

Checklist – Signal Revenue Case Study

Signal Case Study – <https://growth.design/case-studies/signal-revenue/>



CHECKLIST - 5 Principles To Increase Your Revenues Ethically

- ①  **TIMELY PROMPT:** There's a time and place for everything, especially for asking people to give you their hard-earned money. Make sure you maximize the chances of your demands being heard. Also, make sure your prompts can't be easily mixed with an ad. Finally, don't overuse prompts.
- ②  **CLEAR USER BENEFITS:** Make sure you focus on the users' benefits when trying to convince them to buy something. We tend to overly focus on features while people think about how it could make their lives better.
- ③  **VALID DEFAULTS:** Try to reduce the number of decisions users have to make when facing your revenue flow. If you can pre-select default options while letting the possibility to easily change them, then you're creating "valid defaults."
- ④  **REDUCE CHOICE PARALYSIS:** With that in mind, always think about reducing the number of options people have to choose from. Choice paralysis is real. When it's easier to walk away from a decision than make it, you have a problem!
- ⑤  **SOCIAL PROOF:** Finally, you can always remind people what others did in the same situation. It usually makes them more comfortable to move forward with their decision.

INSIGHTS

Here are all of the 5 psychological and UX insights covered in the case study:

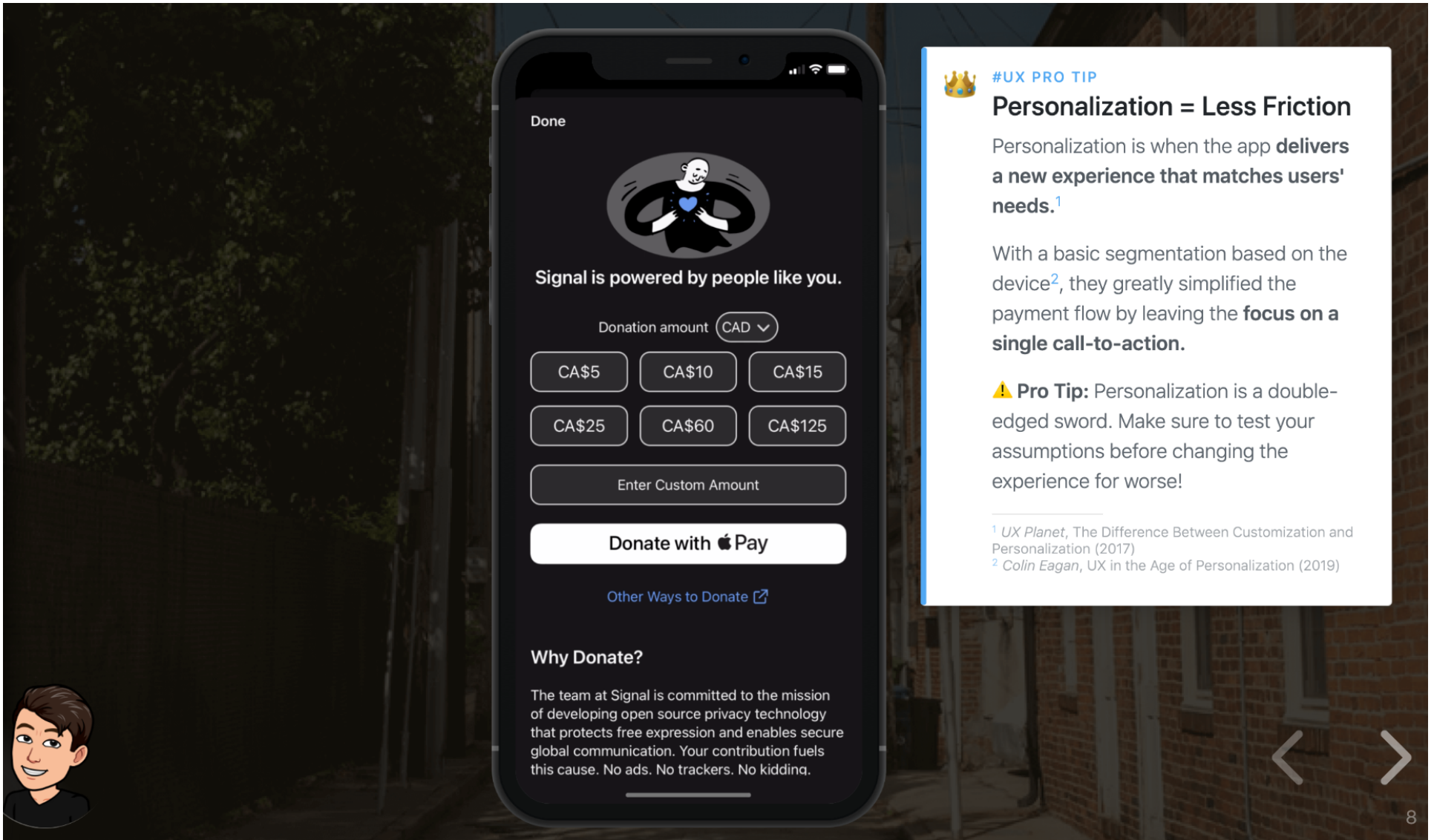
UX: Why



🧠 PSY: Banner Blindness



UX: Personalization



#UX PRO TIP

Personalization = Less Friction

Personalization is when the app **delivers a new experience that matches users' needs**.¹

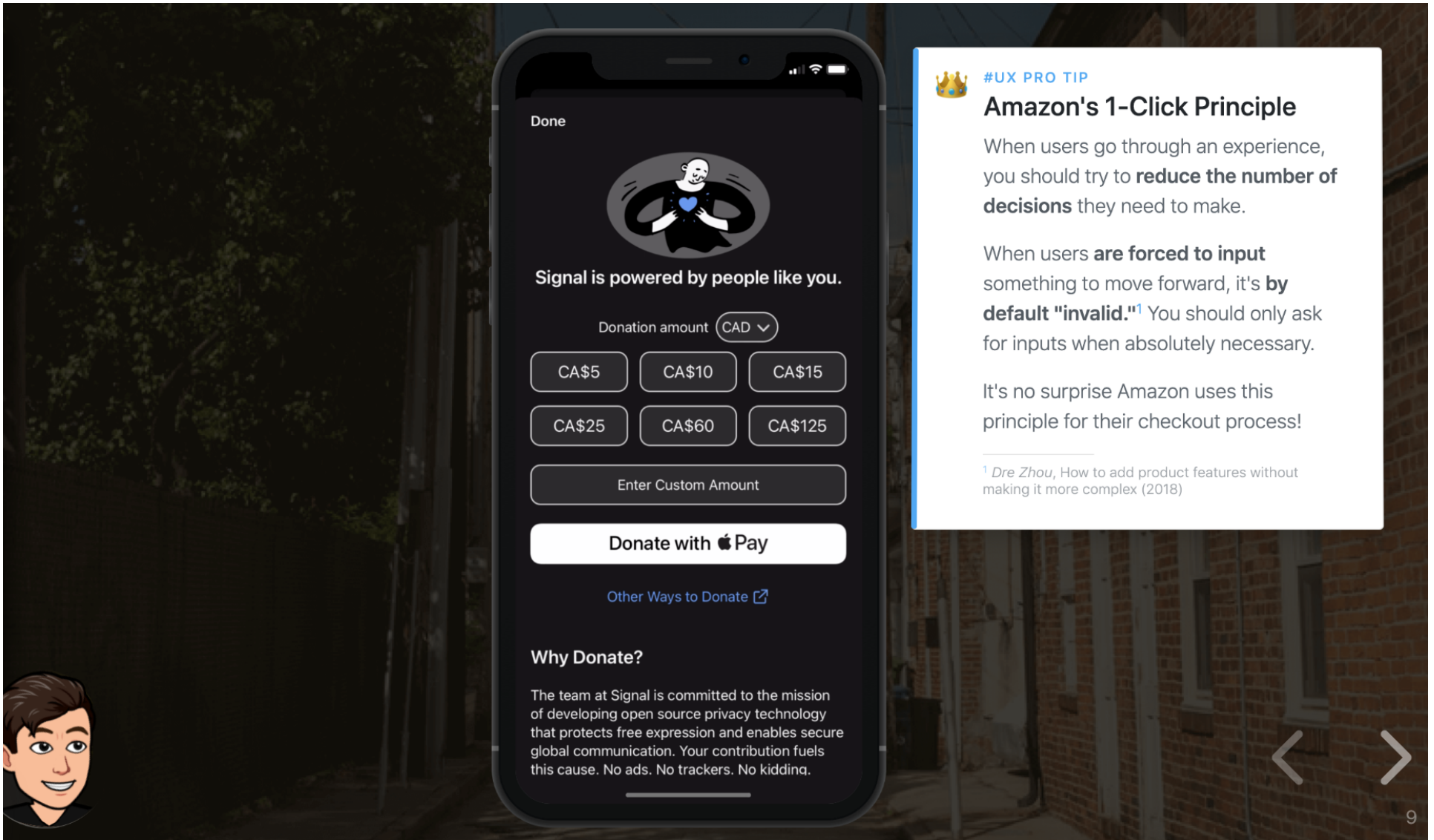
With a basic segmentation based on the device², they greatly simplified the payment flow by leaving the **focus on a single call-to-action**.

⚠ Pro Tip: Personalization is a double-edged sword. Make sure to test your assumptions before changing the experience for worse!

¹ UX Planet, The Difference Between Customization and Personalization (2017)

² Colin Eagan, UX in the Age of Personalization (2019)

UX: 1-Click Default



#UX PRO TIP

Amazon's 1-Click Principle

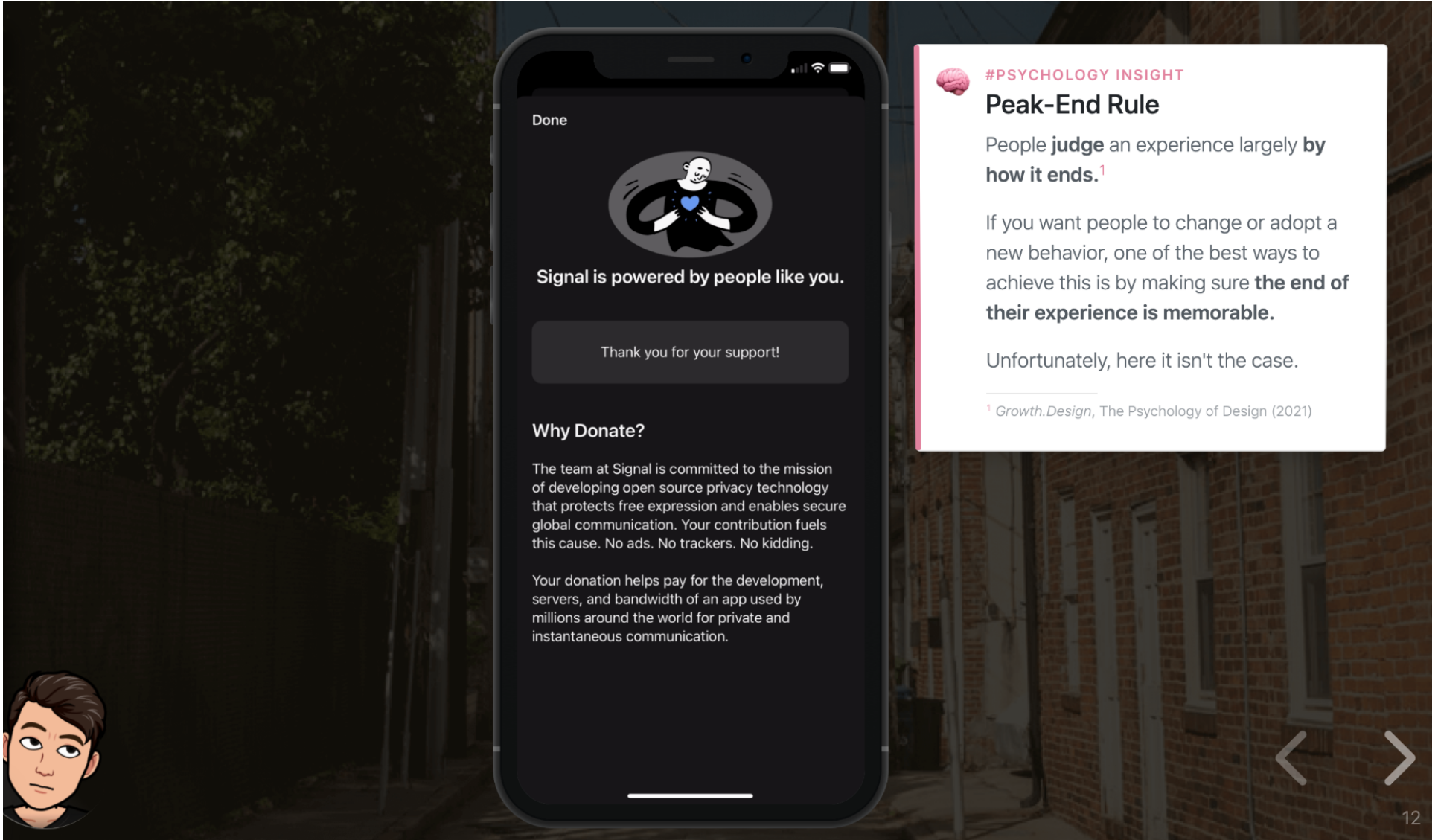
When users go through an experience, you should try to **reduce the number of decisions** they need to make.

When users **are forced to input** something to move forward, it's **by default "invalid."**¹ You should only ask for inputs when absolutely necessary.

It's no surprise Amazon uses this principle for their checkout process!

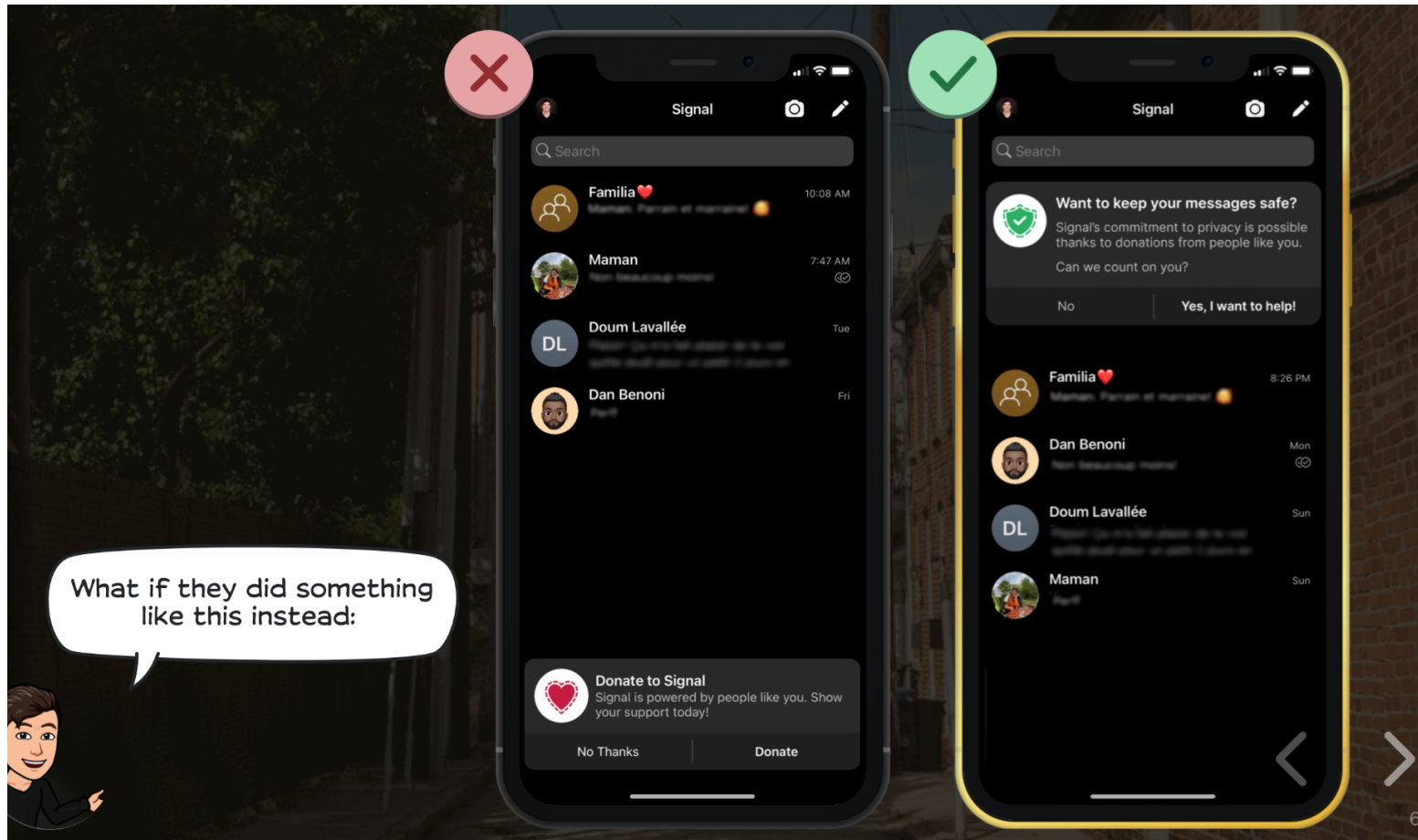
¹ Dre Zhou, How to add product features without making it more complex (2018)

🧠 PSY: Peak-end rule

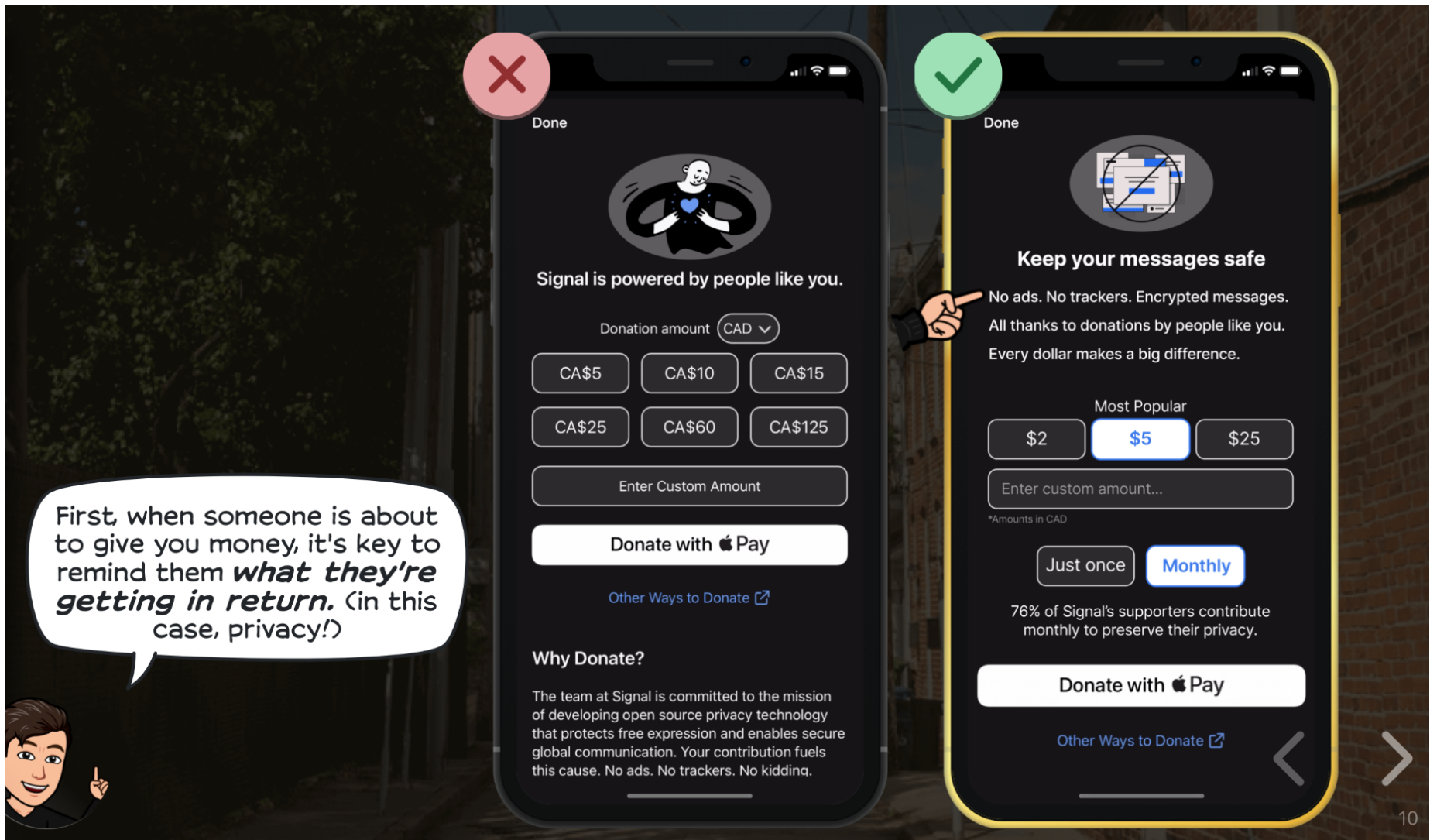


REDESIGNS

Donation Prompt



Donation Screen



Thank You Screen

