

# Heuristic Frameworks

Align Digital	Unbounce	CXL	Web Arts	MarketingExperiments (MECLAB)	LIFT (WiderFunnel)
<b>Relevancy (context)</b>	Context	Relevancy	Relevance. Does my perception fit my expectations?		Relevance
<b>Congruence (value proposition)</b>	Congruence (value proposition)			m = Motivation (throughout their web experience)	Value Proposition
<b>Frictions (+ attention ratio)</b>		Frictions	Convenience. How complicated will it be?	f = Friction elements of process	
<b>Distractions</b>	Attention Ratio	Distractions			Distractions
<b>Buying Phases</b>		Buying Phases			
<b>Credibility</b>	Credibility		Trust. Can I trust this provider? Security. Is it secure here? What if...?	a = Anxiety about entering information	
<b>Clarity</b>	Clarity	Clarity	Orientation. Where should I click? What do I have to do?	v = Clarity of the value proposition (why)	Clarity
<b>Motivation/Incentive (+sense of urgency)</b>	Closing	Incentive	Stimulance. Why should I do it right here and right now?	i = Incentive to take action	Urgency
	Continuance (post conversion)		Confirmation (did I do the right thing?)		