

To buy or not to buy

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Why?

A long-exposure photograph of a river, likely the Shweta River in India, showing a mix of blue and yellow water streaks. The water flows in a series of curved, wavy patterns, creating a sense of movement and flow. The colors are vibrant and contrast sharply against each other. The word "Flow" is centered in the image.

Flow

A long-exposure photograph of a river, showing the water as a series of flowing, wavy streaks. The colors are predominantly blue and yellow, suggesting a mix of water and sediment or perhaps a reflection of the sky and surrounding landscape. The motion is captured in a way that creates a sense of continuous flow and movement.

Think Flow Cash



Gameplay icons and progress:

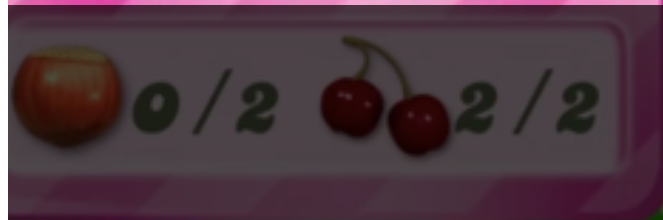
- Hand icon with a plus sign.
- Yellow arrow icon with a plus sign and the number 5.
- Light purple lollipop icon with a plus sign.
- Apple icon followed by 0 / 2.
- Cherry icon followed by 2 / 2.

Moves:
17

Score:
77280

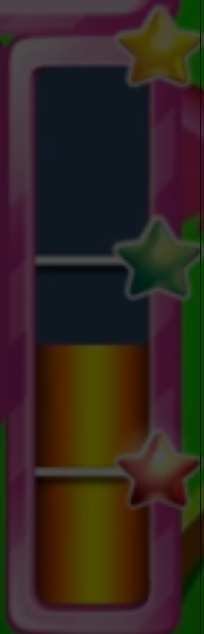
Progress bar with three stars (yellow, green, red) and a gold fill level.





Moves:
17

Score:
77280









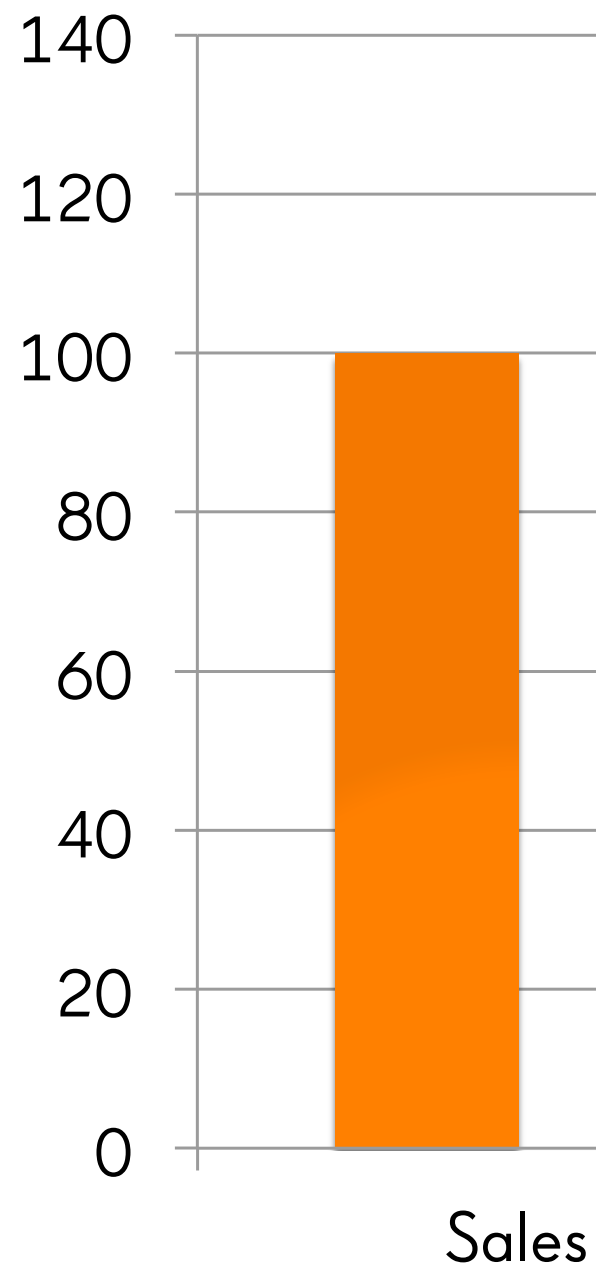




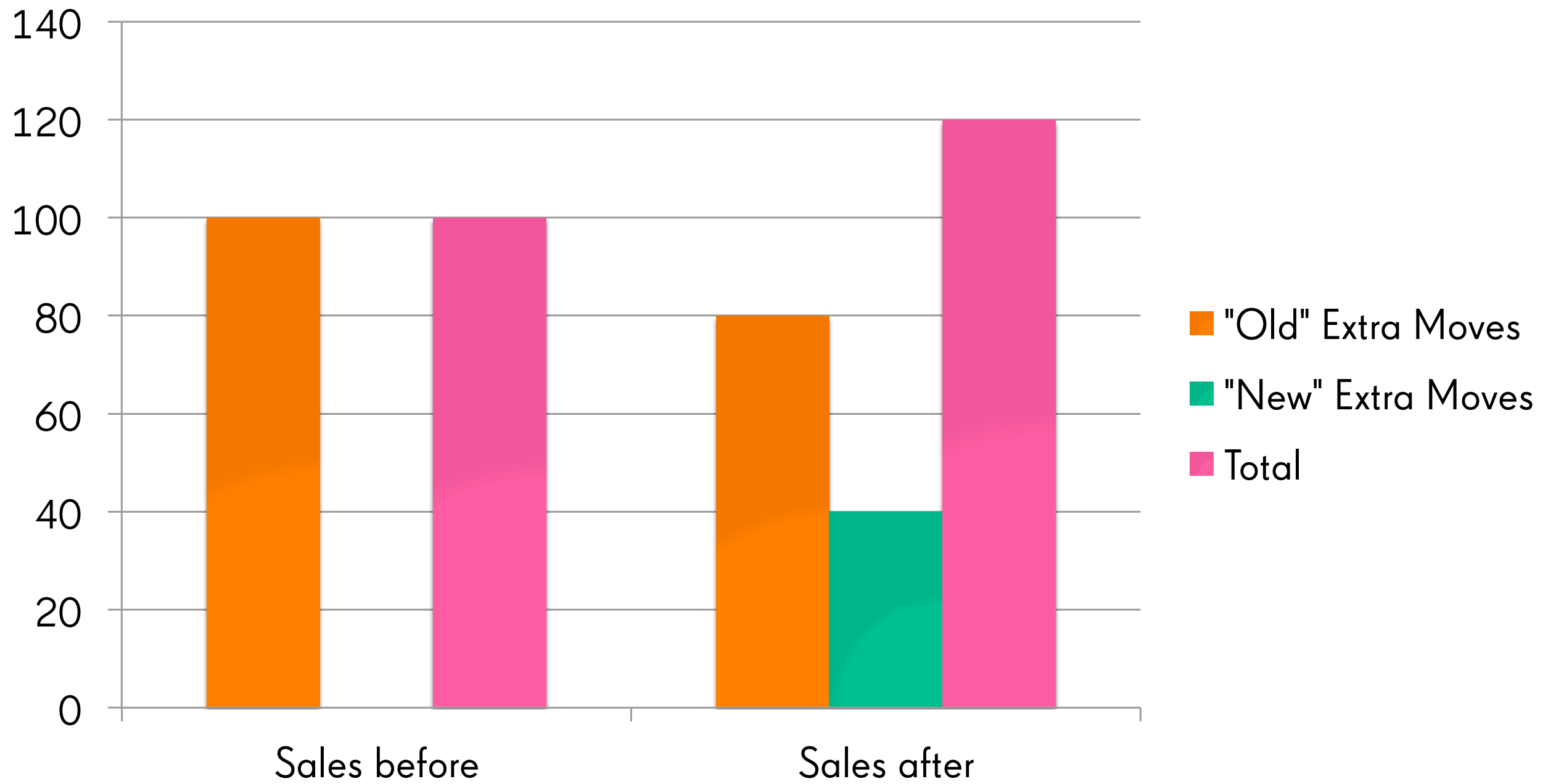
In-game

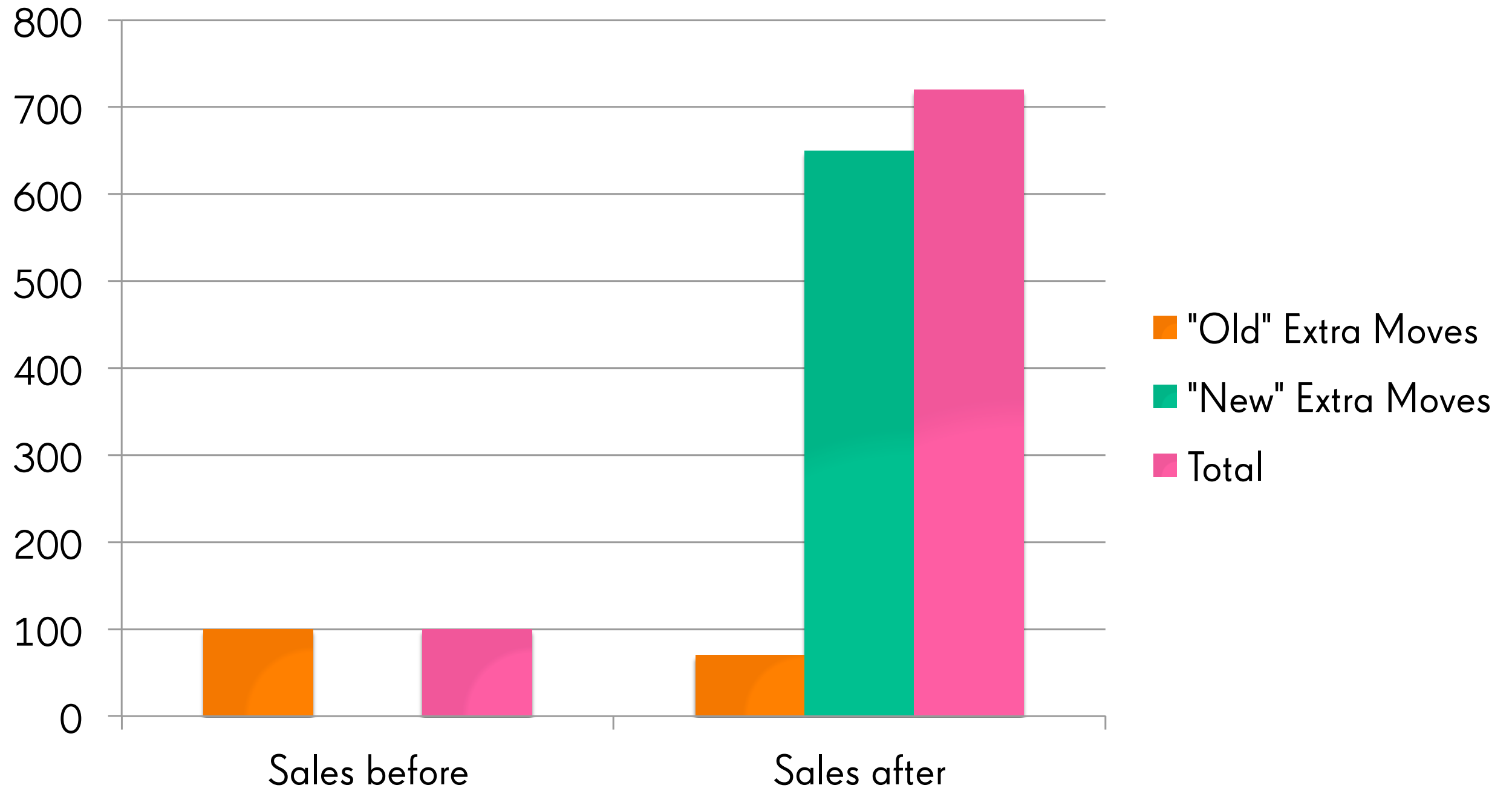


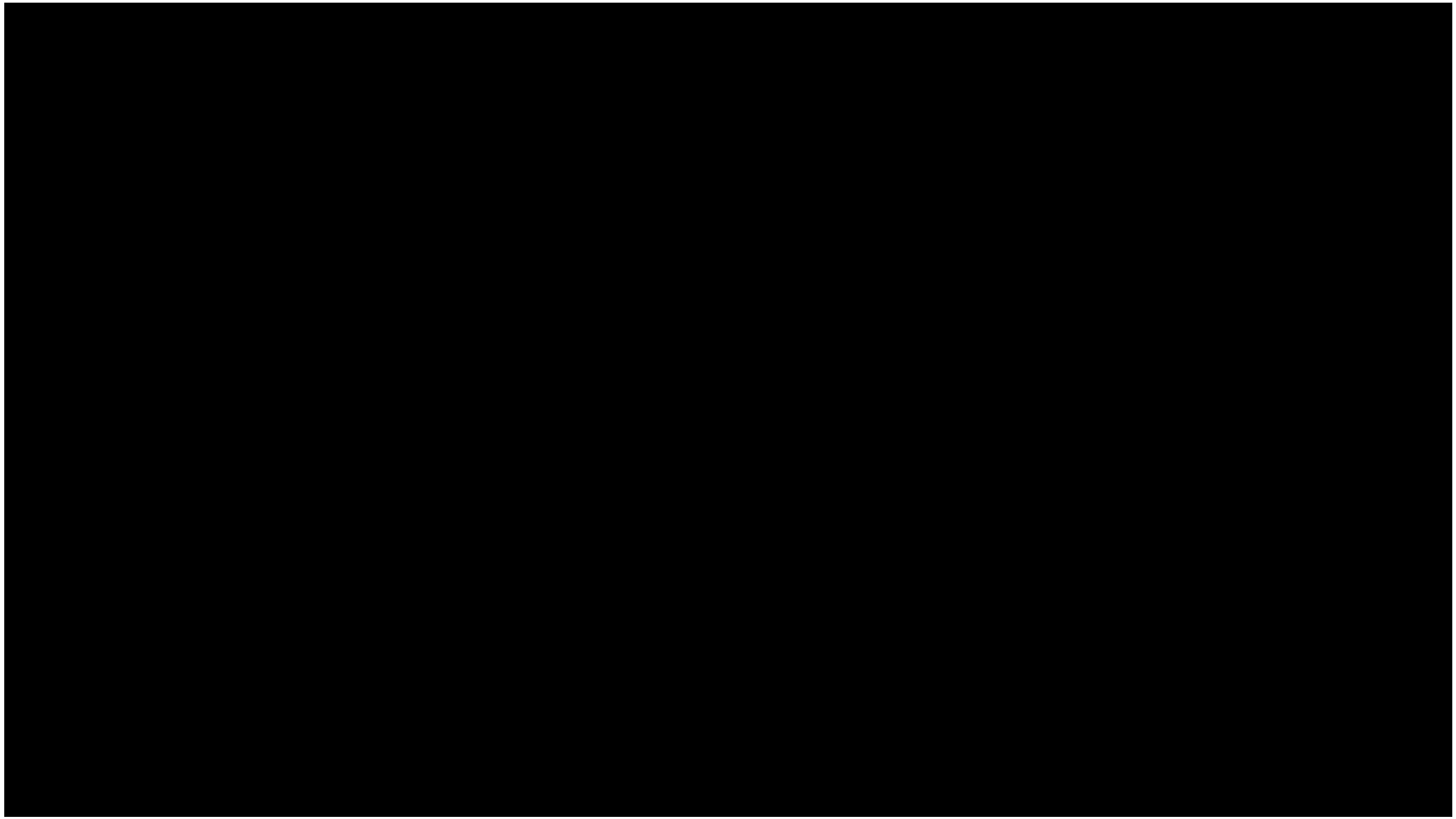
Post-game



■ "Old" Extra Moves

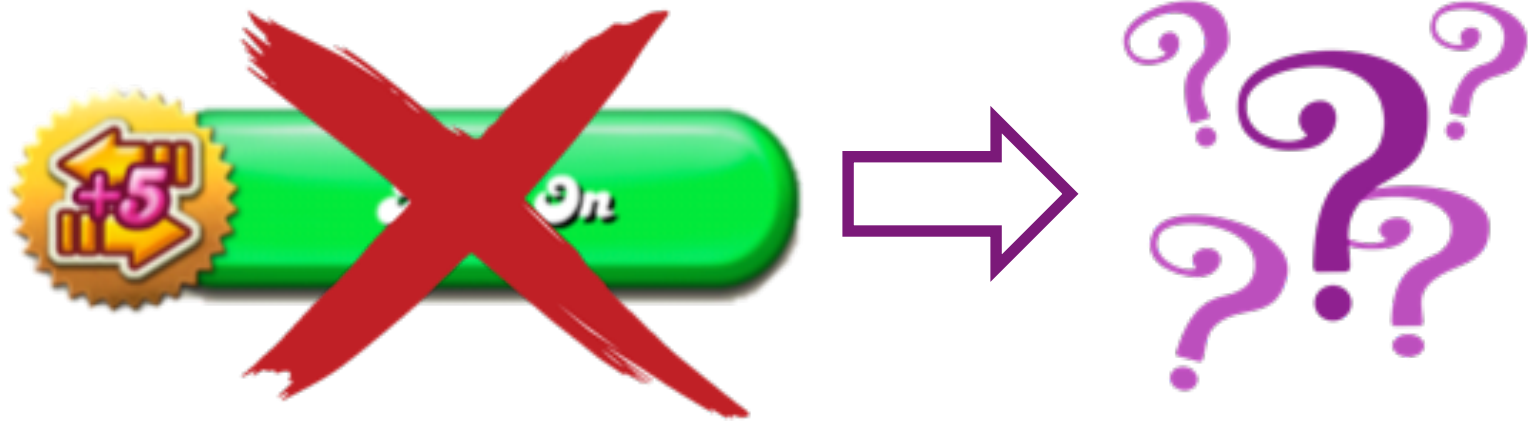










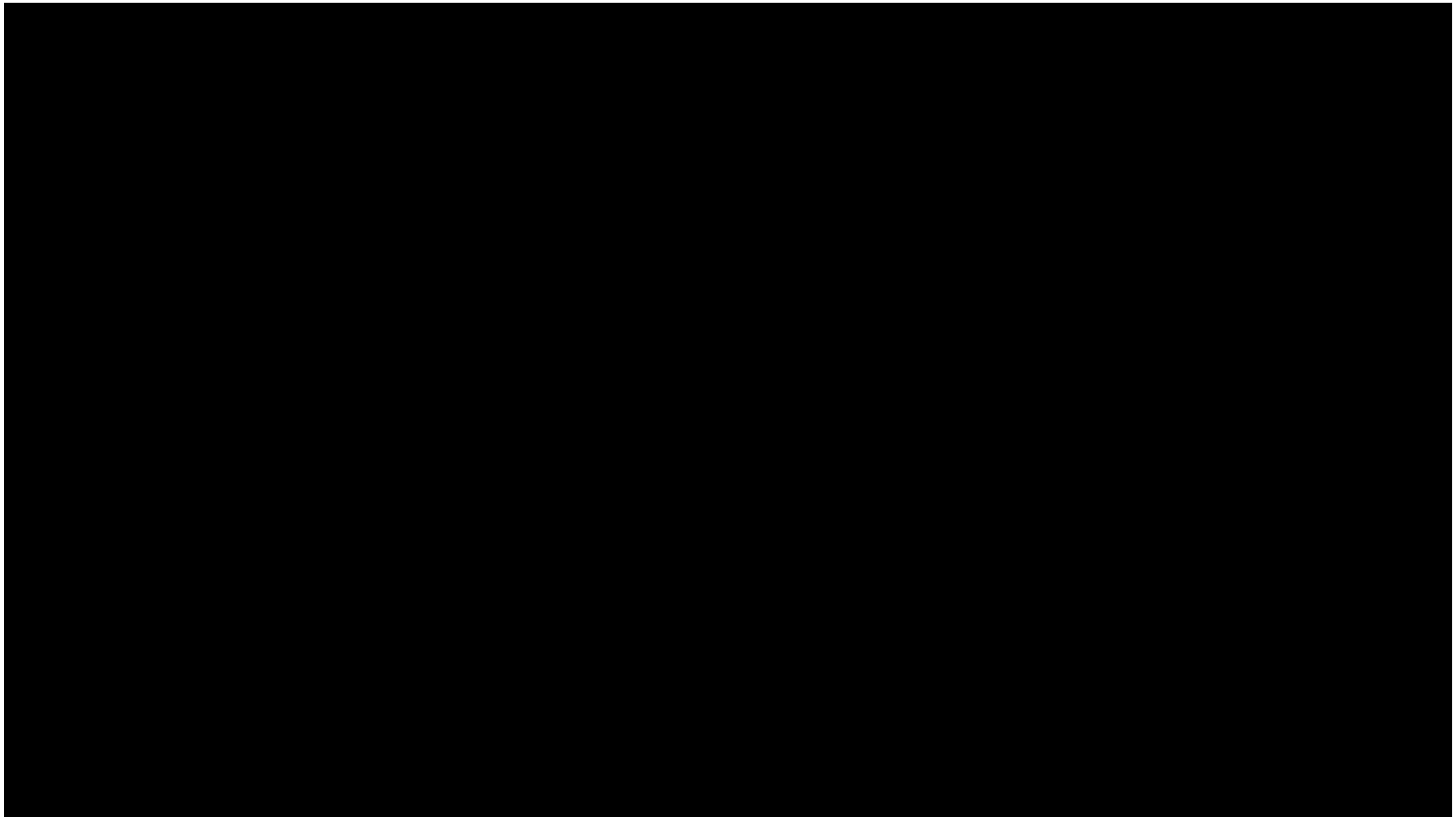




WRONG!







Why do people buy?



0





...gives you a complete
picture of your business
and how it has been
performing for the last 12
months and what you
can do to improve it.

at its Best!
A service
I have made him
up to work with
his new
electric car.

John & Newton
Saskatoon
98-3433

297-3539
Cell: 366-721-4634
STUCK
"HOLD
ON!"
2000
100% SATISFACTION
GUARANTEED
OR
YOUR
MONEY BACK

...gives you a complete
picture of your business
and how it has been
performing for the last 12
months and what you
can do to improve it.

**OUT
NOW!**

...gives you a complete
picture of your business
and how it has been
performing for the last 12
months and what you
can do to improve it.

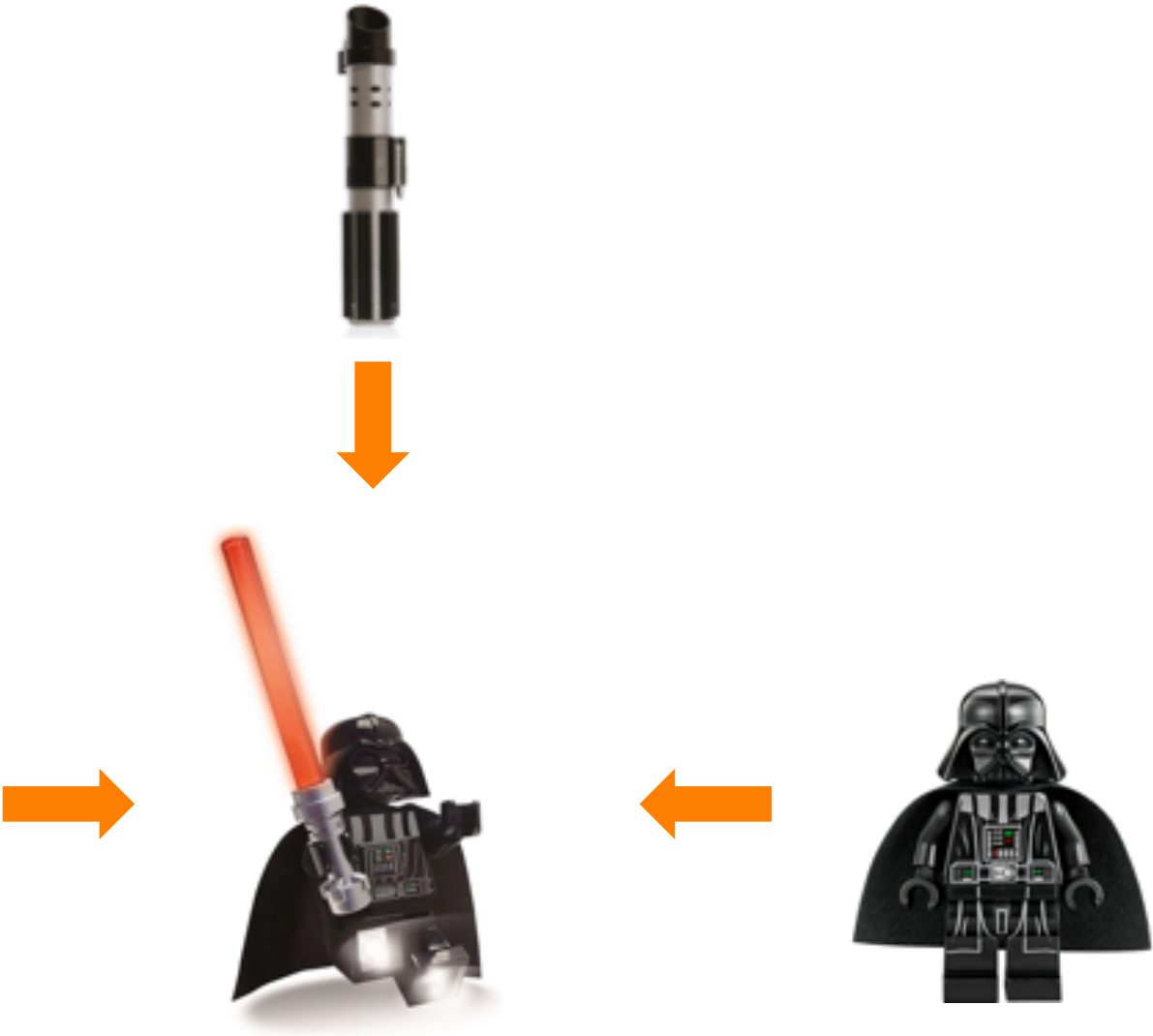
Daniel J. T.
Thank
of

Appleton Cove
Dental Center
(360) 297-3302

**"HOLD
ON!"
LIFE**

...gives you a complete
picture of your business
and how it has been
performing for the last 12
months and what you
can do to improve it.

Paul E. J.
...gives you a complete
picture of your business
and how it has been
performing for the last 12
months and what you
can do to improve it.









FutureState – PresentState

$$\Delta State = (FutureState - PresentState)$$



Intrinsic Perceived Value
(IPV)

$$IPV \propto \Delta State = (FutureState - PresentState)$$

$$IPV \propto \frac{1}{Price}$$

$$IPV \propto \frac{1}{Risk}$$

$$IPV = \frac{FutureState - PresentState}{Price \cdot Risk}$$





Buyer's Disposition
(BD)

$$\textit{BuyerPurchaseDisposition} = f(\textit{ObjectiveFactors}, \textit{SubjectiveFactors})$$

Subjective		Objective	
Brand / industry perception		Available money	
Physical / mental state		Available means of payment	
Peer pressure		Available time	
Self-worth		Recent purchase experiences	
Gratification need		Personal history	
Beliefs & values		Amount of friends	
Aspirations		Type of friends	

$$\textit{OfferAddedValue} = f(\textit{ObjectiveFactors}, \textit{SubjectiveFactors})$$

Subjective		Objective	
Surprise		Discount	
Timeliness		Time-limit	
Fairness		Special conditions	
Uncertainty		Visual presentation	
Agency		Novelty	
Consistency		Accessibility	
Transparency		Repetition	
Visual gratification		Information	

So...Why do people buy?

- Item's intrinsic purchase value (IPV)
- Buyer disposition (BD)
- Offer added value (OAD)



Purchase Probability

IPV

BD

OAV


$$\textit{PurchaseProbability} \propto \textit{IPV} \cdot \textit{BD} \cdot \textit{OAV}$$





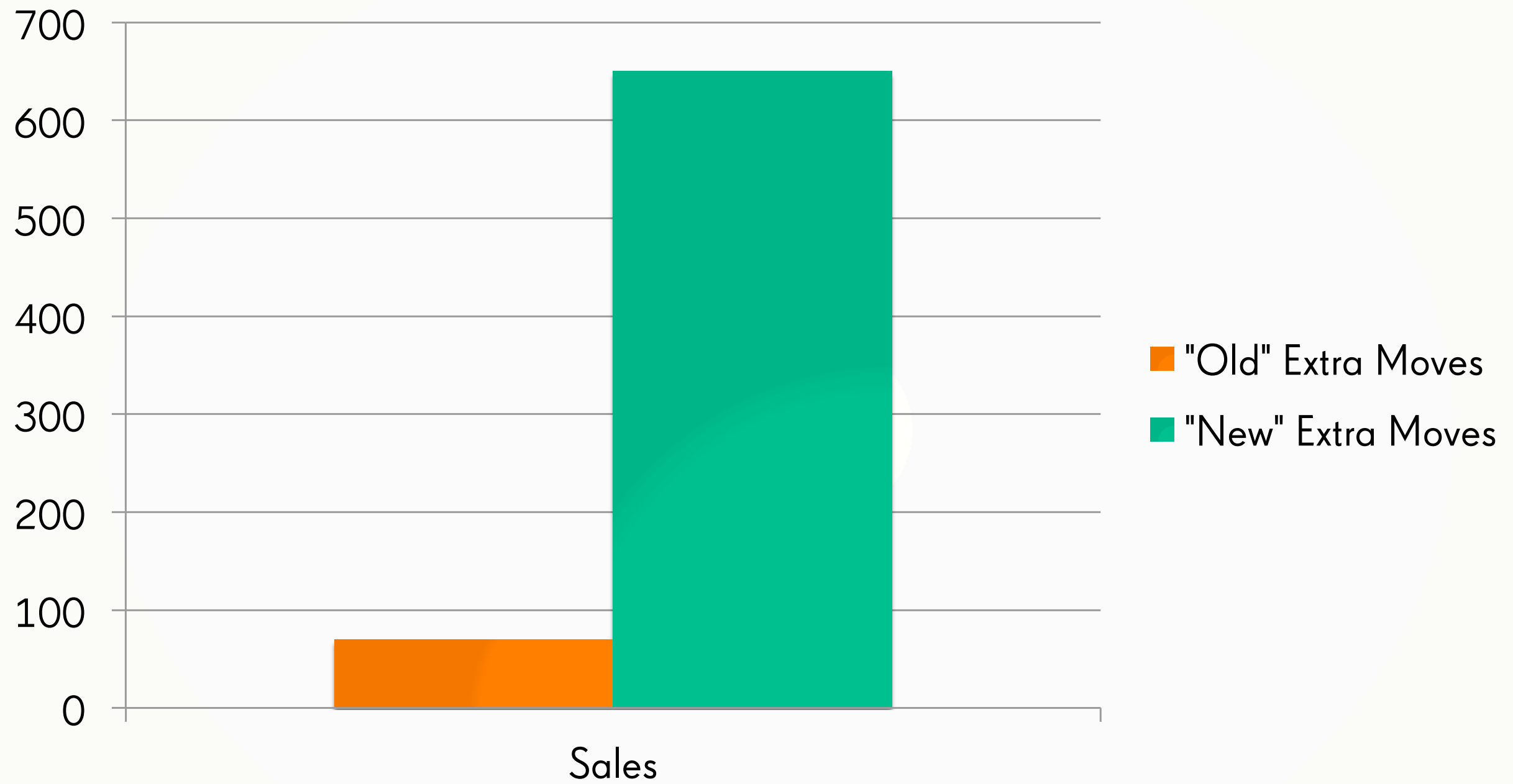


In-game

Vs.



Post-game



Intrinsic Purchase Value



vs.



$$IPV = \frac{FutureState - PresentState}{Price \cdot Risk}$$

Buyer Disposition



vs.



Offer Added Value



vs.



Subjective

Surprise

Timeliness

Fairness

Uncertainty

Agency

Consistency

Transparency

Visual gratification

Subjective

Surprise

Timeliness

Fairness

Uncertainty

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Objective

Discount

Time-limit

Special conditions

Visual presentation

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Information

Objective

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Special conditions

Visual presentation

Novelty

Accessibility

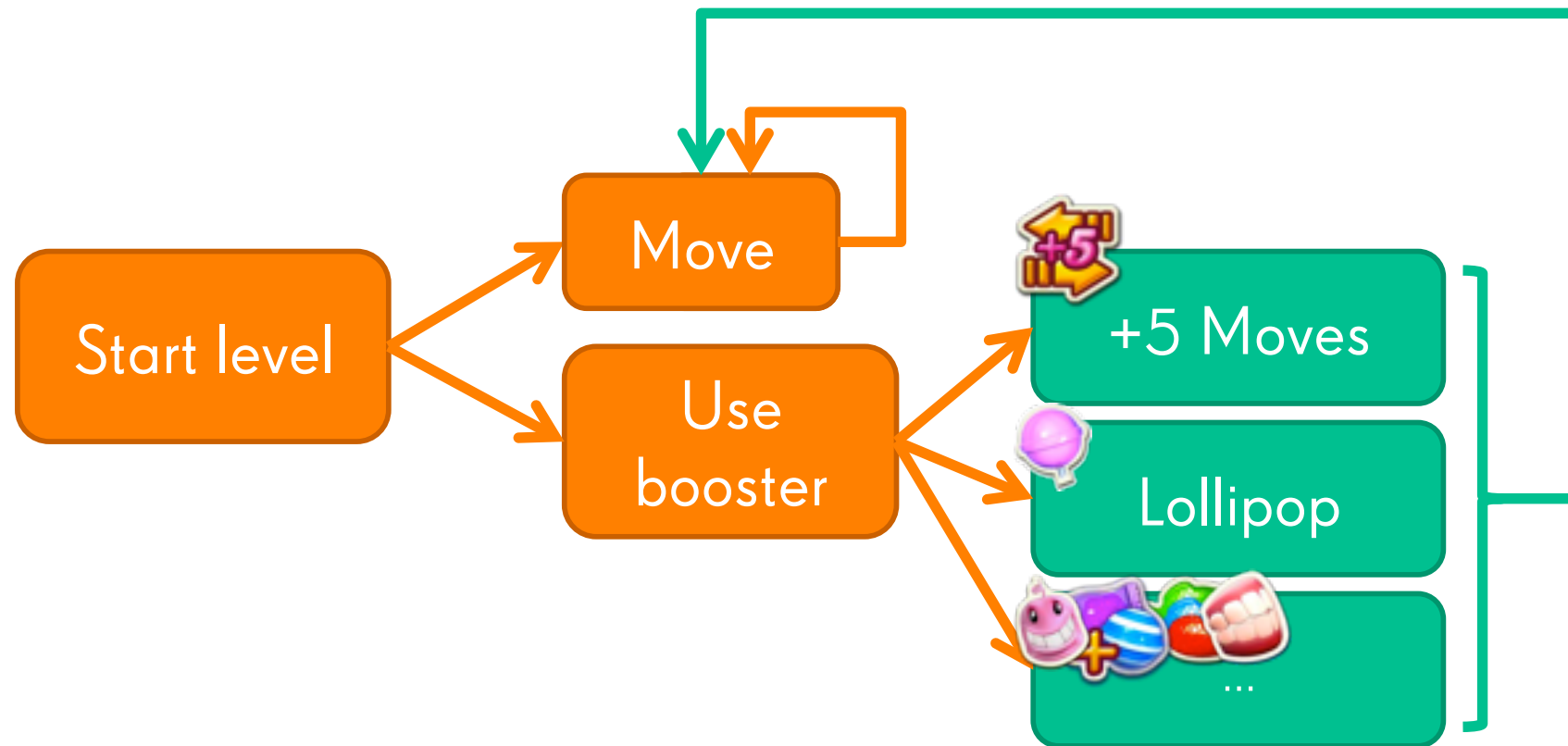
Repetition

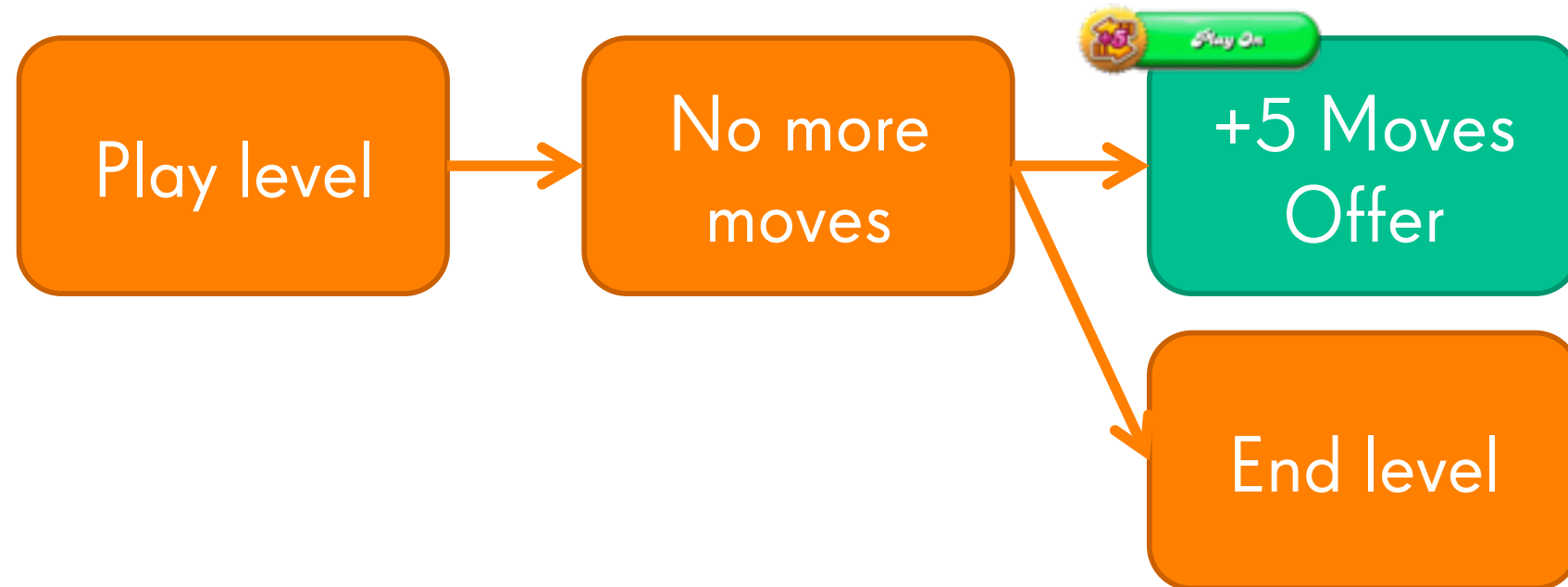
Information

Subjective		Objective	
Timeliness		Special conditions	
Visual gratification		Visual presentation	
Transparency		Information	

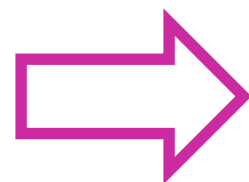
Subjective		Objective	
Timeliness		Special conditions	
Visual gratification		Visual presentation	
Transparency		Information	

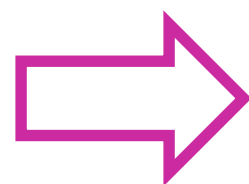












???

Intrinsic Purchase Value



Vs.



$$IPV = \frac{FutureState - PresentState}{Price \cdot Risk}$$

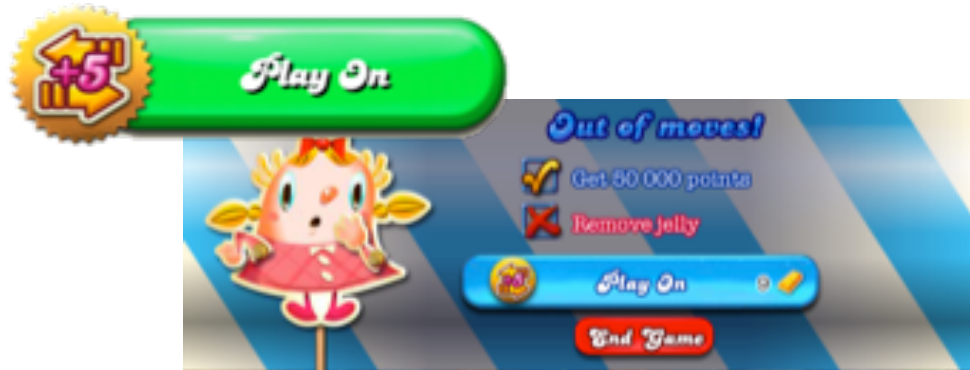
Buyer Disposition



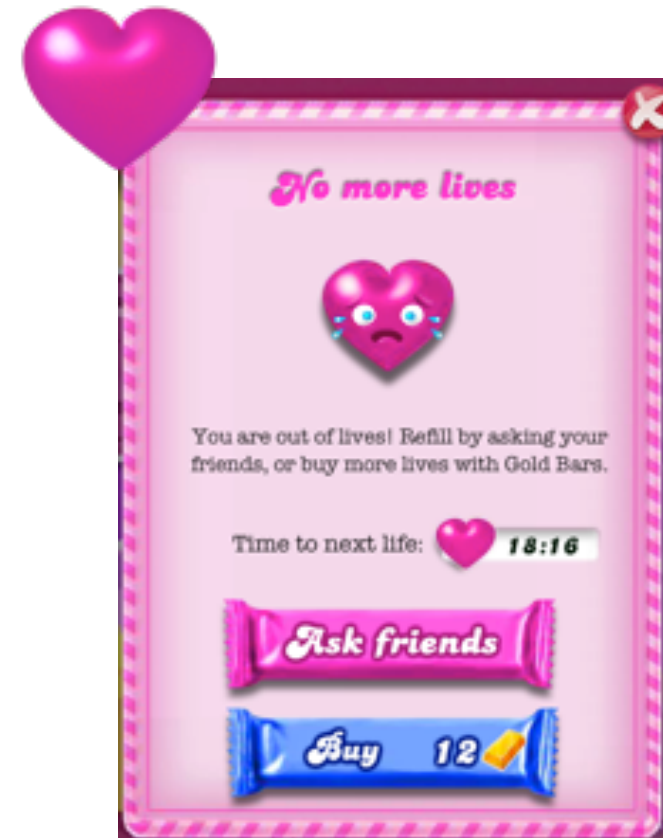
Vs.



Offer Added Value



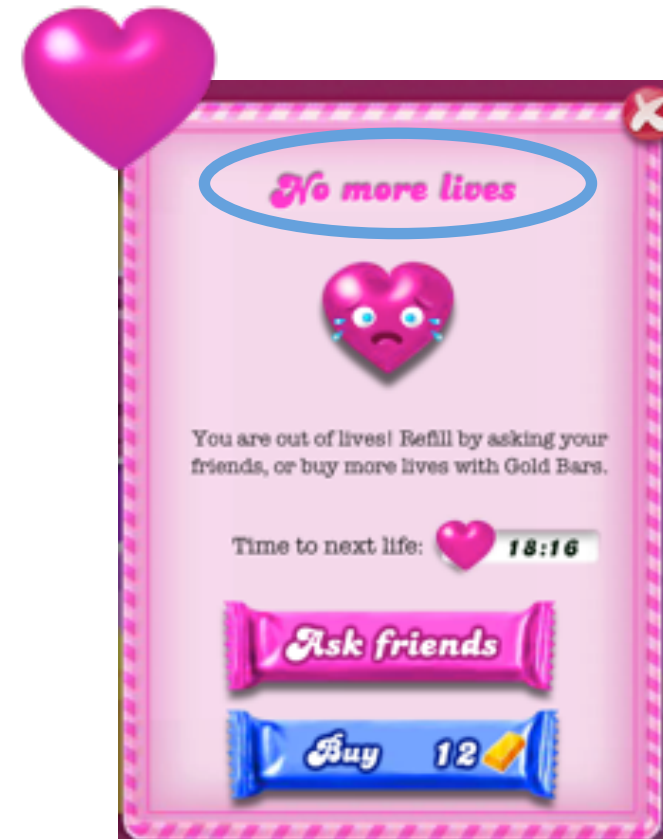
Vs.



Offer Added Value



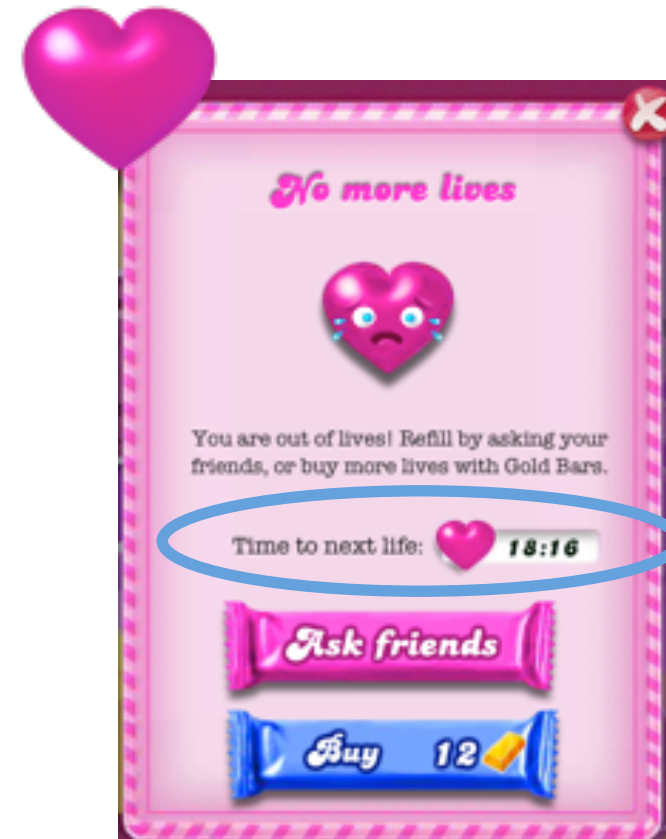
Vs.



Offer Added Value



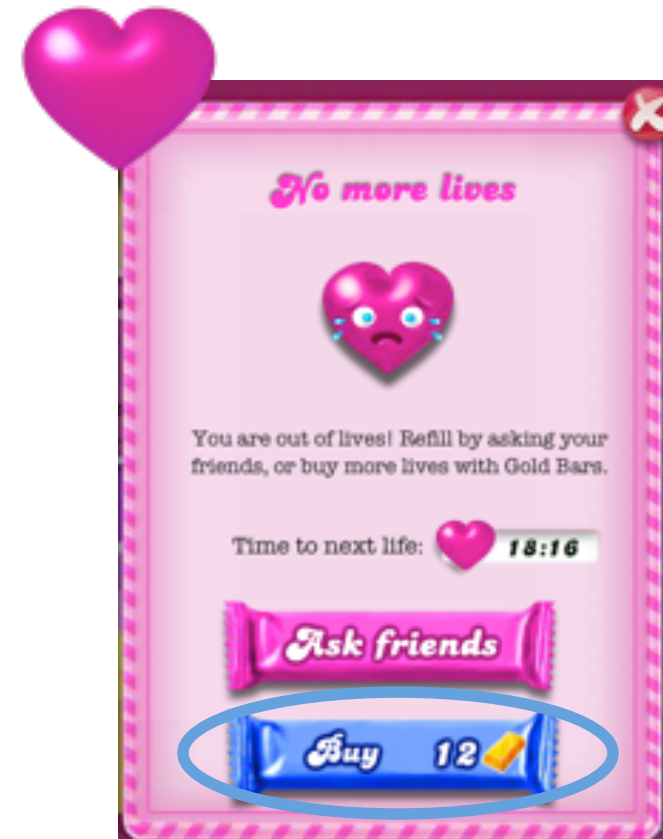
Vs.



Offer Added Value

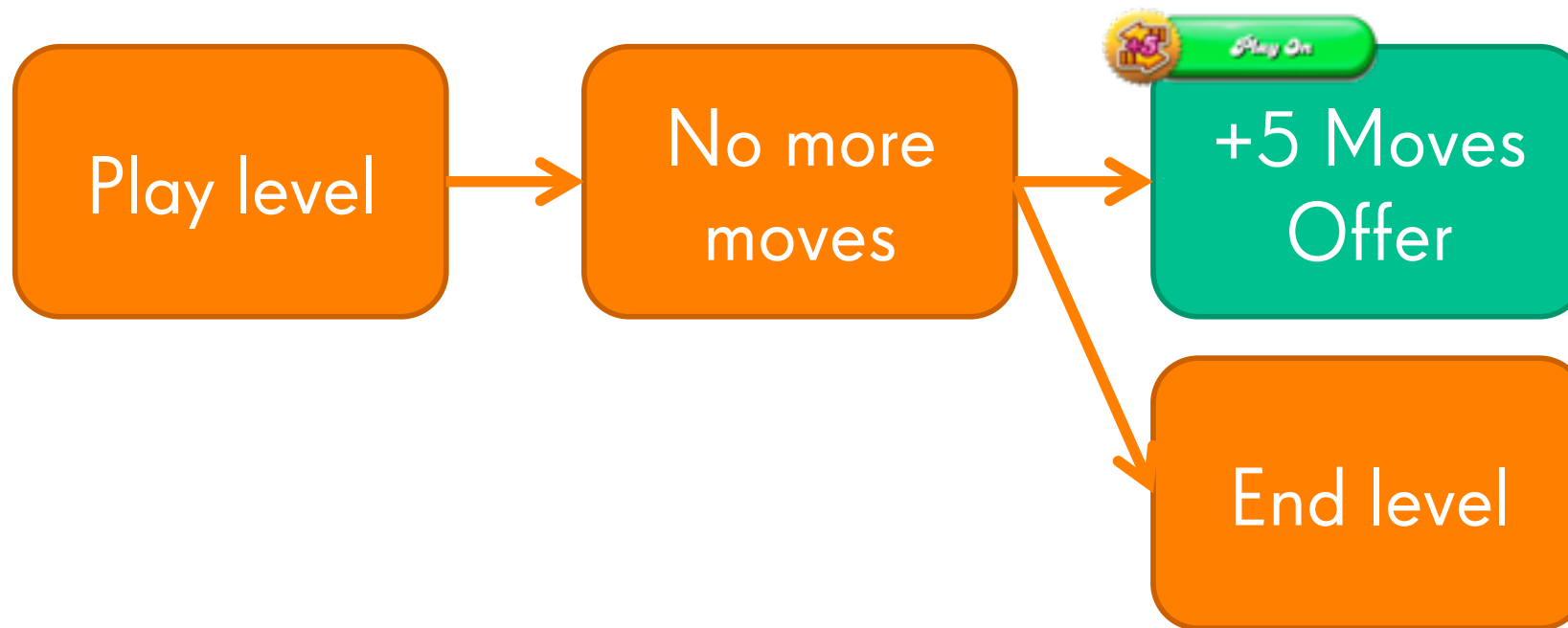


Vs.

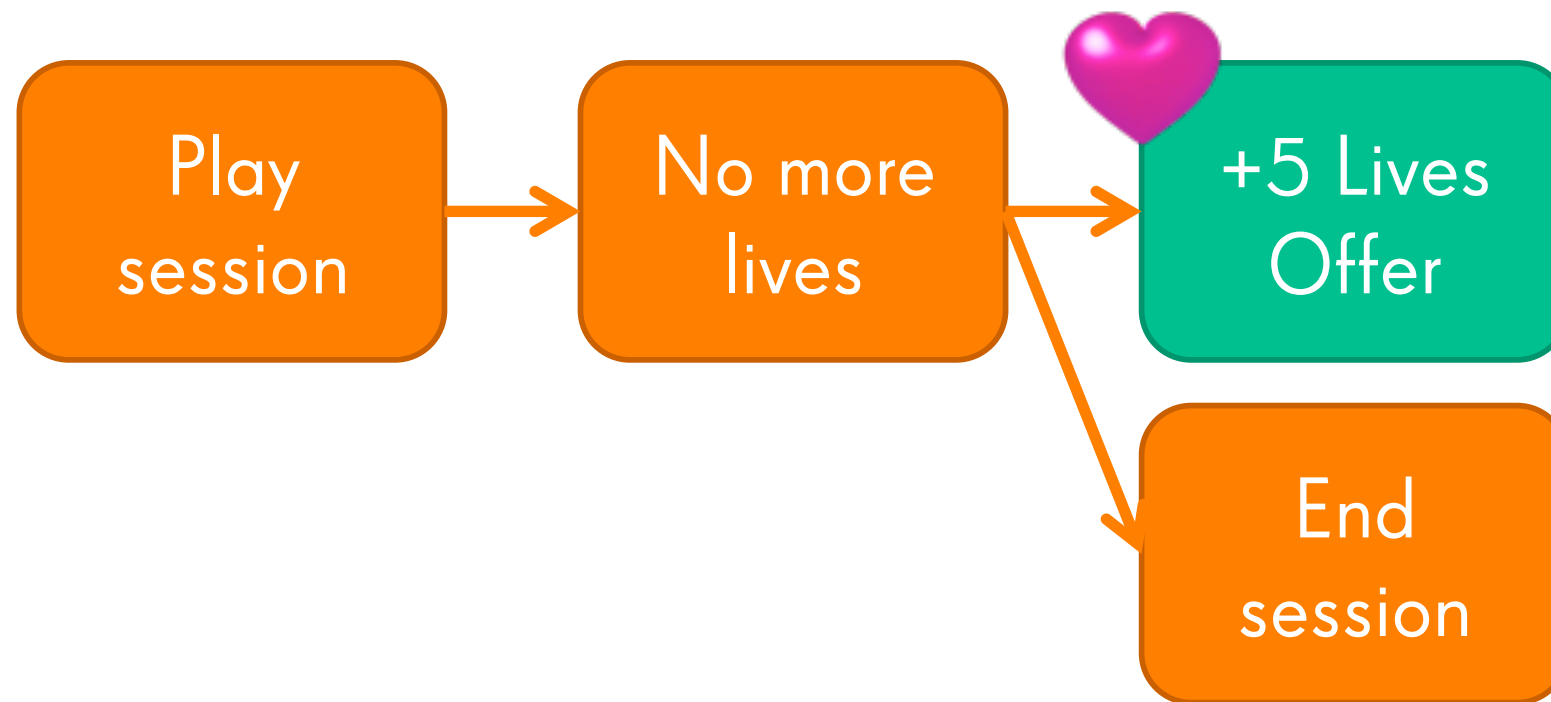




Offer Flows



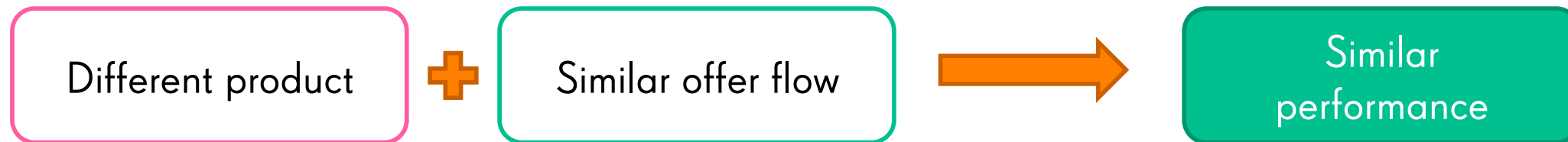
Offer Flows



There's a pattern!



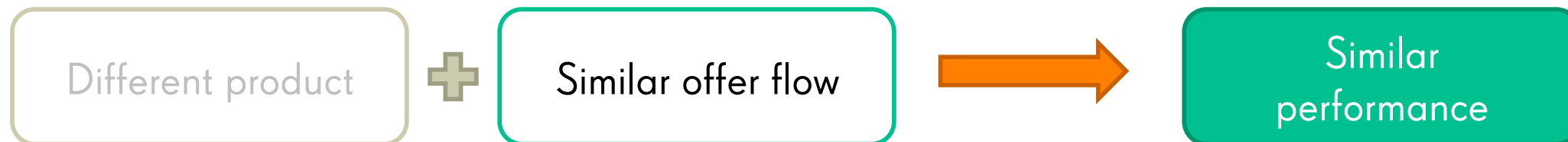
Vs.



There's a pattern!



Vs.



Think Flow Cash!

Now, you







