outsmarting
human minds

Growth Hack 1

Phase I: Growth Hack 1 Ideation (1/2)

DESCRIPTION: For this growth hack 1, I re-design the homepage for OHM.

NEW DESIGN: Link

OBJECTIVES: Getting new visitors to immediately understand the purpose of the site

KPIs: This objective can be measured through two metrics:

1. *Clarity:* How CLEARLY the audience understands the purpose of the site.
2. *Matching the branding image:* How WELL the audience understand the branding images and messages (figure 1)

Brand image

An expert explain human bias and give advice in a *simple*, *straightforward* and *fun* manner.

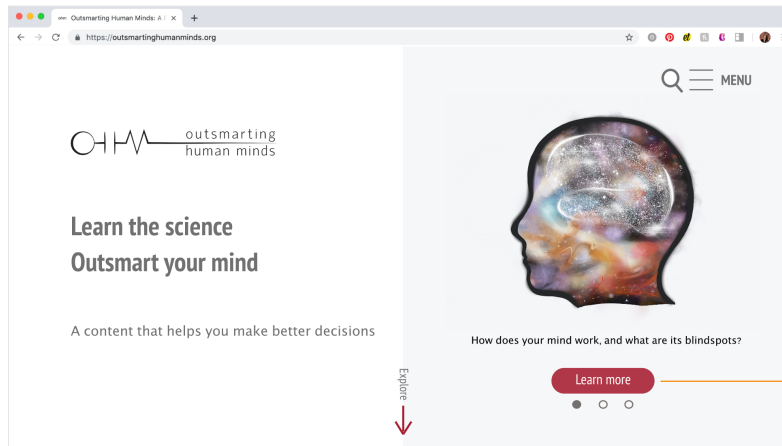### Brand values

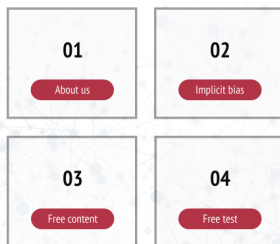| Informs | Quality | Simplifies | Variety | Fun/ entertainment | Motivation |

Figure 1: The brand image of OHM

I add the tagline and a brief description of OHM on the first page to catch the audience's attention and increase clarity.
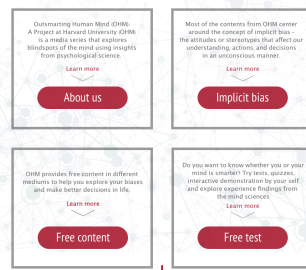
I use the combination red (associate with Harvard University), black, white and grey (to create a clean and professional-feeling)

Appear when clicking to show more information and increase the clarity of the organization.

This sentence strengthens the core products and the branding images of OHM

We use different mediums to illuminate your biases and improve your decision-making

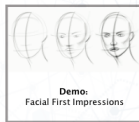Videos. Podcasts. Articles. Demos. Freely available to you!

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The Attractiveness Halo Effect

The Availability Bias

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how can this be?

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TEST

Latest

Quiz: 7 Questions That Will Make You Rethink What You Know

Demo: Facial First Impressions

Test: The Implicit Association Test

The hidden image of the "network" aligns with the audience's memory about the "brain" (a spreading activation theory of semantic processing). Same with the "red color" and "Harvard University."

Want to help your employees OUTSMART THEIR MIND as well?

Get the curriculum!

We are in the progress of designing a training curriculum for companies to train their employees about biases and decision making. Contact us now for the curriculum!

The word "Outsmart" is repeated to emphasize the branding image.

Do you want to continue outsmarting your mind?

◯ I'd like to receive notification every few months about new modules

Email Address   Subscribe

✉ in ▶

OH ⊢Ⲙ outsmarting human minds

🛡 HARVARD UNIVERSITY

2020 The Presidents and Fellows Of Harvard College

Phase II: Growth Hack 1 Evaluation (1/2)

STUDY DESIGN:

I survey a small group of Minerva students. Students are randomly assigned into two groups – the control group and the treatment group. Each group has 11 participants.

In the control group, students are asked to look at the original website of OHM (link)
In the treatment group, students are asked to look at the new design that I re-create (link)

Then both groups are asked to fill out the same survey contained three questions that measure two metrics above (figure 2).

Because the design is not yet completed, I use the "open-questions" to measure these two metrics to understand the participants' perceptions about the brand, as well as to have more recommendations in improving the website.

The first question is used to get the data about how clearly you understand what OHM is doing. The second question is used to re-evaluate the data from question 1. For instance, as illustrate in figure 3, I compare a participant's answer in question 2 ("In your word, please describe what do you THINK the organization is doing") with the original description about the organization ("A project that offer contents about human bias to help people make better decisions"). Then, I re-evaluate whether the participants understand the purpose of the organization. The new assigned score after the re-evaluation is subjective based on how I think the answers from question 2 match with the original description, which is a limitation of this study.

Depending on the group the participants belong, the link will be changed.

Questions to measure "Clarity"

Question 2 is used to re-evaluate question 1.

Questions to measure "Matching the branding image"

OHM Home Page Design

Please go to this link to see the website: https://xd.adobe.com/view/ed190551-913d-48d5-64c8-953d46a650b6-9b28/

* Required

From the scale from 1-5, how clearly you understand what the organization is doing? *

1 2 3 4 5

I do not understand what the organization is doing ○ ○ ○ ○ ○ I understand what the organization is doing

In your own words, please describe what do you THINK the organization is doing. *

Your answer

Write down any keyword that reflects your first impression with this organization by looking at the website. (Please separate each keyword with the ";") *

Your answer

Submit

The new clarity score after comparing the organization's description with the answer from question 2

Group (0=control; 1=treatment)	From the scale from 1-5, how clearly you understand what the organization is doing?	In your own words, please describe what do you THINK the organization is doing.	Return value for clarity	Write down any keyword that reflects your first impression with this organization by looking at the website. (Please separate each keyword with the ";")
0	4	A platform for scientific news (seems to be focused on brain and neuroscience in general) communicated to the general population through easily readable and understandable articles.	2	Customer friendly; lifestyle; accessible science; cool articles; quick reads
0	2	It is something related to psychology and human mind	2	Consciousness; mental control; psychology; neuroscience; blog

Figure 2: Example of participants' answer

RESULT

[Link to the result table](#)

Clarity
After re-evaluating the clarity score from the participant's answers, I get the column "Return value for clarity." (Appendix A)
The average score of "return value for clarity" in the control group = 3
The average score of "return value for clarity" in the treatment group = 3.73
In general, the audience understand the purpose of the organization better in the new design. For instance, the words "bias" and "decision-making" appears more in the answers of question 2 in the treatment group comparing to the control group.

Transferring the branding image
For question 3, both groups mostly identify the right keywords associated with OHM's brand image (such as "expert," "cognition," "simple." However, for both designs, there is still some negative impression ("ugly," "scam," "confusing"), indicating rooms for design-improvement. Moreover, the word "neuroscience" has appeared in most of the answers of the control group, indicating that the audiences may have the wrong perception about what the organization is doing.

LIMITATION

Subjective re-evaluation of the clarity
As mentioned above, I re-evaluate the answers to the first question based on the responses to the second question. There may be subjective judgments in comparing these answers with the original description of the organization.

Question of the first impression of the website
My original intention is to test the overall impression of the organization through the website, including both what participants "think" the brand is doing and "feel" about the brand. However, most of the answers I receive only reflect what people "think." Therefore, if I can repeat the survey one more time, I will paraphrase the question into "*Write down any ADJECTIVE keyword that reflects your first impression with the organization by looking at the website.*" According to Fournier & Alvarez (2012), people have a tendency to "anthropomorphize" the brand. Therefore, by asking the participants to indicate the adjectives associate with the brand, I can evaluate whether the homepage has been successfully building the right branding perception in the target audience.

Phase III: Growth Hack 2 Iteration (1/2)

Below are three next steps in my growth hack project to improve the branding of the organization:

1

Objective:
Help audiences immediate understand the purpose of the site.

According to Kolowich (n.d), the organization rarely has a second chance to make a first impression after the audience first visit the website. Therefore, the homepage is the most important page on the organization's website.

Although the sample size is limited, the given results from the survey show the improvement in understanding the purpose of the site and the branding image of the organization.

My next step would be to continue improving other factors on the website (such as headline, sub-headline, calls-to-actions, navigation) to increase the clarity of the website.

Improve the navigation

Improve the headline and sub-headline
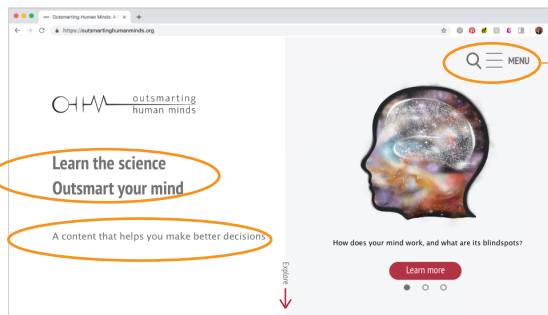
2

Objective:
Match the branding image with the audience's perception

According to Fournier & Alvarez (2012), "people willingly and readily assign human properties and tendencies to brands."

As mentioned in the beginning, the branding image I want to build for OHM is "an expert explain human bias and advise in a simple, *straightforward,* and *fun* manner."

According to the survey, most of the brand's "personalities" have been acknowledged. However, there are some feedbacks that the page still looks scam and messy. Therefore, one of my next steps is making sure that the branding image reflects through all the design factors (i.e., the font, the color, the word choice).
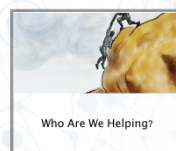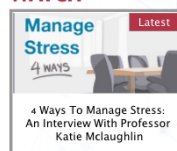
Does this font combination reflect the "personality" of the organization?

We use different mediums to illuminate your biases and improve your decision-making

Videos. Podcasts. Articles. Demos. Freely available to you!

WATCH

How about the structure of the website? The color choice? The pictures? How do these factors create feelings for audience?

4 Ways To Manage Stress: An Interview With Professor Katie Mclaughlin

Who Are We Helping?

The Pygmalion Effect

3

Objective:
Increase the interaction with calls-to-action

There are three main types of call-to-actions (CTAs) on the main page:
1. CTAs motivate the audience to keep scrolling and engaging in the free content about bias and decision making.
2. CTA that motivates organizations/companies to contact OHM and get the training curriculum.
3. CTA that motivates the audience to join OHM's newsletter.

According to Cialdini (2016), we can actually use some pre-suasive techniques to set up the privilege moments before the call-to-actions happens. Therefore my next step is researching and finding ways to set up these moments, as well as utilize other techniques to nudge people to perform the desired actions.

1st CTA

Can I set up any privilege moments before CTA?

2nd CTA

3nd CTA

Reference

Cialdini, R. (2016). Pre-suasion. Part 1. Pages 1-97.

Kolowitch, Linsay (n.d). 12 Critical Elements Every Website Homepage Must Have [Infographic]. Retrieved from Hubspot: https://blog.hubspot.com/blog/tabid/6307/bid/31097/12-critical-elements-every-homepage-must-have-infographic.aspx

Fournier, S., & Alvarez, C. (2012). Brands as Relationship Partners: Warmth, Competence, and in-Between. *White Paper*. Retrieved from https://papers.ssrn.com/sol3/papers.cfm?abstract_id=1962508

Appendix A – Results from the survey

Group (0=control; 1=treatment)	From the scale from 1-5, how clearly you understand what the organization is doing?	In your own words, please describe what do you THINK the organization is doing.	Return value for clarity	Write down any keyword that reflects your first impression with this organization by looking at the website. (Please separate each keyword with the ";")
0	4	A platform for scientific news (seems to be focused on brain and neuroscience in general) communicated to the general population through easily readable and understandable articles.	2	Customer friendly; lifestyle; accessible science; cool articles; quick reads
0	2	It is something related to psychology and human mind	2	Consciousness; mental control; psychology; neuroscience; blog
0	3	Helping readers perform better based on more knowledge about brain and cognition.	3	Cognition, hacking, brain, psychology.
0	3	the organization is trying to help teach people tricks to perform better and improve their lives	3	interesting, insightful, neuroscience, something I would read
0	5	Doing research on human cognition	2	Elitist, working on cognitive neuroscience geared towards the general public, under development
0	4	They are trying to point out the biases and blindspots in our human mind using psychology and teaches us to be aware of it and to utilize it.	4	confusing; scam; psychology; self-help; social justice; life guide; mind; cognitive; biases
0	5	Democratising academic insights on cognition by breaking down researches to bite-size info for general audience.	3	simple; academia
0	3	They compile psychology related finding.	3	psychology, neuroscience, Harvard, self-help
0	3	I feel like the organisation is aiming to understand the human psychology from various perspectives and that convey that knowledge to other people.	3	complex(ity) ; #levelsofanalysis
0	4	Introducing psychological and behavioral materials under different media platform (podcast, articles, etc.)	3	Ugly website, not catchy. I did not know what it was doing until I clicked on one of the podcast
0	5	The organization is letting people become aware of their blindspots and biases, which can affect our decision-making.	5	mind; outsmart; bias; blindspot; decisions; science
1	4	A page to talk about human biases and psychological related work.	3	Psychology; New; Free
1	4	Educate readers on the potentials and blind spots of their brains to help them think and make decisions better through providing written/audio-visual resources, tests, and courses.	4	Credibility; Professional; Brain; Smart; Learning
1	4	a series of video, articles, tests, etc. that helps the audience learn more about the mind and psychological biases. there is curriculum for businesses.	4	brain; psychology; bias; behavioral science; neuroscience; learning; curriculum
1	4	Empower people by helping them spot the blindspot of their mental capability.	4	Mental health, Pyschology, Helping people, Bias.
1	2	it's trying to sell some self-help course?	2	intelligence; self-help; potentially a rip-off; looks like a scam
1	4	Helping people recognize and remedy biases	4	Psychology
1	4	They aim to help users learn better decision making through the understanding of the mind. They use tests, lessons, podcasts, etc. to allow users to learn at their own pace.	4	content-oriented;straight-forward;amateur;scientific;
1	5	It illustrates ways in which humans can fall prey to fallacies and biases and help users make better decisions by avoiding these pitfalls of the mind.	5	professional, hard, difficult, interesting
1	4	Offer free and paid materials for people to explore their own brains - know about what could be non-intuitive in the way that the brain works (such as biases, cognitive effects...) By the way, it should be "Curious about what MAKES us unique", not make. A single typo makes a website as untrustworthy as it can be.	4	Interesting; intuitive; simple design; Coursera but only brain lessons
1	5	Provide content on humans' implicit bias	4	Harvard, cognitive science, content based, implicit bias
1	3	Providing content to improve decision-making process	3	Grammar; Mind; Cognitive Science