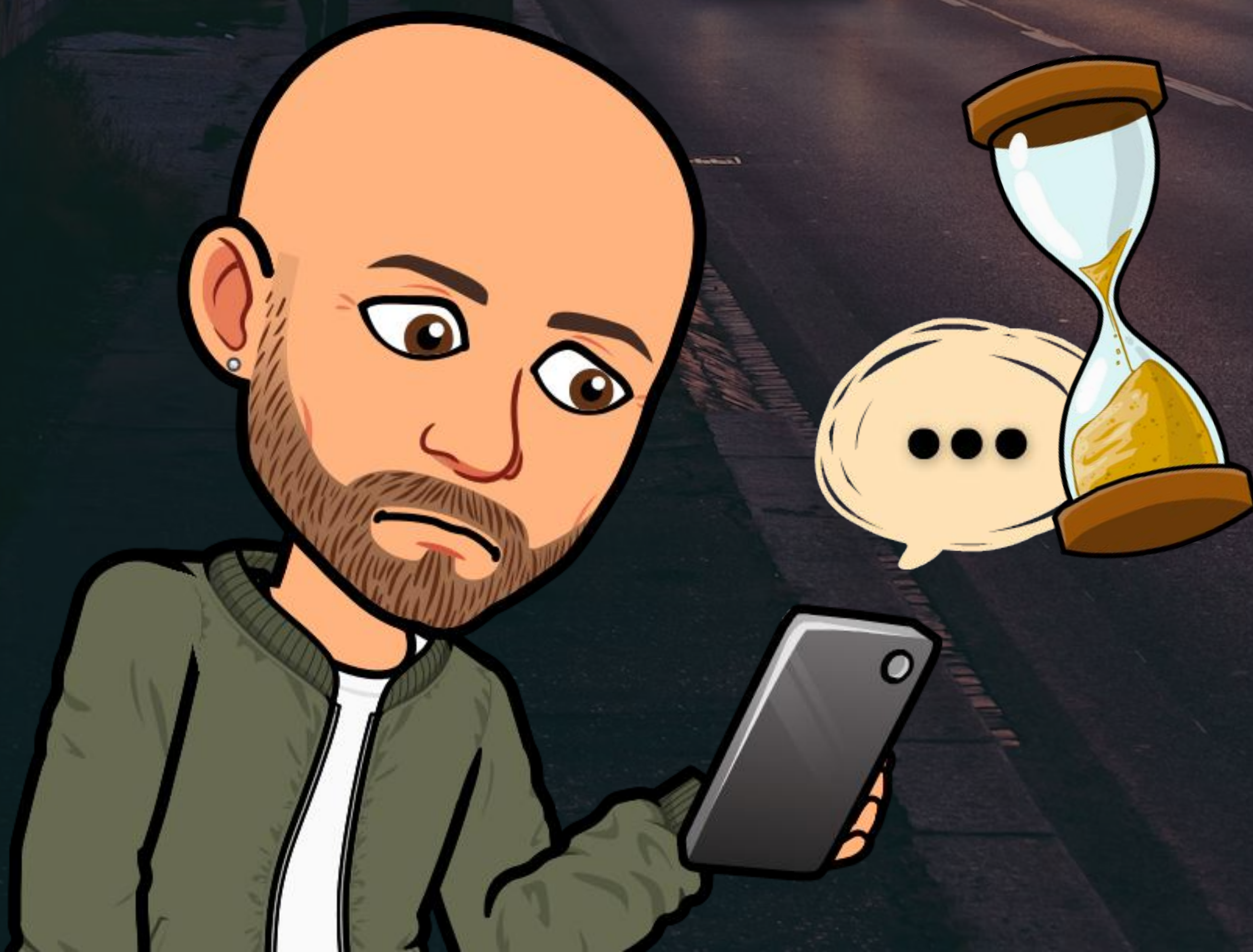


# – The Psychological Benefits of Progress!



Paul

**Paul Trubas**  
UX/UI Designer



# — Do you remember...

The last time you were partying hard until the next morning, when you were about to...





# — Leave the club...

In order to call for a Taxi to pick you up and then...





# — Spending 30 Minutes...

That felt more like 2 hours, waiting.

Not knowing when or if the Taxi will arrive?





— Until...

...It finally arrived after a decade.





# — People hate to wait!

And this is a psychological effect called Chronoseption. It can cause people to feel frustrated and impatient when they are waiting for something.

# — For example...

Recently I have bough a new pair of running shoes but...



## ESTIMATED DELIVERY

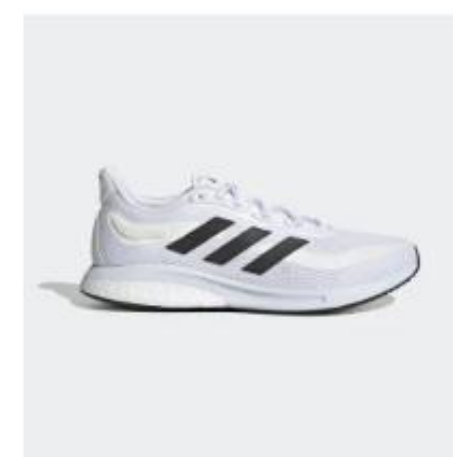
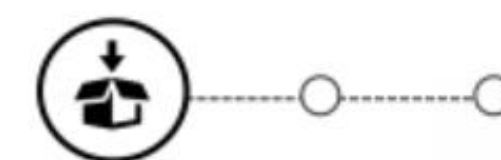
Check back here for real-time shipping status on your order

### Estimated Delivery

wednesday  
jul

29

just shipped



SUPERNOVA SHOES

S42723

Cloud White / Core Black / Dash Grey

42

~~€ 100~~ € 65

*This item cannot be returned or exchanged*

# — But...

Beside the information of receiving my order and shipping the product. I don't get any more information about the current process...



## ESTIMATED DELIVERY

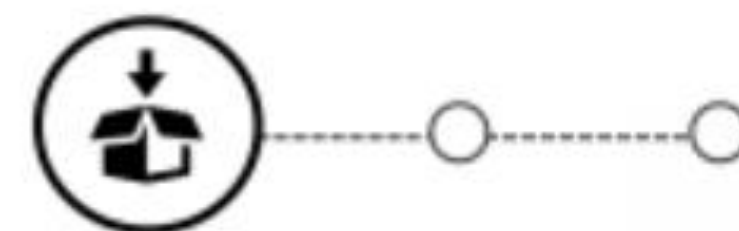
Check back here for real-time shipping status on your order

Estimated Delivery

wednesday  
jul

29

just shipped





— This lack of progress  
creates 3 issues...





# — A lack of progress...

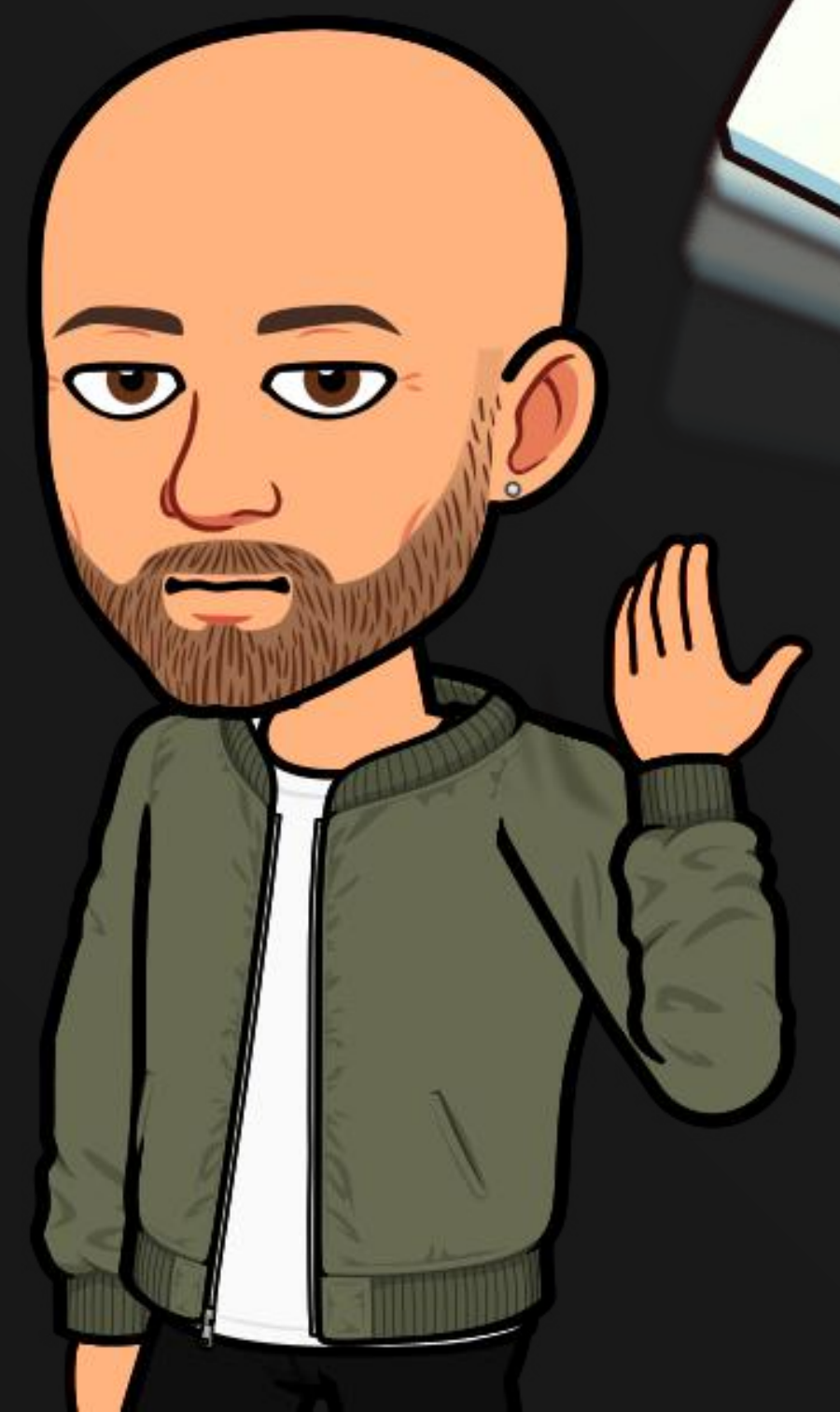
🚫 Increases **anxiety and frustration!**





# — A lack of progress...

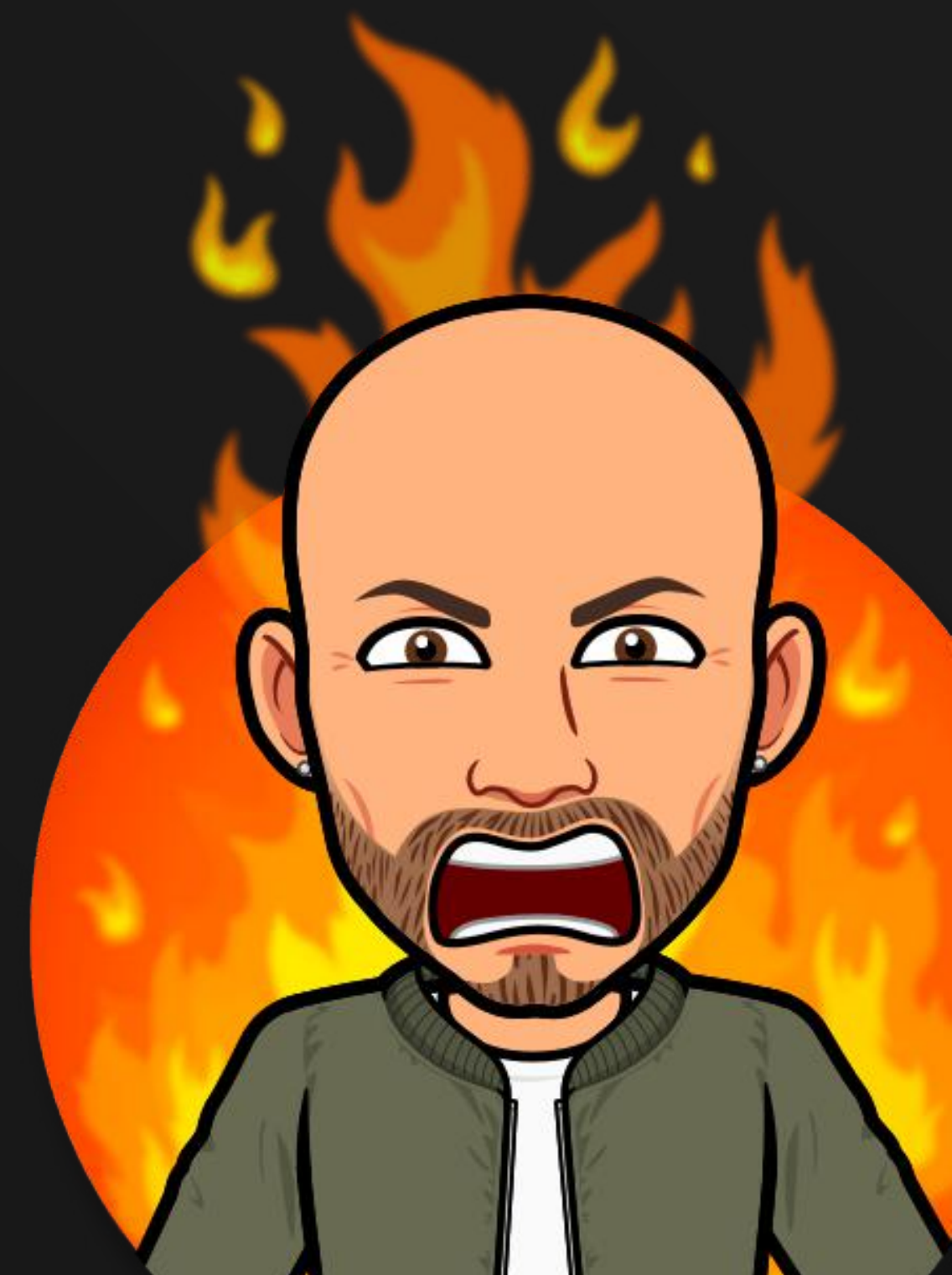
- ⊘ Increases **anxiety and frustration!**
- ⊘ Decreased **trust in the product**  
which might lead to abandon the task  
before it's complete.





# — A lack of progress...

- ⊘ Increases **anxiety and frustration!**
- ⊘ Decreased **trust in the product**  
which might lead to abandon the task  
before it's complete.
- ⊘ Decreased user **satisfaction and engagement** with the product.





# — So, let us take a look at **good Products!**

And how they solve the frustrating experience of waiting.

Here we go:



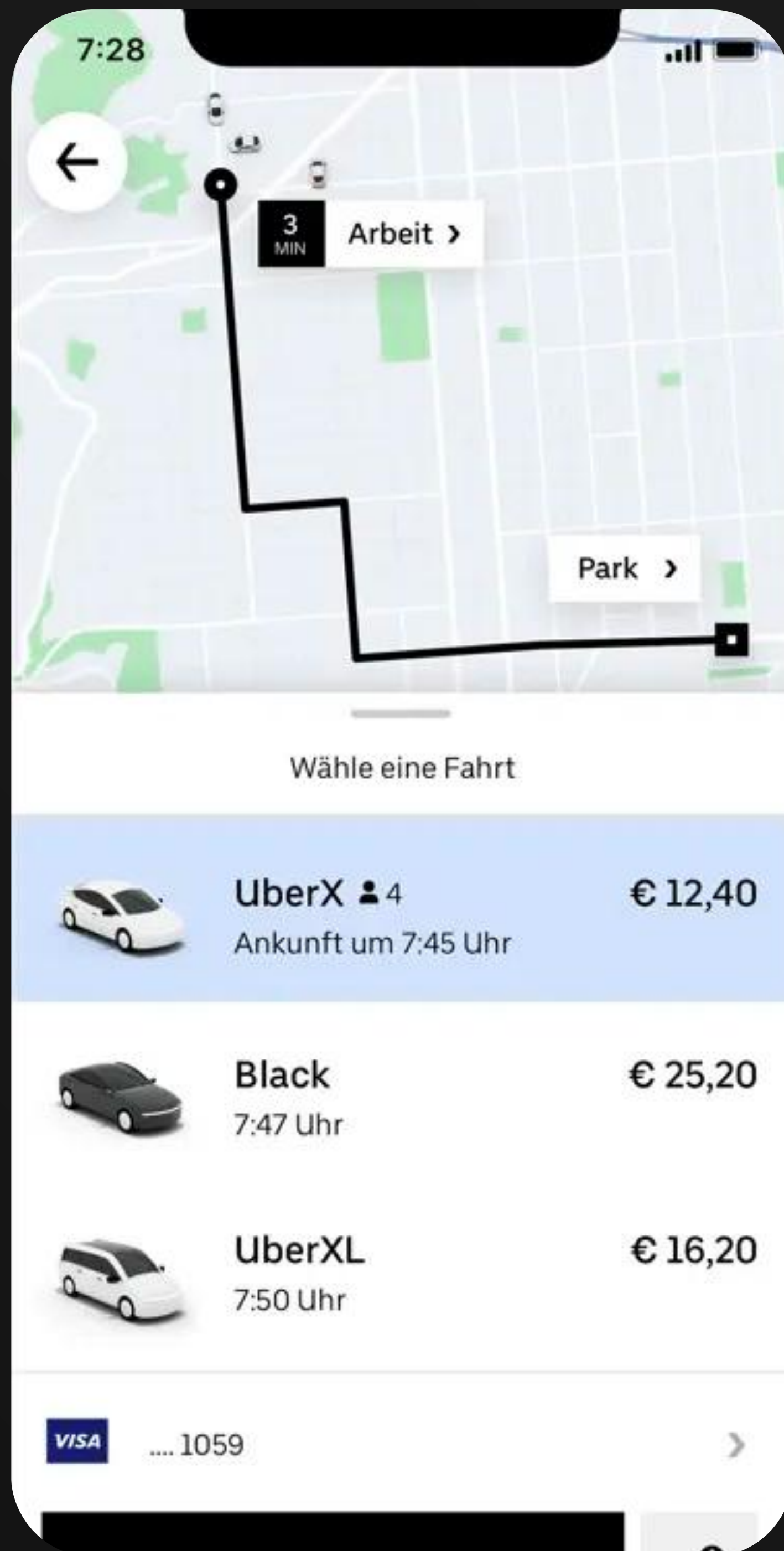


# — Uber's App...

Provides users with **real-time information** about their driver's location, arrival time, and estimated time of arrival. This has 3 major benefits:





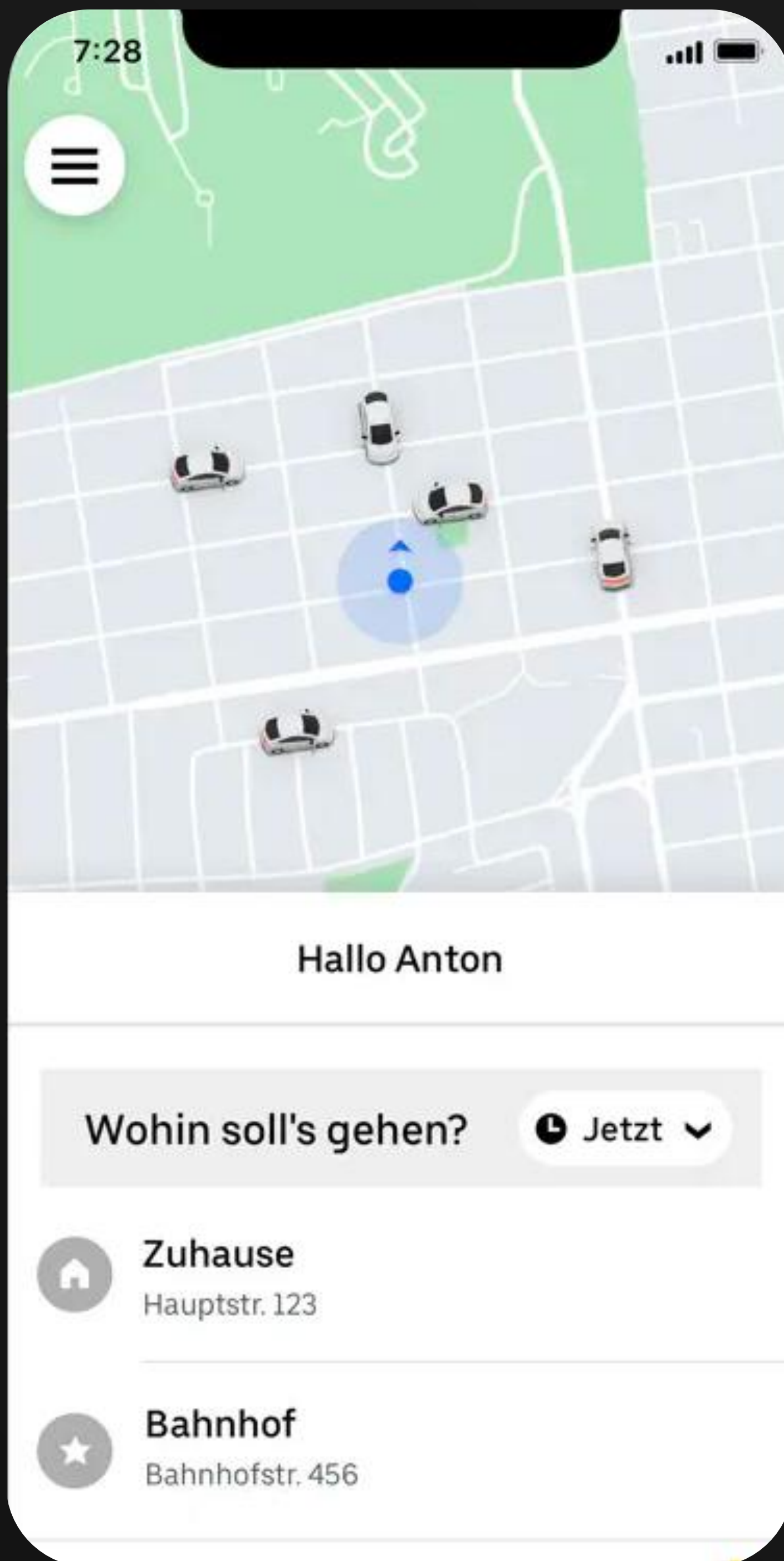


## BENEFITS



Offers a **sense of control.**

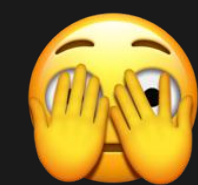




## BENEFITS

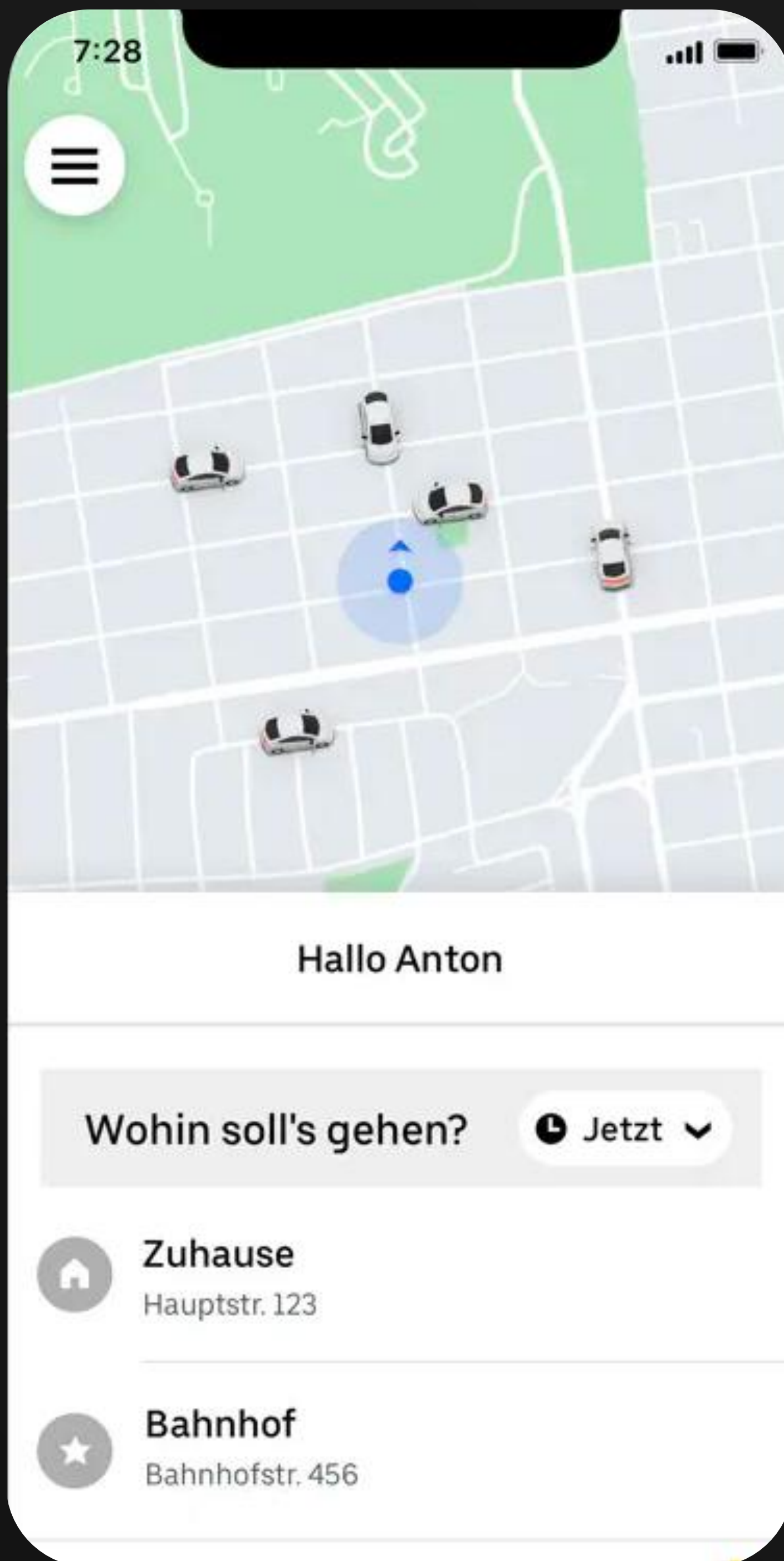


Offers a sense of control.



Real-time updates  
**reduce** uncertainty and  
anxiety.

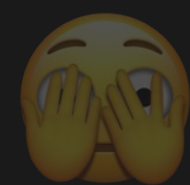




## BENEFITS



Offers a sense of control.



Real-time updates reduce uncertainty and anxiety.



**Increases** trust and loyalty towards your product.




# — Overall...

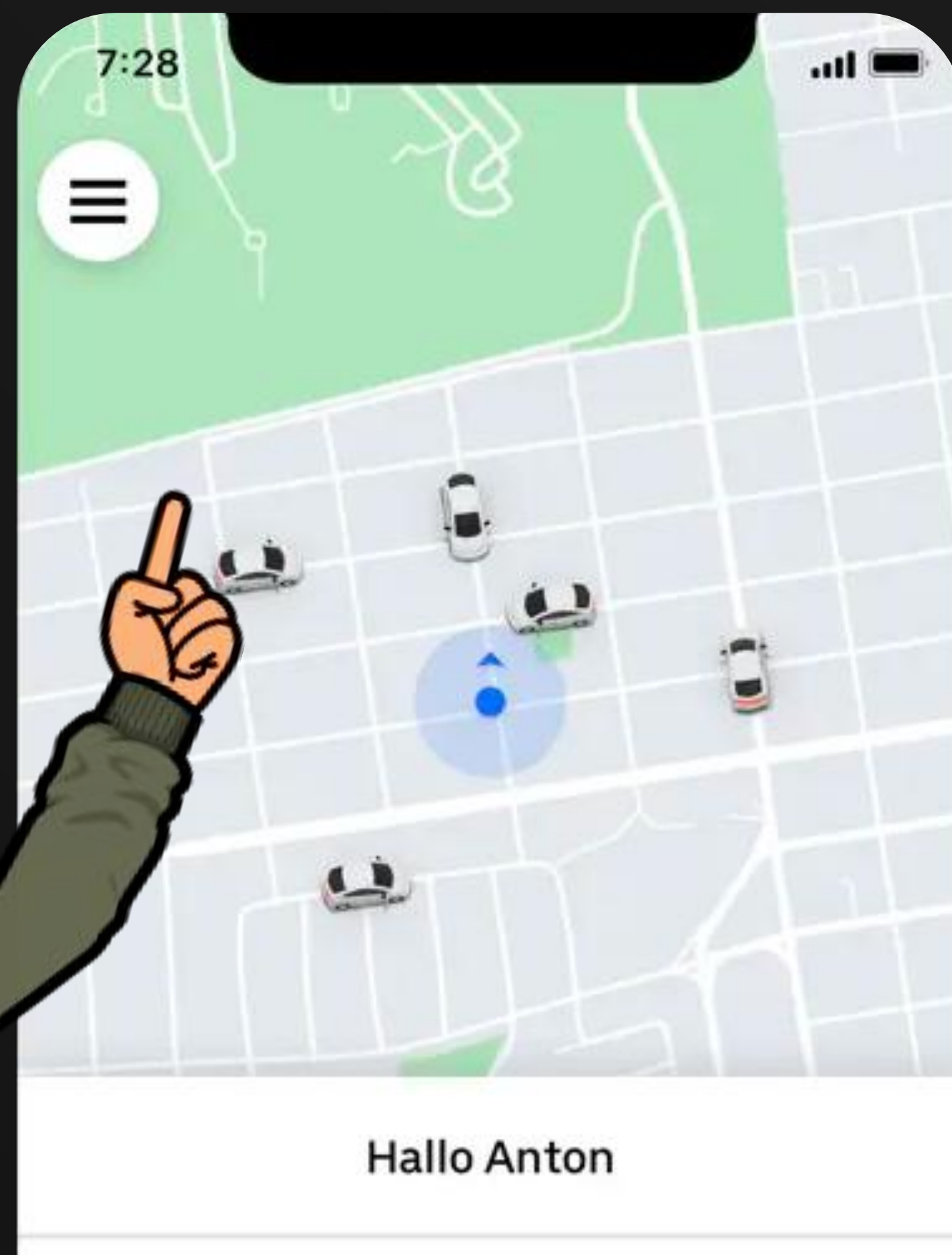
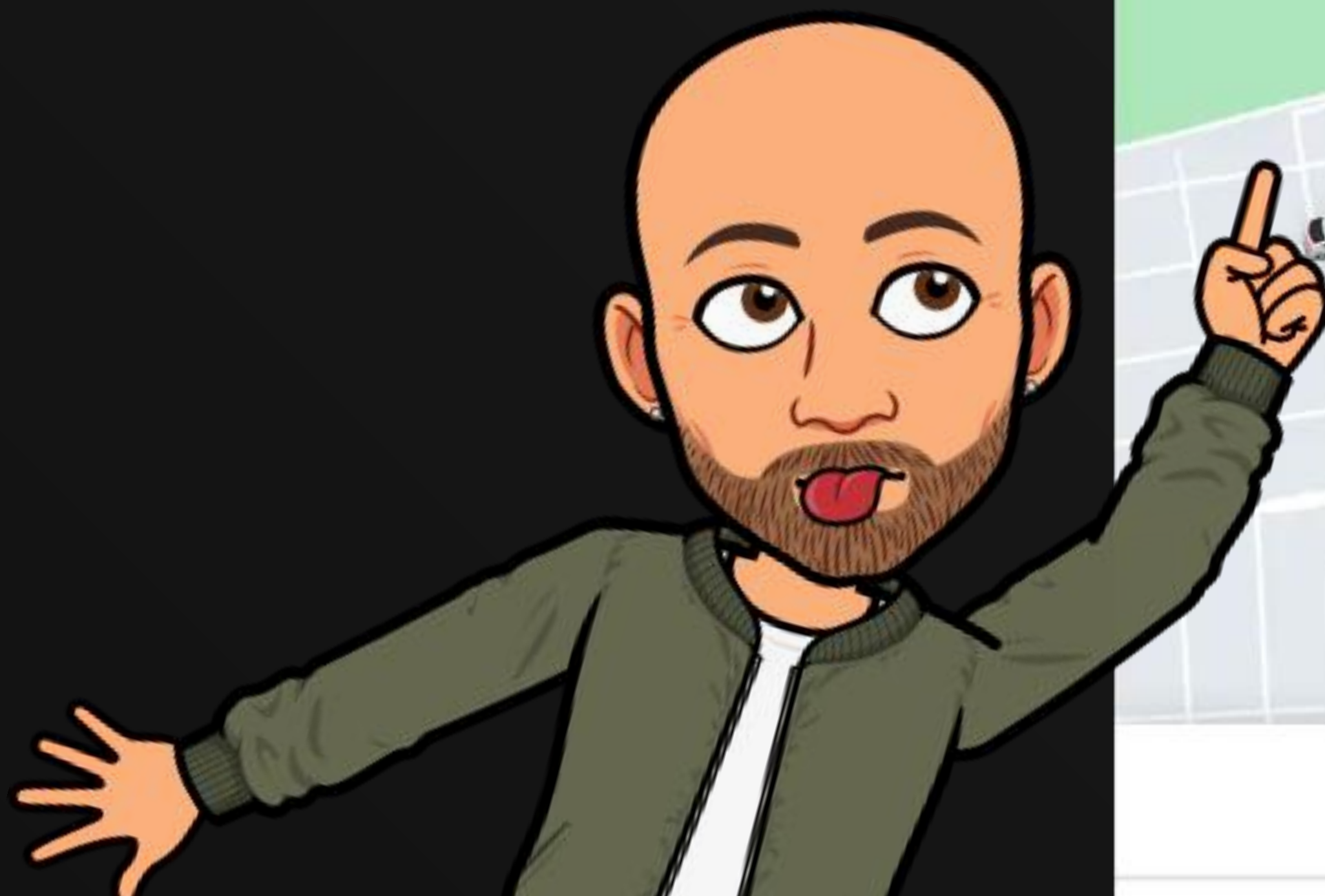
Uber's success can be attributed in part to its **effective use of chronoception**, which provided users with real-time information and a sense of control.







# — Studies...

Reported that users who used the real-time map feature on Uber had a  **6% higher retention** rate compared to those who did not use the feature...





# — Did you know?

Duolingo, saw a  **17% increase** in user engagement and a  **10% decrease** in drop-off rates after incorporating a progress tracking?





# — The importance of progress.

As humans, we are driven towards transparency.

Users are **more likely to experience joy** when they can **see actual progress** is being made.





# — Takeaways...

- ✓ Display clear and accurate progress.
- ✓ Use visuals such as progress bars.
- ✓ Communicate with users if there is a delay or if the process will take longer than expected.







# The Psychology of Product Design

Build Better Products!



[www.paultrubas.de](http://www.paultrubas.de)

