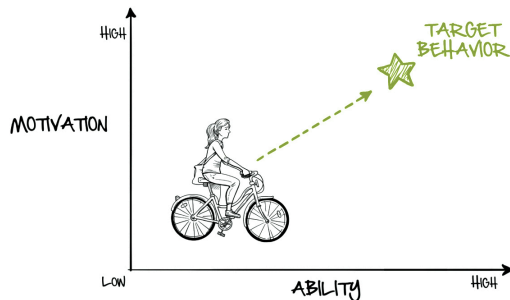


Persuasive Design Quick Reference Guide

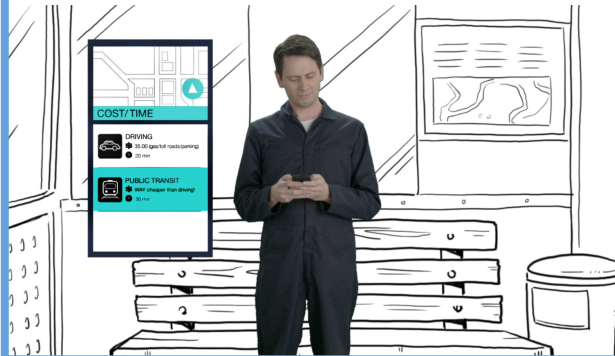
To Change Behavior...

- ❑ If your product persuades its users to **behave** more sustainably, you've made a greener product.
- ❑ Persuasive design isn't marketing, it's changing user behavior through their **interaction** with your product.
- ❑ Be careful with the power of persuasion. Use it for good and avoid **unintended consequences**.
- ❑ Persuasion can work especially well on **mobile** devices that the user always has on them.
- ❑ To work best, persuasive design should **trigger** users who have both **ability** and **motivation** to do the behavior.



Increase Ability

- ❑ Make the desired behavior **easier or more convenient**.
 - ❑ **Lead the user** through complicated processes.
 - ❑ **Set defaults**—most people don't change them.
- ❑ Make unsustainable behaviors **less convenient**.
- ❑ **Calculate, simulate, or measure** – give the user actionable information at the right time and place.
- ❑ Give the user real-time **feedback** to help them optimize their behavior & see how it reduces their environmental impacts.
- ❑ There are many other ways to improve ability, too!



Increase Motivation

- ❑ Behavioral tactics
 - ❑ **Rewards or punishments** are simple to design. Rewards are usually better.
 - ❑ **Gamify** behavior with cleverly-chosen rewards levels of achievement.
 - ❑ **Nagging** can be motivating, but keep it positive and don't overuse it.
- ❑ **Liking / attractiveness**—get the user to emotionally connect with your product or the green behavior.
- ❑ Social tactics
 - ❑ **Modeling behavior** lets your user see other people's good example, or vice-versa.
 - ❑ **Pride** motivates people to behave with high ideals.
 - ❑ Many kinds of **Social interaction** are powerful:
 - ❑ **Sharing** builds confidence, comfort, and competence.
 - ❑ **Cooperation** helps people support each other.
 - ❑ **Competition** creates winners.

