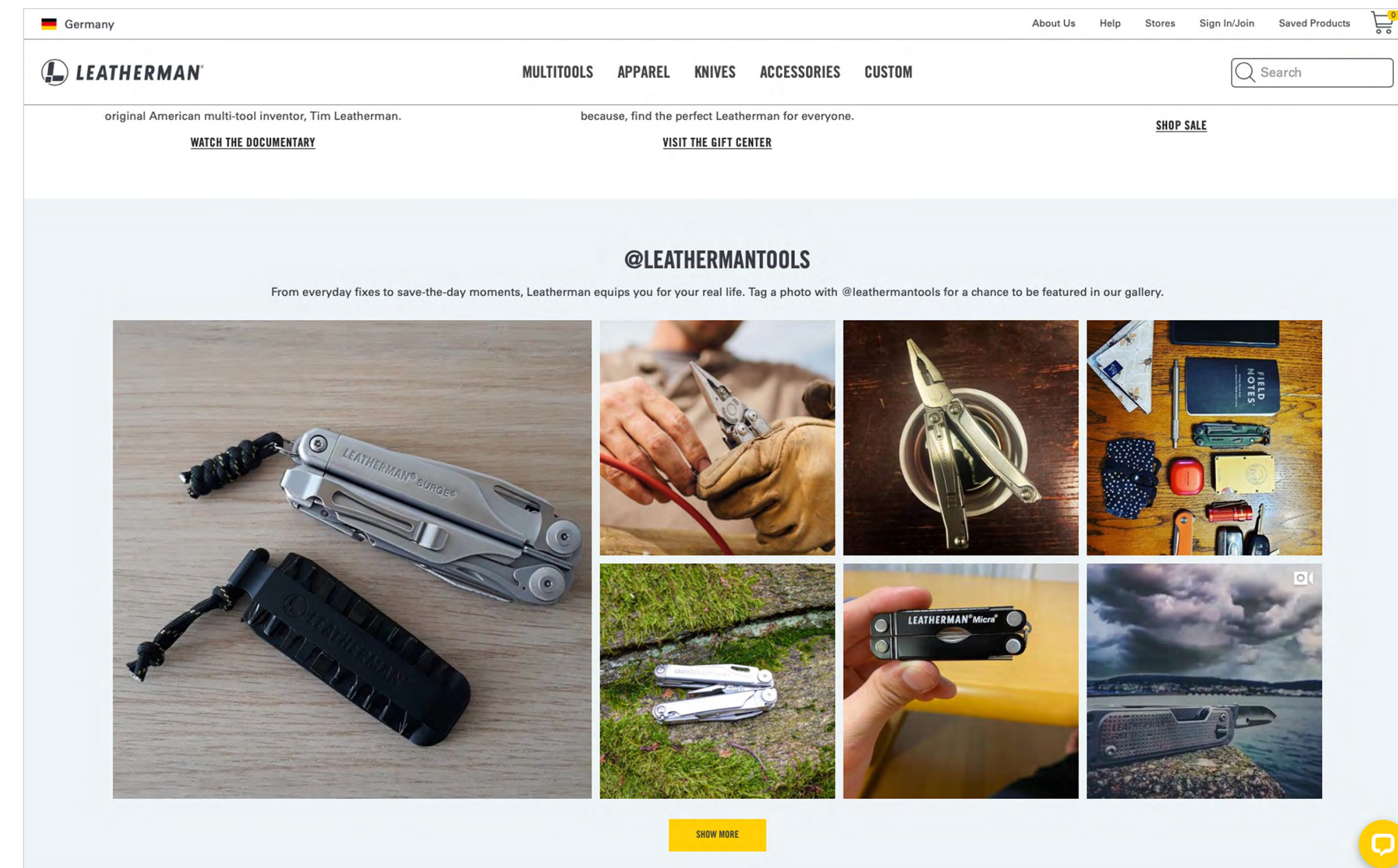
Social Share Buttons



Implementation in Shopware Embed Instagram Feed

The integration of an Instagram feed can also strengthen the social proof.

Here, a plugin can be used to add this function to the online store. The plugin "Instagram Feed for Shopping Worlds - Grid" is recommended. With a few clicks, the feed of the Instagram channel is displayed on the home page or any landing page.




The feed of the Instagram channel is displayed on the home page



3 Psychological Principles That Influence the Choices We Make

We've learned about three principles of psychology that you can incorporate into your online store or your next marketing campaign to get the best results.

We hope this e-book gives you an idea how to implement these principles into  quickly and easily and use them to increase your conversion rate. More info can be found in the [Shopware 6 documentation](#).

**Psychology can lead to great user experiences.
And great user experiences can lead to great results.**



Jam Paradox



Human Memory



Social Proof



Who We Are

communicode is your creative full-service digital agency from the heart of the Ruhr area. Here, we live and work for a networked world in which e-commerce, communication and omnichannel solutions work as a digital unit. Collaboration and knowledge sharing are our credo. Use our know-how for your success.



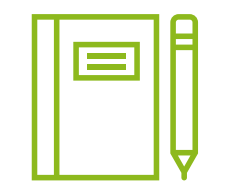
100

Employees



17

Years Experience



265

International Projects

