A 4-stage Mental Model of Conversion: An Approach to Capture Transition of Customer Mind

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Abstract— Conversion is one of the ultimate goals of service providers. It requires an in-depth understanding of internal mental behavior toward conversion. There are many industrial best practices in terms of guidelines for conversion-oriented web design and smartphone application design. Most of them are still in a phase of trial-and-error because they lack a systematic methodology that deals with the mental flow of a customer during conversion. In order to provide building blocks towards a systematic construction of conversion-oriented web design methodology, the author proposes a 4-stage view model of conversion.
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Keywords— Mental model; conversion; view model; conversion-oriented web design; methodology;

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