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One of these studies is related to designing a persuasive Web site (Fogg, 2003; Winn & Beck .. Submit Now: Designing Persuasive Web Sites.

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Web designers must learn how to motivate users through persuasive design techniques Andrew Chak, author of Submit Now: Designing Persuasive Websites,

“do we need to push?”: a proposed framework for persuasion in

Much of persuasive web design involves creating user journeys that In his excellent book “Submit Now: Designing Persuasive Websites”;

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Designing Persuasive Web Sites: Submit Now examines how customers search, evaluate, and make decisions realistically-not using marketing guesstimates.

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So here's the obligatory definition of what we're trying to do: Persuasive Web Design: The art and science of designing web sites that help users to make

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