

# Question: How can we incorporate behavioural science concepts in designing email?

Using behavioural design to write an email to a customer explaining their options.

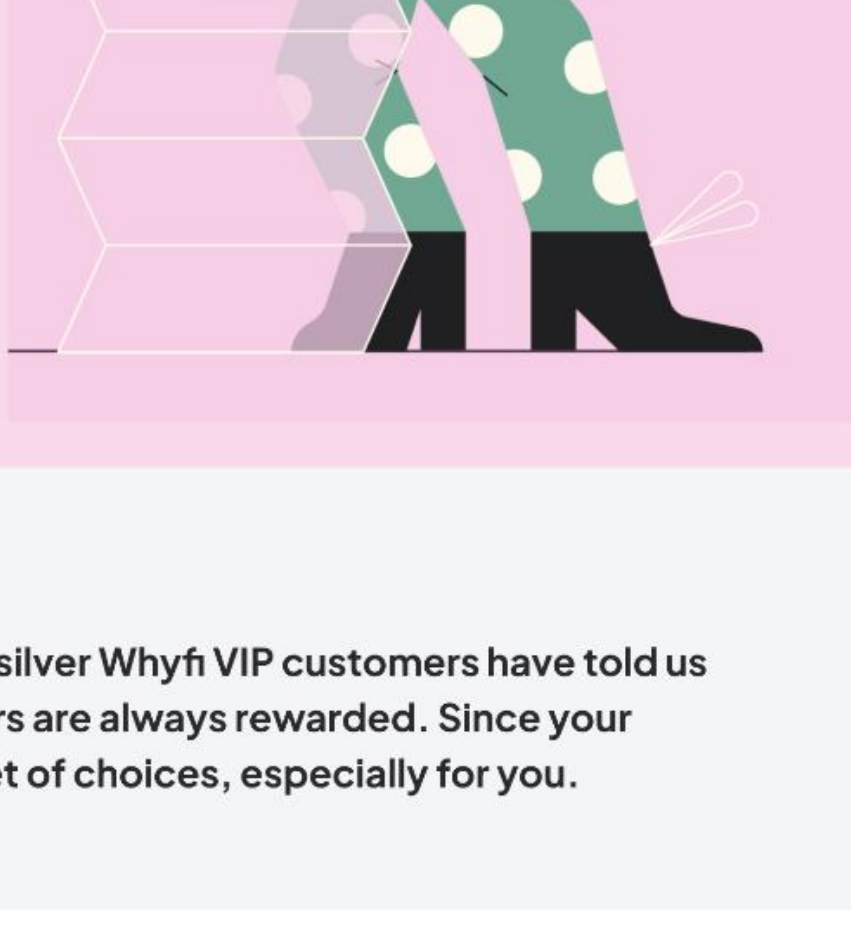
The aim is to give the customer visibility on their options and help them to select the pack that best suits their needs (features & price), whilst a minimising loss for the client. In this email, pack 2 has been identified as the most suitable pack for this customer and you should try to encourage them to select this pack.

[https://docs.google.com/document/d/lyglwwiDOXF\\_Wo3P8VlmoUexQco3qK\\_KQ1GaO4x-5j3E/edit?usp=sharing](https://docs.google.com/document/d/lyglwwiDOXF_Wo3P8VlmoUexQco3qK_KQ1GaO4x-5j3E/edit?usp=sharing)

## Email Design

### A summary of changes regarding Whyfi subscription change

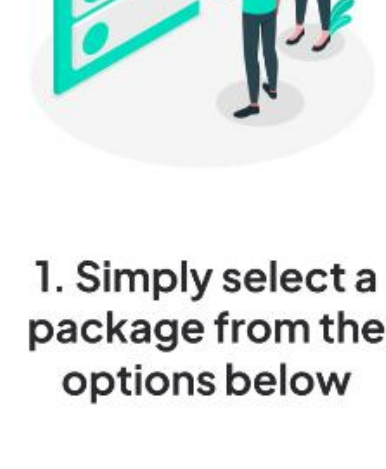
Thanks for being a loyal Whyfi Customer  
Claire, your package expires in 14 days.  
Choose your package now.



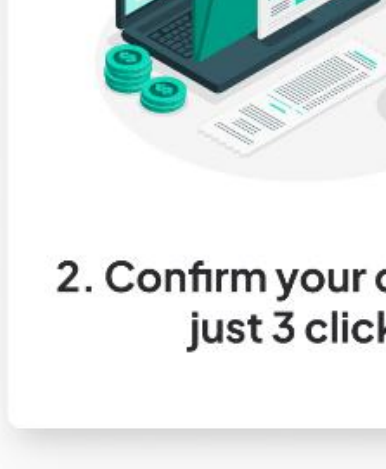
Why are you writing to me?

You have now been enjoying Whyfi Broadband for 2 years. Our other silver Whyfi VIP customers have told us that the reason they love Whyfi Broadband is because loyal customers are always rewarded. Since your package is coming to an end, we've been working hard to create a set of choices, especially for you.


What do I need to do?



1. Simply select a package from the options below



2. Confirm your choice in just 3 clicks



3. Continue to enjoy your Whyfi Broadband with no interruptions

⚠ Action Needed: If you choose to do nothing the price you're paying will increase from £52.99 to £57.99 on 31/01/20 as you will be out of contract.

£5 increase

### Claire's Packages

1

Package 1

Out of contract. Pay monthly.

£57.99 /mo

Find out more now

- ✓ WhyFibre Max
- ✓ 59 Mbps average speed
- ✓ Unlimited downloads
- ✓ Line rental

- ✓ Why Talk Anytime Extra
- ✓ 1646 voicemail
- ✓ Call waiting
- ✓ Call barring
- ✓ 141 caller withhold

Includes a total monthly discount of £2.50. This discount will expire from April 2020.

We recommend this plan

2

Package 2

Your closest match. Based on your current package.

£36.50 /mo

Find out more now

- ✓ WhyBroadband Superfast
- ✓ 59 Mbps average speed
- ✓ Unlimited downloads
- ✓ Line rental

- ✓ Why Talk Anytime Extra
- ✓ 1646 voicemail
- ✓ Call waiting
- ✓ Call barring
- ✓ 141 caller withhold

Includes a total monthly discount of £2.50. This discount will expire from April 2020. Includes a total monthly discount of £10 for the first 6 months. 18 month minimum term applies. Upfront costs of up to £X may apply. Reference number: xxxxxx, <offer end date>. 020.

3

Package 3

Based on your current usage.

£31.50 /mo

Find out more now

- ✓ WhyBroadband Superfast
- ✓ 59 Mbps average speed
- ✓ Unlimited downloads
- ✓ Line rental

- ✓ Why Why Pay As You Talk
- ✓ 1646 voicemail
- ✓ Call waiting
- ✓ Call barring
- ✓ 141 caller withhold

Includes a total monthly discount of £5 for the first 6 months. 18 month minimum term applies. Upfront costs of up to £X may apply. Reference number: xxxxxx, <offer end date>.

**Important Info**

Just as a reminder, you still have the following products in contract with us. But you don't have to do anything for now. We'll be in touch again to talk about your options before these contracts end.

Whyfi Mobile SIM Only - Contract ends 12 January 2020

Whyfi Mobile SIM Only - Contract ends 15 April 2020

Don't forget your Broadband & Talk choices above are available until 31 July.

If you wish to cancel your services, we'll ask you to let us know at least 10 working days in advance by calling us on XXXX XXX XXX (you won't pay any cancellation fees to do this if your services end after 31 July). If you wish to switch to a new provider, you can do this 10 working days in advance. Remember you may be able to get a better deal if you purchase all your services together with us or another provider.

Thanks for being with us. We'll keep working to make sure your Whyfi experience is better every day.

Kind regards,

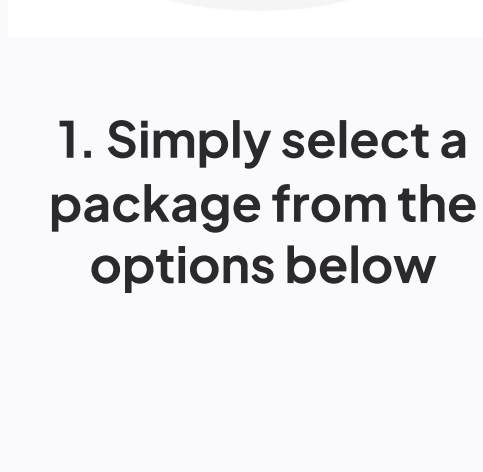
Hannah Woodford

Hannah Woodford  
Whyfi Broadband Expert

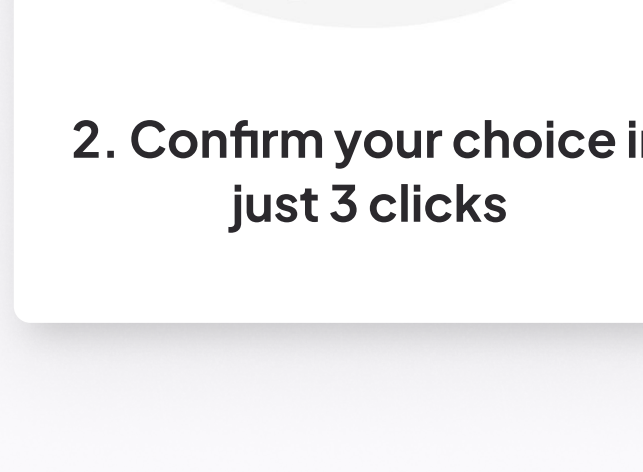
## Psychology principles used to design this email

### Chunking

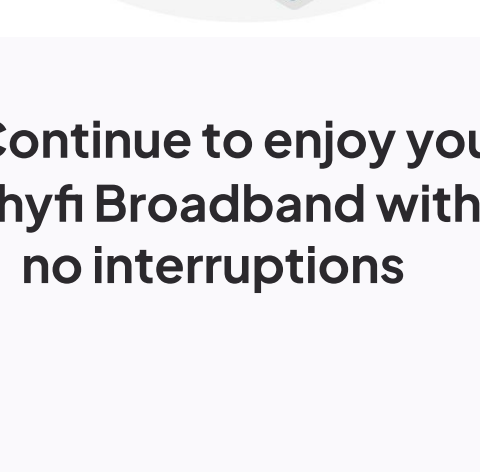
People remember grouped information better.



1. Simply select a package from the options below



2. Confirm your choice in just 3 clicks



3. Continue to enjoy your Whyfi Broadband with no interruptions

### Different visual treatments

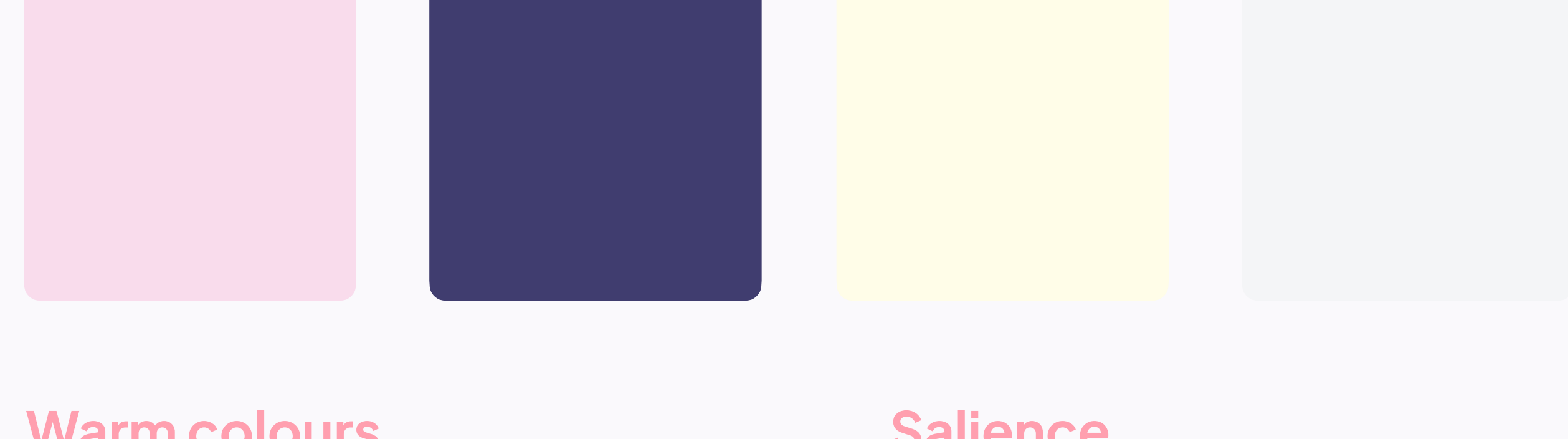
I have used sections like the header contains the main headline, why are you writing to me, what do I need to do, Claire's packages, Important info. I have given different visual treatments yet grouped them under themes.

### Minimize Task Perception

Users unconsciously estimate how much time is required to complete steps or process. Separating fields in different three steps eases the user's perception of how to make the whole process look easy!

## Colour Psychology

Colour play an important role in conveying information, creating certain moods, and even influencing the decisions people make.



### Warm colours

I have used pink warm colour to reduce arousal to relax and reduce customer's perceptions of time. Since it's an essential email regarding the packages and payment, we must maintain the tone and emotional balance.

### Salience

To gain attention, I have used the yellow highlighter colour, increasing the likelihood that our eyes will be drawn to that element.

### Defaults

People don't like change & prefer things to remain the same. The more we behave a certain way, the more automatic this behaviour becomes.

We recommend this plan

2

Package 2

Your closest match. Based on your current package.

£36.50 /mo

Find out more now

### Recommendation

A lot of options can result in cognitive overload and decision paralysis. That's why I have introduced the tag 'We recommend this plan.' to help users make a decision.

### Salience

Also gave the default card a different treatment by elevating using shadows and filling colour in the call to action CTA button to gain attention.

### Framing

The way information is presented affects how users make decisions. Our choices are affected by context and the relation to available comparisons. In other words, how options are framed affects our choices.

Package 1

Out of contract. Pay monthly.

£57.99 /mo

Package 2

Your closest match. Based on your current package.

£36.50 /mo

Package 3

Based on your current usage.

£31.50 /mo

### Decoy effect

Some times companies create a new option that's easy to discard. This option acts as a decoy and helps in choosing the desired package.

When presented with two package options costing £36.50 and £31.50, no difference in the package will be found. And hence decision making will be complex. However, when another package costing £57.99 is introduced, most people will choose package 2 at £36.50, and it's also the closest match.

### Loss Aversion

People feel the pact of losses twice as strongly as they enjoy acquiring equal gains.

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£5 increase

### Visualizing loss

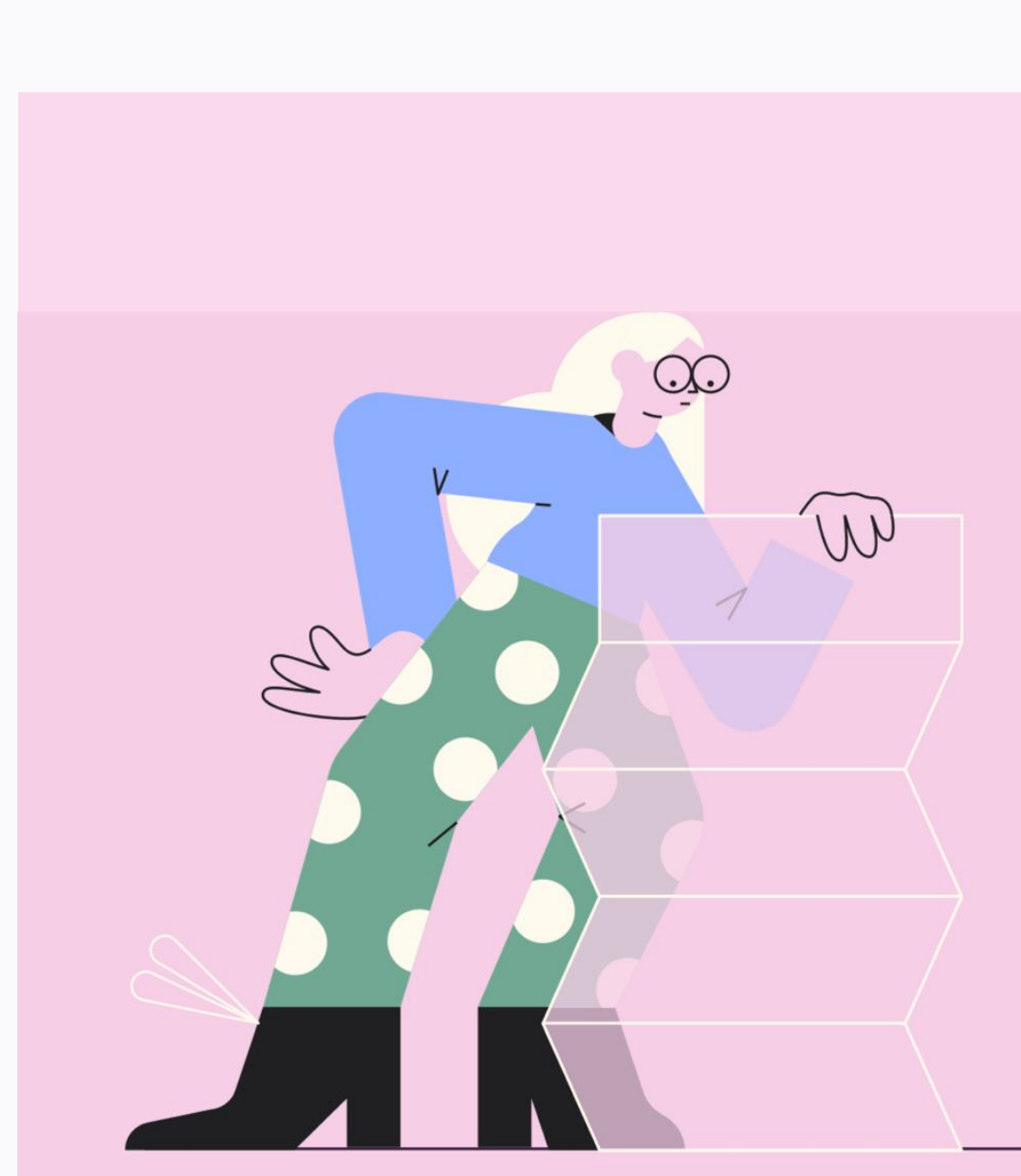
We despise losing or giving up what we have. Using a visual anchor to reinforce loss aversion is a great way to get people's attention to get them to imagine the loss so they can act.

### Intent driven effort

This initiative will be well-informed and purpose-driven, resulting in greater satisfaction with the package pricing. The action required text was added on purpose to alert users.

### Picture Superiority Bias

People remember pictures better than words.



### Visual Processing

Visual processing occupies 50% of the brain, with 70% of it located in our eyes. In about a tenth of a second, we get perceptions. So I used a catchy illustration to make a great warm first impression.

### Avoiding the cost benefit analysis

If an email is too text-heavy or does not have a proper visual hierarchy, it can derail our decision-making process and send our brain into a complex analysis. Thus, using a variety of cognitive concepts, I came up with this email design.