

Instinctive**CHOICE**

## Emotional Tools

Emotional Profiling™

Preference  
Prioritiser™

Emotional  
Benchmarking™

Emotional Gap  
Analysis™

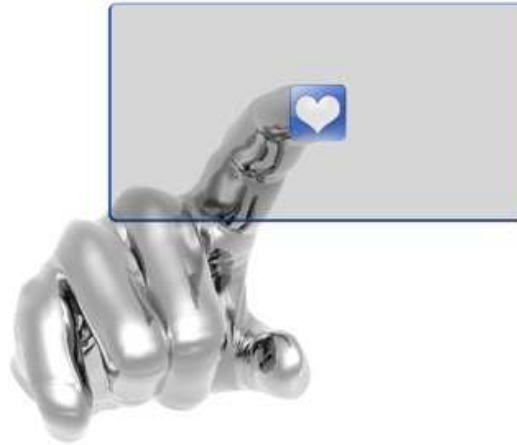
Customer Glue™

Web Glue™

# Web Glue™

## Do customers stick with you?

“Nowadays the competition is just a click away” is surely a modern cliché - it’s probably even been dubbed an e-cliché! However, there is no doubt that it is difficult to attract and retain customers in this über-competitive environment. Commercial websites must offer the customer value (useful) as well being easy to use (usable) but must also appeal to emotions (desirable). Many companies invest significant resources into improving the usefulness and usability of their websites, with little effort directed at desirability. Industry led research is beginning to show that the latter is becoming a key area in achieving competitive advantage.



Our data driven approach, based on Kansei Engineering, gives an insight into the specific emotions evoked by a particular website and the design elements which evoke the emotions. This approach significantly reduces the risk of designing for desirability. The link between design elements and emotional responses is made explicit allowing the website to be redeveloped with improved emotional appeal and built-in desirability.

*“ Web Glue™ develops emotionally appealing websites leading to long term sticky relationships with customers.”*

## Emotional Insight

- Increase click through revenue with up-front appeal (desirability)
- Make customer interactions more sticky
- Develop brand loyalty through enhanced emotional appeal