

# Abstract

This UX research project with Mention Me aims to optimize referral program designs by aligning them closely with user motivations and behaviors, contributing to enhanced engagement and customer acquisition. The journey encompasses various stages, beginning with a focus group study to gain insights into the customer journey within referral programs. Drawing inspiration from Cialdini's principles of persuasion, referral designs were introduced and examined. To validate these insights, an eye-gaze tracking study was conducted. The analysis prompted the integration of personalization and social proof elements into the referral designs.

# Introduction & Background

Referral marketing's importance has grown in the digital era, where traditional advertising struggles to break through the noise. Referral programs tap into social influence, capitalizing on the trust customers have in recommendations from friends and family. Acquiring new customers and engaging existing ones are crucial challenges for fashion retail brands in a competitive landscape. Referral programs have become effective tools by leveraging word-of-mouth marketing and customer advocacy. Mention Me, a leading referral marketing provider, seeks to enhance its referral program design through a user-centric approach by understanding and leveraging motivational factors. To optimize Mention Me's referral program designs, this research explores the motivational factors driving customer participation and includes social proof and personalization to enhance user engagement and customer acquisition in the fashion retail industry.

# Study Methodology

- Literature review**  
A thorough literature review was conducted
- Eye Gaze Tracking**  
with 7 participants, followed by feedback
- Focus Group**  
with 9 participants, age group 22-35 yrs
- Prototype Testing - Maze**  
30 participants, user feedback, concept test

# Testing & Evaluation

- Eye-gaze study insights**  
Social proof, reciprocity, liking, and personalization were found as motivation drivers  
User's focused on reward messages & CTA, not images
- Prototype Testing insights**  
The concept of integrating personalization and social proof proved to be a valuable addition  
Personalized custom sharing message feature received utmost success  
Most users favored the incorporation of attaching personalized images

# Leveraging Motivational Factors in Referral Programs: A User-Centric Design Approach to Enhance Mention Me's Referral Program Designs



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## Design



"Crafts referral invitation with attention to social proof and personalization"

"How can I make my referral invitation more persuasive?"

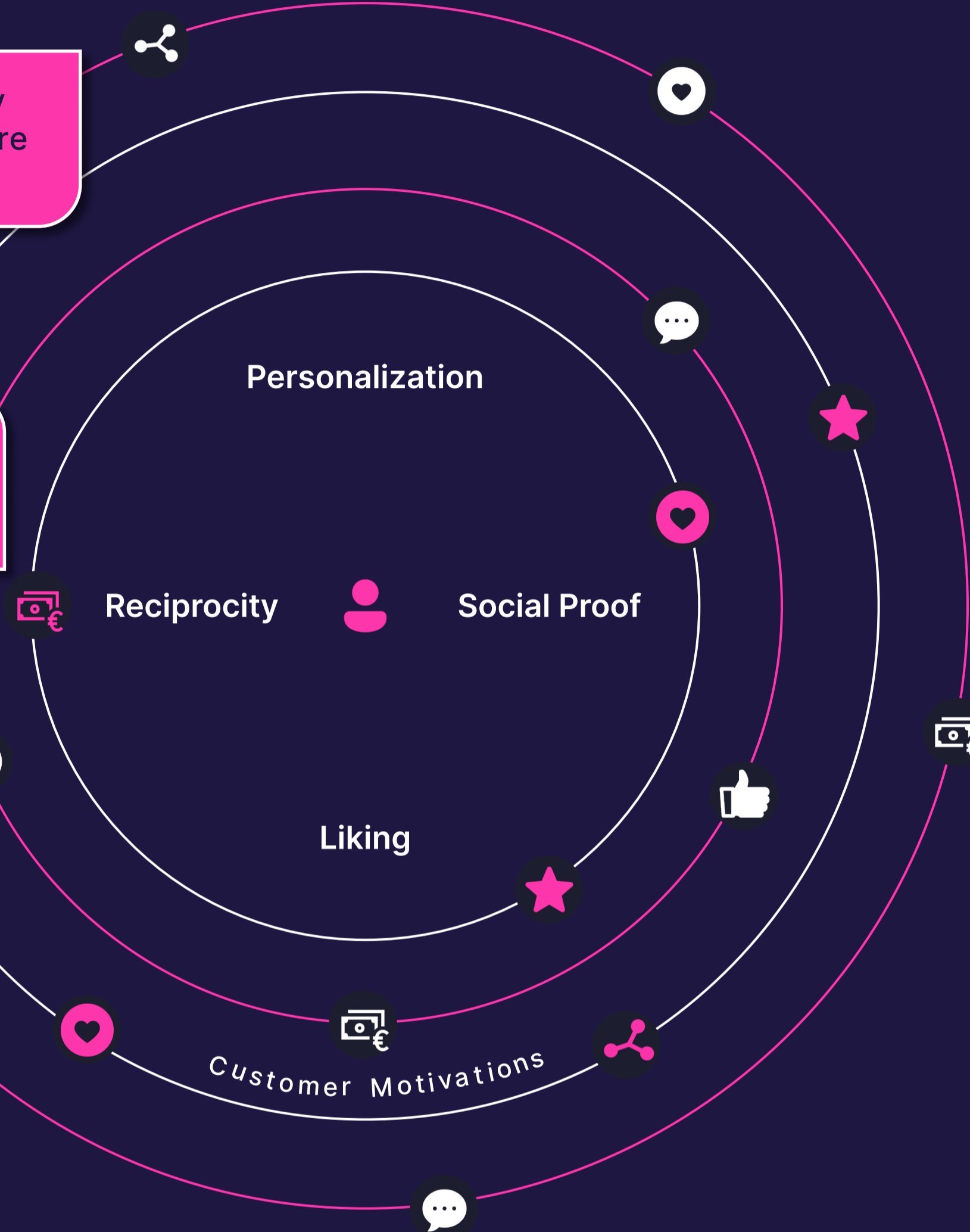
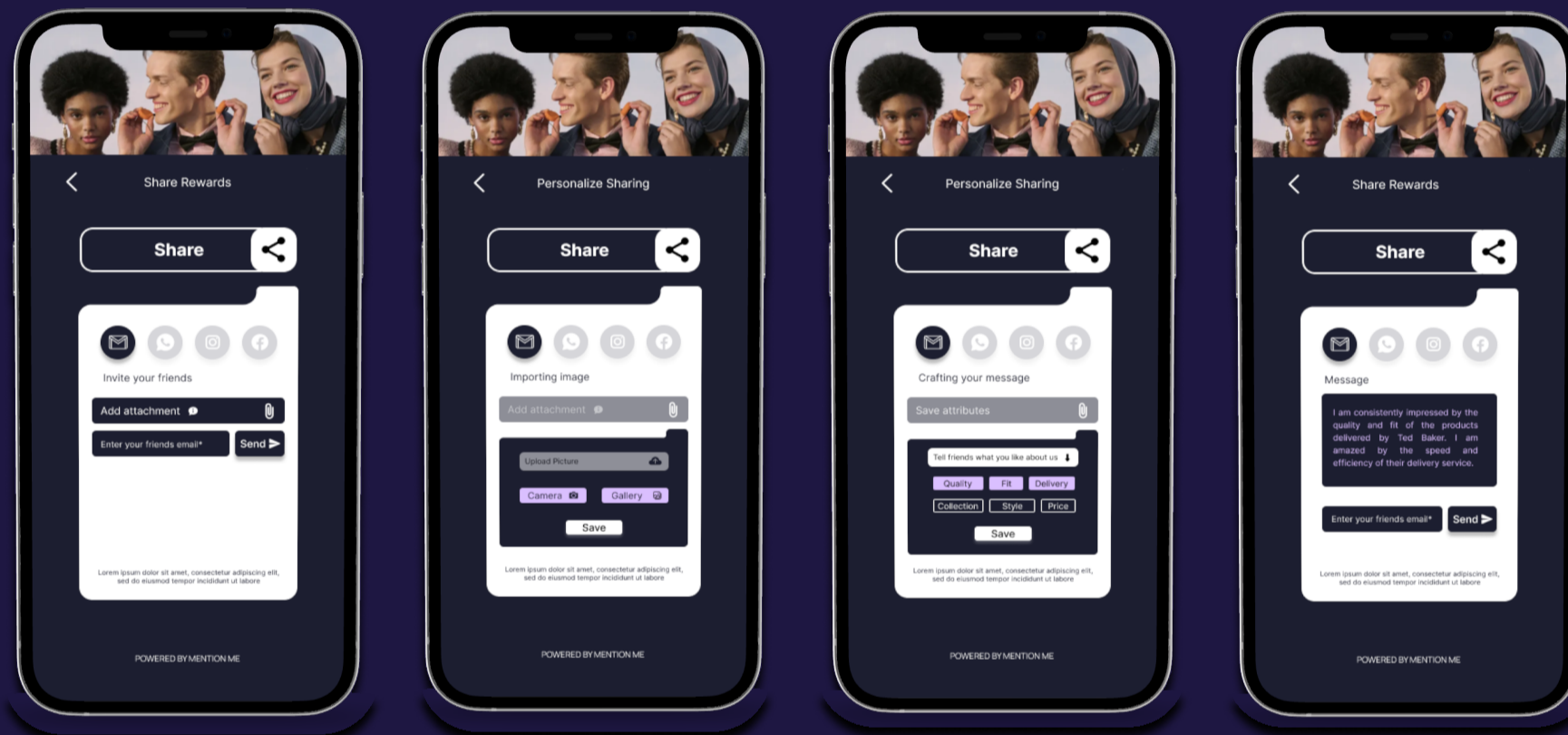
Users Participating in Referrals

Empathy Map

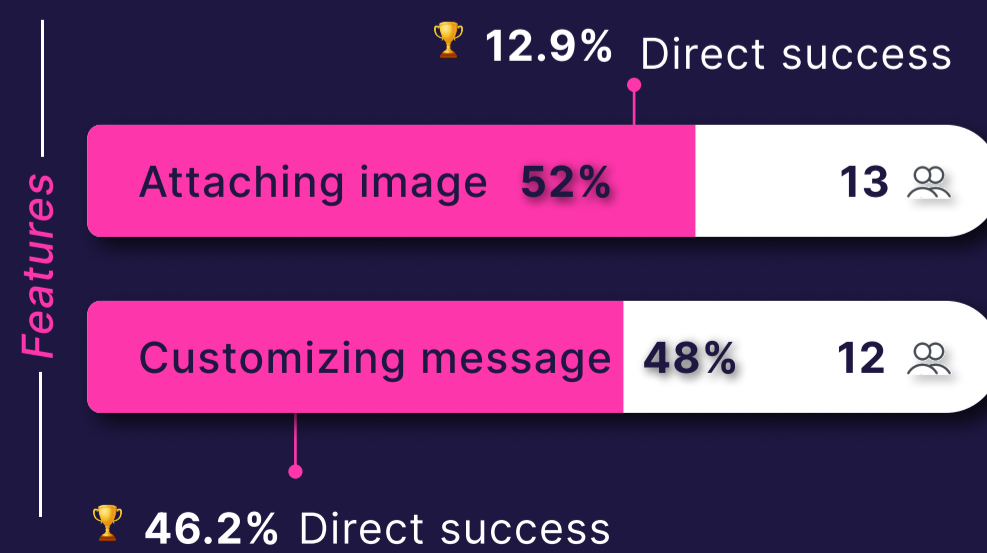
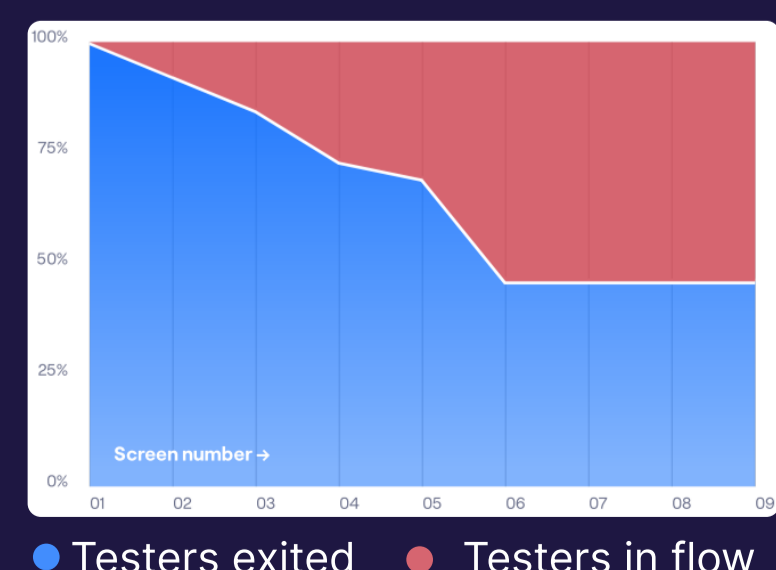
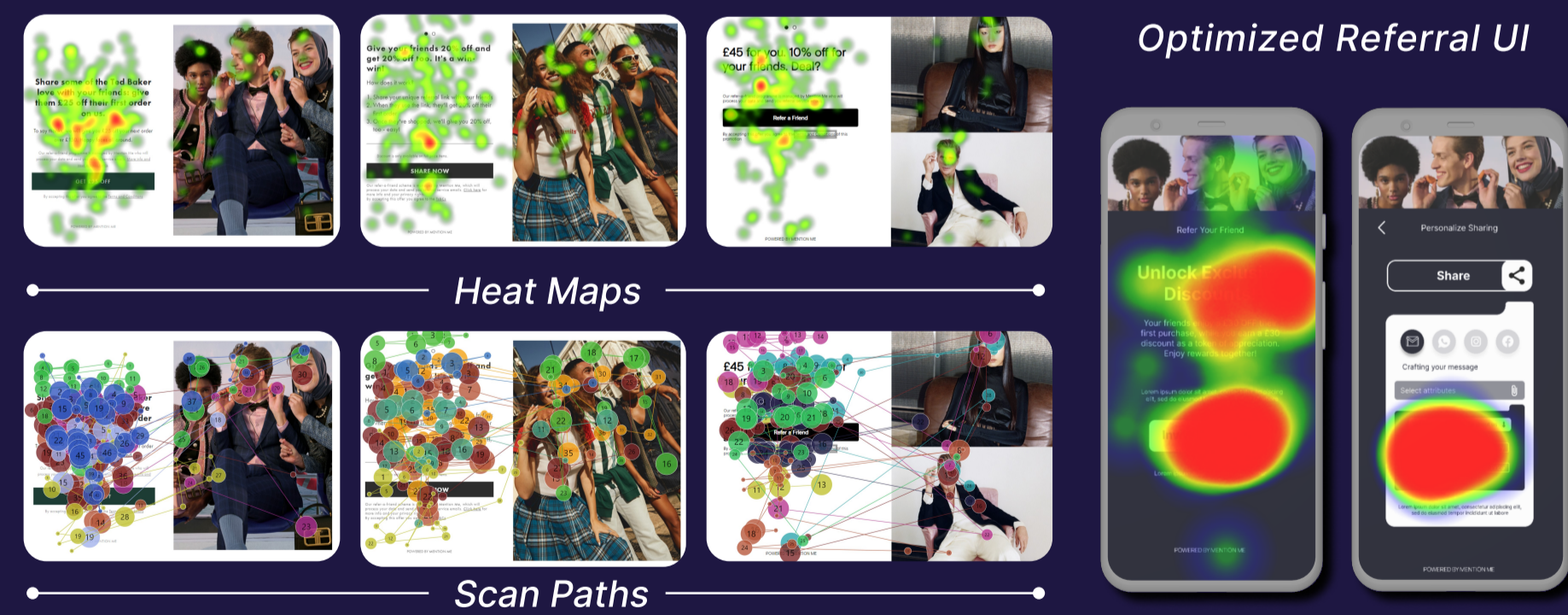
"I am excited to share referrals"

"I hope my friends find the referral valuable"

User Interface Designs



# Research Results



# Conclusion & Future work

In Conclusion, this project lays the foundation for continual improvements in referral programs.

Building upon the insights gained, examining the impact of these design enhancements on referral conversion rates and customer acquisition can provide deeper understanding into the program's overall effectiveness. Additionally, investigating the interplay between personalization and various customer segments could lead to tailored referral experiences that resonate with diverse user preferences.