



## AAA's Road to Persuasion, Emotion and Trust

HFI collaborates on website design using new PET design™ methodology for persuasion, emotion, and trust

[Case Study](#)

# Case Study

## AAA's Road to Persuasion, Emotion and Trust

### Challenge:

#### Showcase product range, improve conversion

AAA wants people to know it offers more than just roadside assistance. Its assortment of products and benefits includes member discounts, financial services & insurance, travel & entertainment packages, and more. HFI collaborated with AAA Mid-Atlantic on a website redesign to:

- › expand consumer awareness about range of offerings
- › create a more persuasive online experience to increase uptake and conversion

### Approach:

#### Create a guided path for customer discovery

HFI combined classic usability practices with its new PET design™ methodology for optimizing persuasion, emotion, and trust—including eye tracking studies.

- › In-depth research identified people's wants, needs, motivations, and expectations.
- › Analysis found the existing AAA website didn't encourage people to explore new products, go deeply into the content, or even notice prominently displayed offers.



**Before:** Customers didn't know where to look or realize the extent of AAA's offerings

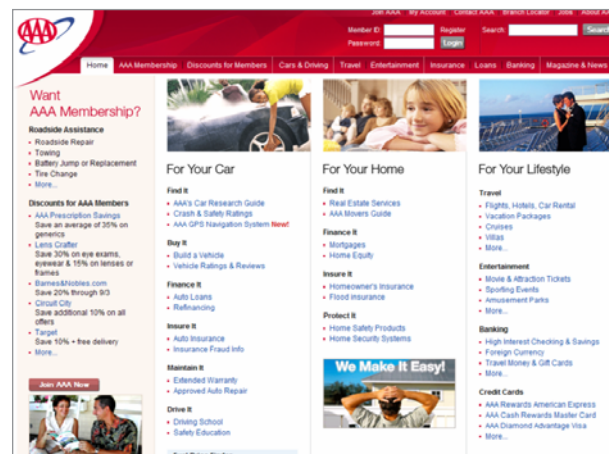
HFI developed a new site structure that promotes consumer discovery and cross-sales through a carefully orchestrated guided path. Instead of selling everything everywhere, the site now leverages "seducible moments" to present the right offer at the right time—including things that visitors didn't even realize AAA offered.

### Results:

#### Improved sales and product exposure

AAA Mid-Atlantic has enjoyed dramatic benefits since the launch of its redesigned website.

- › **Expanded awareness:** Site visitors discovered and remembered twice as many products and services; page views have soared in nearly every category.
- › **Increased conversion:** Membership page visits and leads have exceeded a 200% increase; online renewals for all membership types are higher.
- › **Improved usability:** 99% of usability test subjects successfully completed their tasks vs. only 54% with the old design.
- › **Brand appeal:** Tests showed the new design is unanimously preferred over the old site.



**After:** The site engages customers and uses guided paths to encourage exploration and cross-selling

Chart: The new design encourages customers to explore a wider variety of AAA's offerings

Category	Page Visits	% Increase
Insurance	Auto insurance overview	46%
	Home insurance overview	50%
	Home insurance rate quotes requests	44%
Banking & Loans	AAA American Express	26%
	AAA Visa	40%
	AAA high interest checking	120%
	Foreign currency page	49%
Cars & Driving	Car buying overview	112%
	New cars	83%
	Used cars	119%

Key content, like membership benefits, was rewritten to be more persuasive

Before

**Benefit from a AAA Membership**

**Basic Membership:**  
Provides basic coverage from road-side assistance, to TripTiks and TourBooks

**Plus Membership:**  
Expand on Basic with more miles of towing and other services exclusive to Plus members.

**Plus RV Membership:**  
Extend a Plus membership to your RV and relax.

“HFI’s PET design™ and usability methodologies gave us a new perspective. The difference between our approach now and the way we used to do things is like night and day.”  
—Scott Gamble | e-Business Director, AAA Mid-Atlantic

After

**Roadside Assistance**

**Broken down?** AAA will repair you at the roadside or tow your car.

**Dead battery?** AAA will jump your battery or replace it on the spot.

**Flat tire?** AAA will change it with your spare.

**Out of fuel?** AAA will bring you the gas you need to get you back on the road.

**Locked out?** AAA will send technicians to get you back in your car.

**Stuck in the mud?** AAA will pull you out of a ditch or mud.

**In someone else's car?** AAA will come rescue you anyway.

[More Roadside Assistance...](#)

Starting at \$61.25 per year for Basic Primary membership; this is like paying only \$5.00 per month for the security of AAA.

[Join AAA](#)

[Give a Gift Membership](#)

**Get Thousands of Discounts**

**Save up to 30% on...**

**Shopping**

- Target.com
- Travel Merchandise
- More...

**Travel**

- Hertz
- Hotels
- More...

**Entertainment**

- Regal Theatres
- Universal Orlando
- More...

**Dining**

- Hard Rock Café
- Chart House
- More...

**Membership Savings**  
AAA Membership can pay for itself...

Items	Annual Purchases
Prescriptions (30%)	\$ <input type="text"/>
Shopping Malls (20%)	\$ <input type="text"/>
Hotels (10%)	\$ <input type="text"/>
Electronics (8%)	\$ <input type="text"/>
Auto Parts (7%)	\$ <input type="text"/>
Books (5%)	\$ <input type="text"/>

[Calculate your Savings](#)

Not a member yet? [Join AAA](#) and get thousands of discounts



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