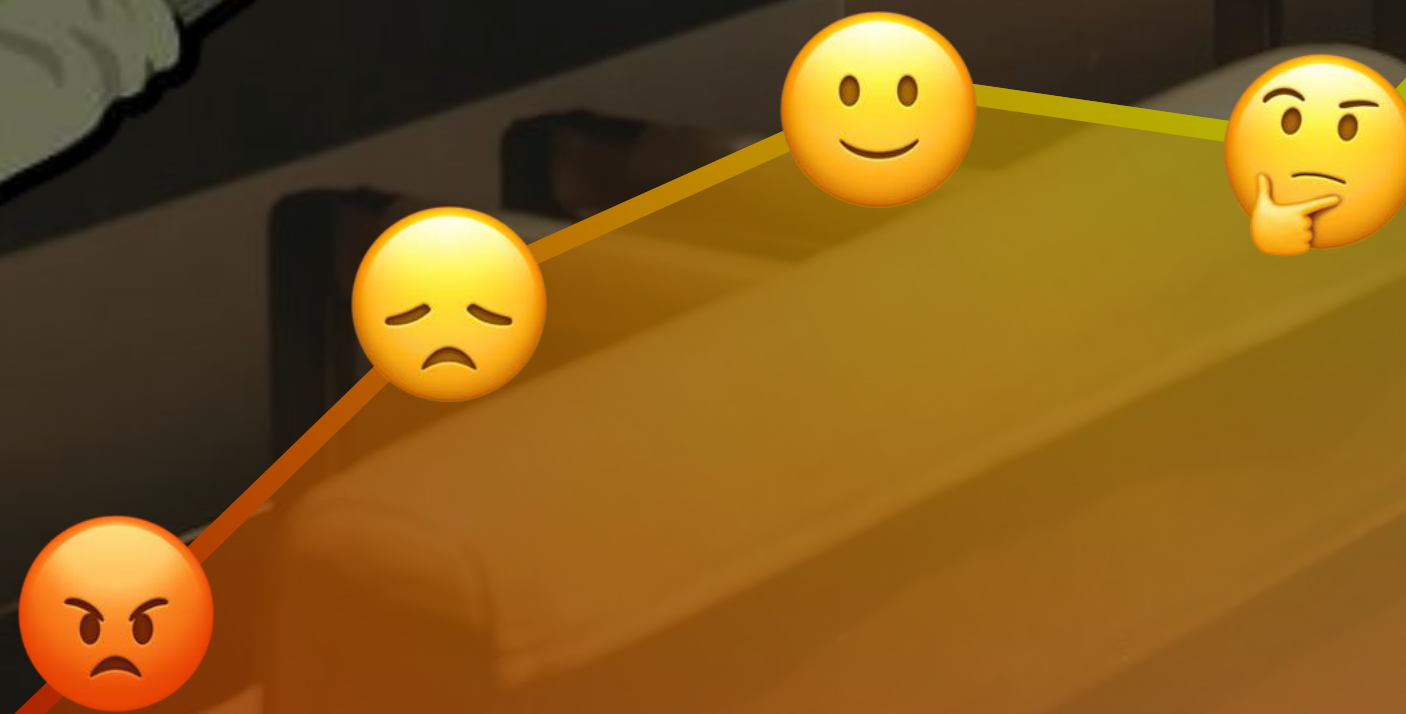


– How to increase user satisfaction.



↑ 22%



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UX/UI Designer

— A Study...

by Ryan W. Buell, Tami Kim & Chia-Jung Tsay in 2015 made investigation whether organizations can **create value by introducing visual transparency** between consumers and producers.



Paul

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— Studies revealed...

that customers of a restaurant who experienced process transparency **perceived greater employee effort.**



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— In Numbers...

transparency between consumers and producers contributed to a **22.2% increase** in customer-reported quality!



Paul

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PSYCHOLOGY TIPP

Operational Transparency

Operational transparency can be defined as a situation wherein the user knows exactly **what stage of service** they are on.

For instance, when we order food in a restaurant, for 10 minutes, we don't really know what is happening. Sometimes we wonder whether our order is being worked upon at all.

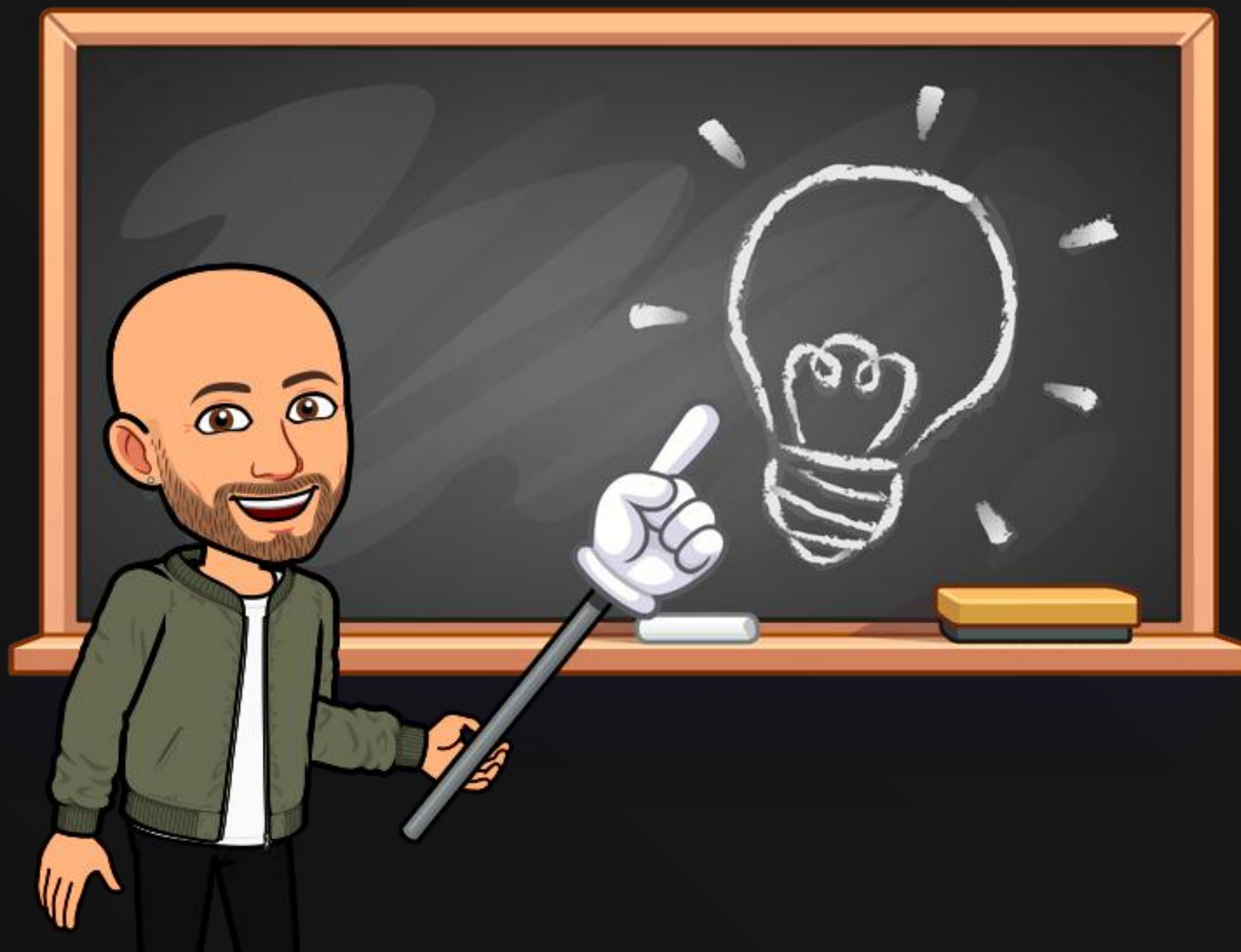
Harvard Business Review: <https://hbr.org/2019/03/operational-transparency>



— Apply...

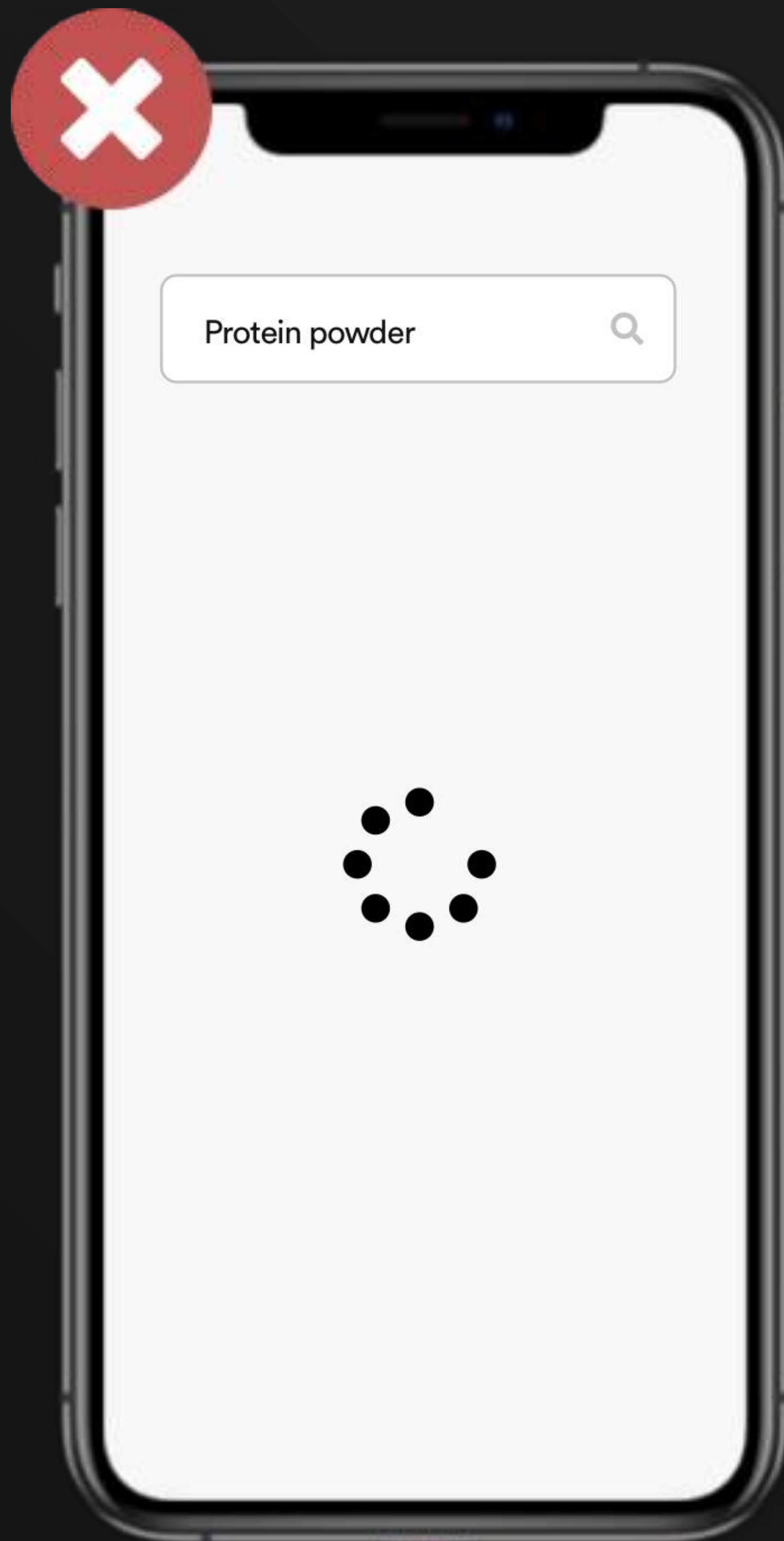
In order to increase satisfaction with your product, you can implement this bias very carefully in certain steps of your product journey.

For example:



Paul

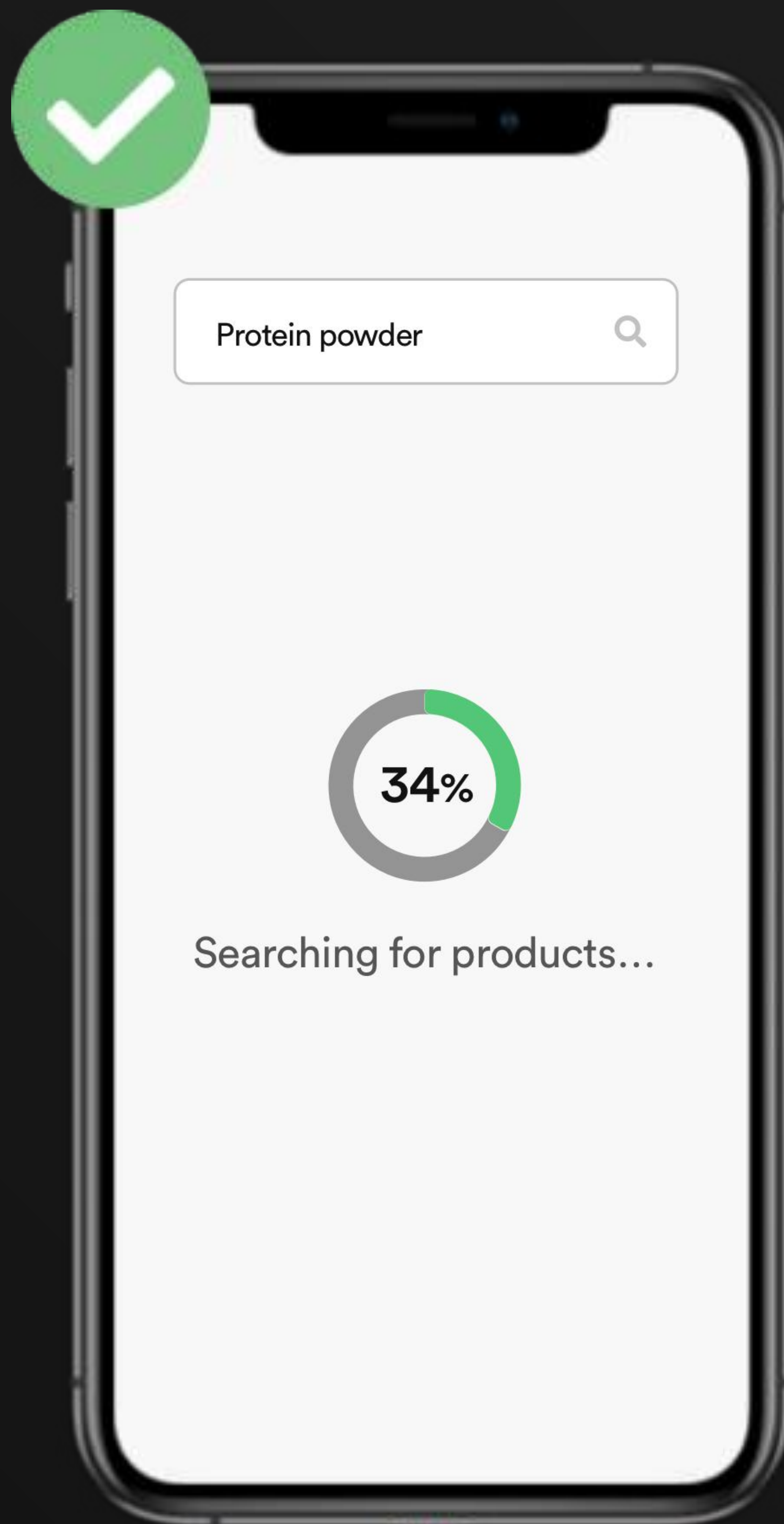
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No visual progress for your search.

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Visual Progress is being made to find results that match your keyword.

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— Takeaways...

- ✓ Add visual Indicators.
- ✓ Show that work is being done.
- ✓ Display information about the process.





The Psychology of Product Design

Build Better Products!



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