Design for the Irrational: Your customers will thank you!
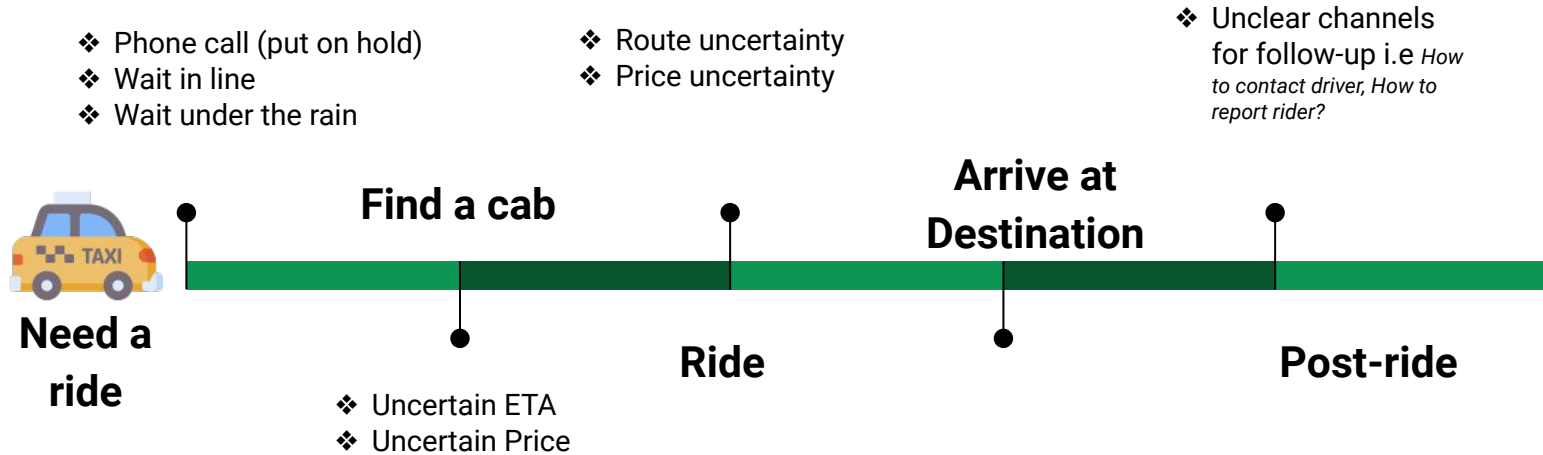
Convert X Women in Experimentation
June 6 2024

The taxi experience is clunky

❖ Phone call (put on hold)
❖ Wait in line
❖ Wait under the rain

❖ Route uncertainty
❖ Price uncertainty

❖ Unclear channels for follow-up i.e *How to contact driver, How to report rider?*

Find a cab

Arrive at Destination

Need a ride

Ride

Post-ride

❖ Uncertain ETA
❖ Uncertain Price

The traditional taxi experience is a poor one

⚠️ **Emotional Friction**

⚠️ **Logistical Friction**

Uber redefined the rider experience

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Before

❌ Removed information asymmetry

✅ Increased convenience of ordering a cab

During

❌ Minimized emotional discomfort

✅ Enhanced safety measures

After

✅ Incentivized good behavior

✅ Clear follow-up channels

The Uber experience is highly differentiated

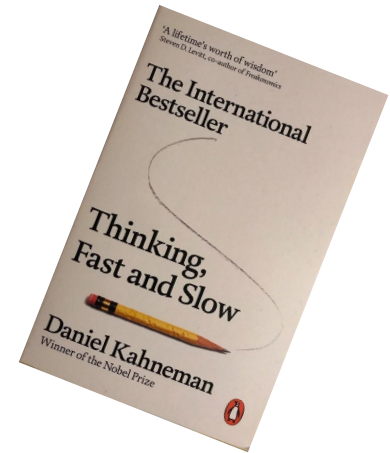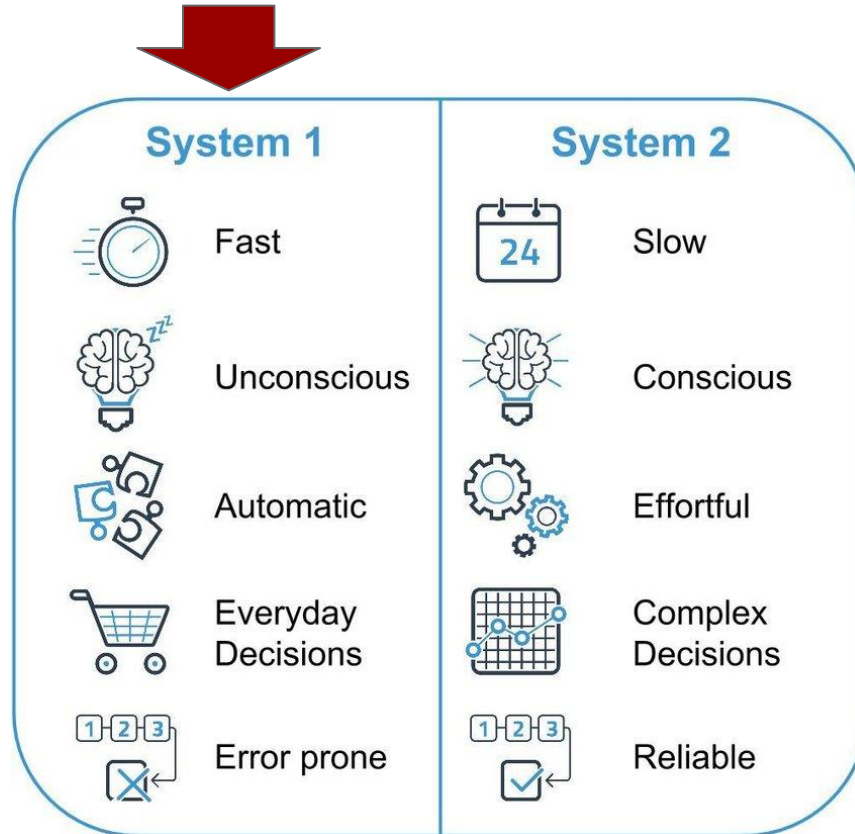|	
01	Understand human behavior

02	Leverage principles of behavioral science

Behavioral science is the study of human decision making.

❖ Aims to understand how and why people do what they do.

❖ Encompasses a few different disciplines such as sociology, psychology and anthropology.

❖ Behavioral scientists design experimental interventions to understand magnitude of behavior-change.

Most of our decisions are automatic

System 1	System 2
Fast	Slow
Unconscious	Conscious
Automatic	Effortful
Everyday Decisions	Complex Decisions
Error prone	Reliable

The International Bestseller

'A lifetime's worth of wisdom'
Steven D. Levitt, co-author of Freakonomics

Thinking, Fast and Slow

Daniel Kahneman
Winner of the Nobel Prize

Friction

Any factor or obstacle that increases the effort or time required to make a decision or to complete a task.

Uber gave us back a sense of control

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Before

❌ Removed information asymmetry

✅ **Increased convenience of ordering a cab**

During

❌ **Reduced emotional discomfort**

✅ Enhanced safety measures

After
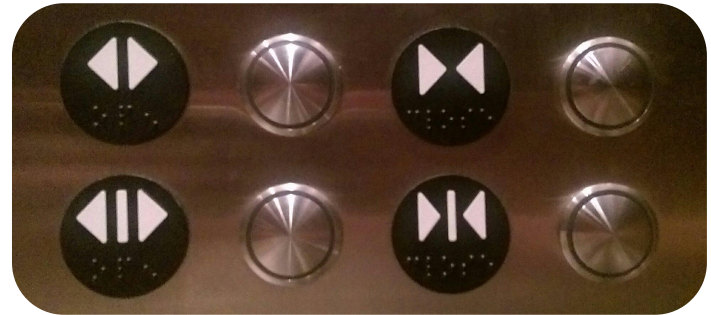
✅ Incentivized good behavior
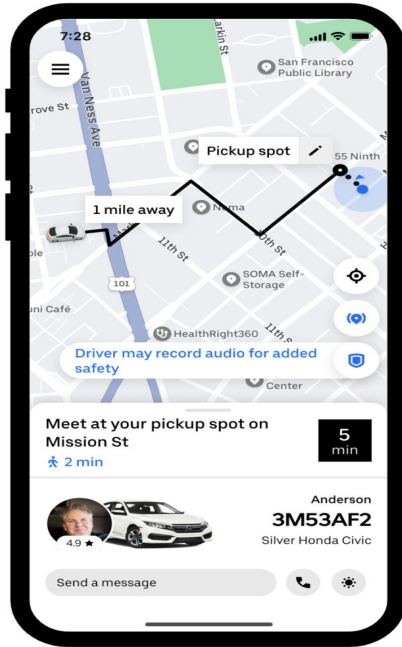
✅ **Clear follow-up channels**

The need for control is paramount
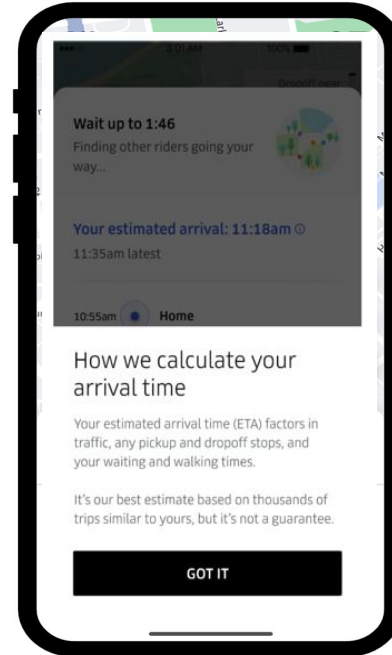

The New York Times

Pushing That Crosswalk Button May Make You Feel Better, but …

Uber uses 2 behavioral science principles to improve the rider experience

Idleness aversion

Operational transparency

Idleness Aversion

❖ *People dread idleness and want to be busy.*

Operational Transparency

❖ *Purposefully exposing your processes to customers to help them understand the work being done on their behalf.*

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Key Takeaways

- ❖ **Make it easy for customers to choose you.**

- ❖ **Identify the different points of friction and analyze how they impact the perceived quality of your product/service.**

- ❖ **Design for how people actually behave**

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Overview

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- Behavioral Scientist | Researcher | CX Advisor
- 10+ years in Banking & Consumer Analytics
- Masters from the University of Pennsylvania

Mission
To shift the business landscape to a "**people-first**" approach by leveraging behavior-change strategies and psychological principles.

Solutions
Customer Experience Design | Workshops
Surveys | Focus Groups | Experimental design