Strategy #24: One-step solutions

Covered in this section:

<u>Making it as easy as possible</u>

- ➢ People like convenience
- ➢ They don't like having to go through multiple steps in order to purchase something
- ➢ Example: ordering pizza
- − you have to give multiple details before getting it
- − Push For Pizza delivers the same cheese pizza to anyone who pushes the button on the screen
- • This approach restricts the options, but it's more convenient
- ➢ There are people out there who are completely fine with getting the same thing every time
- ➢ Find a process that you can simplify
- ➢ This strategy doesn't work in areas where personalization is really important