



# Glossary

## The PET Architect



**Human Factors**  
International

# Glossary: The PET Architect



## Table of Contents

|          |          |
|----------|----------|
| <b>C</b> | <b>3</b> |
| <b>D</b> | <b>3</b> |
| <b>E</b> | <b>3</b> |
| <b>F</b> | <b>4</b> |
| <b>G</b> | <b>4</b> |
| <b>H</b> | <b>4</b> |
| <b>I</b> | <b>5</b> |
| <b>M</b> | <b>5</b> |
| <b>P</b> | <b>5</b> |
| <b>R</b> | <b>6</b> |
| <b>S</b> | <b>6</b> |
| <b>T</b> | <b>7</b> |

### C

|                                  |  |
|----------------------------------|--|
| <b>Commitment</b>                | A preferably written and public statement which the user then needs to act on so as to maintain consistency.   |
| <b>Complex Core Issue</b>        | A topic that underlies a number of different drives, blocks, beliefs, and feelings, and is central to a decision point.  |
| <b>Conversion</b>                | Compliance with an intended focus of influence. This is NOT necessarily a sale. It can also be any action, such as voting, asking a doctor, using a given credit card, or visiting a Web site. |
| <b>Conversion Rate</b>           | Percentage of the target population who comply with an attempt at influence.   |
| <b>Core PET Strategy</b>         | Central plan for persuasion. This includes the selected THEME, FRAME, MEME, and also the Primary persuasion tool that is applied to stimulate conversion.                                      |
| <b>Cross Channel Integration</b> | Design for coordination between channels and optimization of synergy between channels.   |
| <b>Customer Retention</b>        | Keeping customers coming back for more. Includes repetition of purchase and increase in size of purchase.  |

### D

|                         |   |
|-------------------------|---|
| <b>Digital Strategy</b> | Determination of how technology can be used to support the overall business objectives (e.g., role of mobile technology). Also, the overall approach to convert and retain customers, and the approach to move customers into desired channels. |
|-------------------------|---|

### E

|                 |   |
|-----------------|---|
| <b>Easy Fun</b> | Fun that requires very little skill or attention and is, therefore, relaxing. |
|-----------------|---|

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|-------------------------------|---|
| <b>Ecosystem</b>              | Term from ethnography that refers to a whole set of different types of people, scenarios, environments, and artifacts. A given ecosystem is defined by one or more things that it surrounds. So you can have an ecosystem of everything around a student. Or, you can have an x-ray room ecosystem. |
| <b>Engagement</b>             | When users focus their attention on the interaction, become absorbed, and tend to continue with the activity.   |
| <b>F</b>                      |   |
| <b>Flow</b>                   | The experience that results from an optimal (high) level of challenge and skill requirement. This is an intrinsically reinforcing state of absorption when time-sense is lost.  |
| <b>Focus Group</b>            | Research method where a group of participants is facilitated in providing ideas or advice to designers. It is often incorrectly applied. It is best for generating long lists of ideas, most of them being wrong.   |
| <b>Frame</b>                  | Implied definition of what the conversation is about. Assumptively designates the definition of what is good.   |
| <b>G</b>                      |   |
| <b>Gestalt Methods</b>        | Methods that refer to giving the users an idea or a picture about something.  |
| <b>H</b>                      |   |
| <b>Habit</b>                  | Learned stimulus-response pair.   |
| <b>Hard Fun</b>               | Fun that uses a high level of challenge and skill and, therefore, will tend to create a sense of flow.  |
| <b>Hyperbolic Discounting</b> | The fact that things that happen immediately are given a higher value than things that will happen later. This is because immediate things are assessed by the limbic system, while the future is assessed by the frontal lobes.  |

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### I

**Immersion** The experience of absorption in a virtual experience.

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**Inherent Characteristics of a Design** The design of the interface itself, as opposed to persuasion methods that are added at the level of content.

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### M

**Meme** This is a cultural unit (an idea or value or pattern of behavior) that is passed from one person to another by non-genetic means (as by imitation). "Memes are the cultural counterpart of genes."

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### P

**People Fun** Fun that is based on interpersonal interaction.

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**Persuasion Flow Commentary** Step-by-step and page-by-page review of the experience of a user moving through a scenario with commentary on the persuasion issues.

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**PET Design** Design to optimize conversion through attention to the user's process of persuasion, emotional experience, and sense of trust.

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**PET Flow Strategy** The plan for the persuasion methods that will be applied as a user moves through a scenario.

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**PET Research** In depth interview that probes into a decision point to understand the emotional schema around that decision. The results can be displayed in a PET Analysis format.

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**PET Theme** The emotional foundation for persuasion work. It will be a strong drive, strong block, pressure point, or a complex core issue.

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**PET Validation** Validation of the impact of a persuasion improvement. This is generally measured as an observed behavior or business result.

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**Pressure Point** An emotional situation where there are conflicting drives and blocks. So there is a clash. At the point of that clash, there is usually an opportunity for cash.

**Progressive Disclosure** Placing the less critical, less frequently used, and more advanced functions deeper in the navigational structure so that they can be discovered over time as the user's expertise increases.

### R

**Re-Framing** Providing content that changes the frame used to judge an event, object, or decision.

**Reinforcement** An event that occurs as a result of a user action which either increases or decreases the likelihood of that action being repeated.

**Resonant Frame** A frame which is already a natural part of the user's work view, and preferably connects with strong underlying emotions.

**Resonant Offer** A service, product, or stimulus that is the object of a drive, or can weaken a block.

### S

**Scent of Information** Navigational element that suggests that the desired resource is within. Increasing the strength of scent at each level will tend to pull users through many steps of navigation.

**Schema** A mental idea, concept, or construct. Schemata correspond to neurological structures.

**Schemata** Plural of schema

**Semantic Methods** Using words to convey information.

**Serious Fun** Fun obtained from activities that have serious consequences.

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**Social Learning** Learning by observing others. Social Learning Theory was developed by Albert Bandura.

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**Sticking Points** Point in a scenario where the users tend to get disengaged or dissuaded and leave the intended persuasion flow.

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**Stimulus (in PET Research)** Anything that is shown to a participant in order to explore their feelings about that object. For example, you can show a home page to a participant and ask how it makes them feel.

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**Stimulus-Response** A 'Stimulus' is any condition that can be experienced by a user. It would include a vending machine, a Web page, or an internal experience such as hunger.

A 'Response' is an action that the user completes following the experience of a stimulus.

If a stimulus and response happen together, and are followed by positive reinforcement, then a habit is formed. The user will tend to repeat the response when presented with the stimulus.

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**Survey** A method of gathering data about customers which involves asking them a fixed set of questions in verbal or written form. The results do not necessarily reveal much about their real emotional schemata.

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## T

**Tactical PET Design** Adding persuasion methods without an overall coordination strategy. The results can be significant. But as additional methods are used, problems usually occur with persuasion clutter.

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**Think Globally, Lose Locally** Refers to the need to adapt to specific local cultures.

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