

**behavior  
change  
strategies**



make it  
personal

make it personal

# put the user in control

Making active choices helps people feel more ownership over a decision and makes them more likely to follow through.



***Put the user in control.*** In one school cafeteria experiment, some students were given a choice between vegetable options (carrots or celery), whereas other students were just given carrots. Students who made the choice themselves were more likely to eat more vegetables.

make it personal

encourage  
a sense of  
ownership

When people feel ownership over something they tend to attribute more value to it and go to greater lengths to avoid losing it.



***Encourage a sense of ownership.***

Some students in a class were given mugs, while other students weren't. The students were then invited to sell the mugs to each other. On average, the sellers tried to sell the mugs for \$3.50 more than buyers were willing to pay.

make it personal

get the user  
to argue for  
the desired  
outcome

People are more likely to agree with persuasive arguments when they're forced to make the argument themselves.



***Get the user to argue for the desired outcome.*** In one experiment people were asked to act like they were convincing a friend to stop smoking. Participants either role-played the persuader or the friend. Those who played persuaders were more likely to change their own attitudes about smoking as a result.



make it personal

align desired  
outcomes  
with the user's  
identity

People behave in ways that reinforce their personal identity. When a behavior conflicts with that identity, they can experience unhappiness and unease.



***Align desired outcomes with the user's identity.*** With its slogan, “Choosey moms choose JIF,” JIF peanut butter emphasizes that if you're a mom and you care about what your children eat, you should be buying their product.

make it personal

highlight  
visceral or  
personal  
stories

People are more likely to recall and respond to emotional stories that highlight a specific person's experience rather than facts or numbers.



***Highlight visceral or personal stories.*** Charity organizations frequently encourage donations by telling the personal and often sad stories of specific children and families in low-income communities. These stories put faces and names with otherwise abstract facts about living conditions and mortality rates.

make it personal

# call attention to relevant social norms

People tend to behave in accordance with real or perceived social norms, and generally don't like to behave in socially unacceptable ways.



***Call attention to relevant social norms.*** Placing a strip of tape in grocery carts, along with signage asking consumers to put fruits and vegetables in front of the line, increased fruit and vegetable purchases by 102%.

tip the scales

tip the scales

emphasize  
gains to  
encourage a  
behavior

People enjoy experiencing gains, especially in the present. When an option or outcome is framed in terms of associated gains, it becomes more appealing.





***Emphasize gains to encourage a behavior.*** Special K adopted this approach with its campaign, “The Special K Movement.” It reframed weight-loss to be about what you gain by losing weight (a feeling of achievement, confidence, etc.), rather than about what you have to give up by dieting.

tip the scales

increase  
present  
gains

Gains that occur in the present are more pleasurable than gains that occur in the future. People tend to discount the value of future gains.



***Increase present gains.*** Credit cards frequently offer new members points just for signing up. Amazon, for example, gives people \$50 when they sign up for an Amazon Rewards Visa. These sign-up gifts function as a present gain for an experience (signing up for a credit card) that usually doesn't have one.

tip the scales

# break large gains into smaller ones

Experiencing separate, smaller gains is often more pleasurable than experiencing them simultaneously as one large gain.

# SAVINGS

Business owners—like you.

brand new business  
one, getting proper  
verage at an affordable  
rive. Count on your  
xpert advice you need  
u deserve—for all your



***Break large gains into smaller ones.*** Progressive Car Insurance breaks down a customer's savings into dozens of individual discounts, like the "Multiple Policy Discount," the "New Car Discount," the "New Student Discount," and the "Senior Adult Discount," to increase the pleasure of getting a good deal.

tip the scales

use surprise  
to increase  
the pleasure  
of gains

People experience more  
pleasure from surprise gains than  
they do from expected ones.



***Use surprise to increase the pleasure of gains.*** Amazon Fresh delivers a surprise bouquet of flowers with each customer's first grocery order. This special little gift contributes toward customers' positive view of their first interaction with the Amazon grocery delivery service.

tip the scales

emphasize  
losses to  
discourage a  
behavior

People dislike experiencing losses, especially in the present. When an option or outcome is framed in terms of losses, it becomes less appealing.





***Emphasize loss to discourage a behavior.*** If you want to decrease energy usage, which language should you use with your customers? Option 1: “If you use energy conservation methods, you will save \$350/year” or Option 2: “If you do not use energy conservation methods, you will lose \$350/year.” It turns out framing the campaign in terms of a loss is more effective.

tip the scales

reduce  
or delay  
present  
losses

People go to great lengths to avoid losses. However, the further into the future a loss occurs, the more people discount its impact.



***Reduce or delay present losses.***

Pre-cut and pre-washed vegetables available in grocery stores remove present losses usually associated with eating vegetables. Buyers no longer have to cut and wash the veggies themselves, and that makes purchasing vegetables more appealing.

tip the scales

combine  
small losses  
into one  
larger loss

Losses that are experienced together as one large loss are less painful than smaller losses that are experienced separately.

Tisch 5

16.07.2012

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Weißbier 0,5l	3,10	A	
-----			
Kleines Gasthaus-Schnitzel	7,90	A	
-----			
Espresso	1,90	A	
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Birnenbrand 2cl	2,50	A	
-----			
Total	15,40	€	
Umsatz 19% netto	12,94	€	A
MwSt 19%	2,46	€	A
<b>Bar</b>	<b>15,40</b>	<b>€</b>	

19:29

Es bediente Sie Ihr Gasthaus-Team

Schön, daß Sie bei uns waren.  
 Es hat uns Freude gemacht Sie zu bewirten.  
 Vielen Dank und auf Wiedersehen.

**Combine small losses into one larger loss.** Round It Up America encourages donations to charity by asking restaurant patrons to round up their bill to the nearest dollar and donate that amount. Patrons are faced with a small loss added to an existing loss, rather than being faced with an unrelated donation request.

craft the  
journey

craft the journey

help the  
user make a  
commitment  
in advance

People are less rational when they're in "hot" states - like when they're hungry or emotional. Deciding in advance makes preferable outcomes more likely.



***Help the user make a commitment in advance.*** When shopping for groceries online people have been shown to make up to 66% fewer impulse purchases - possibly because they are ordering the food in advance and aren't making decisions in the heat of a hungry moment.



craft the journey

# establish positive expectations

A person's expectations about an event or product have the power to change the way they actually experience it.



***Establish positive expectations.***

Balsamic vinegar was added to beer. In a blind test, 59% of people preferred the vinegar brew. But when told about the vinegar beforehand, only 30% of people preferred it. Expectations about what it would be like to drink beer with vinegar in it changed people's experiences.

craft the journey

introduce a  
peak and  
end on a  
high note

People tend to remember and evaluate past experiences based on the highest point, lowest point, and the end.




***Introduce a peak and end on a high note.*** Researchers gave patients one of two colonoscopy exams. One group of patients received a slightly longer colonoscopy where the probe was left in longer, but resulted in a less painful end to the experience. Despite having a longer colonoscopy overall, these patients were more likely to rate the whole experience as less unpleasant, and were more likely to return for future exams.

craft the journey

provide  
immediate  
and ongoing  
feedback

People struggle to connect future outcomes with the actions that cause them. More immediate feedback helps them to make that connection.



TRIP A	519.3 MI	68.6 MPG	p.m.	6 55
Avg. Speed				25 MPH
Driving Time				21 h 08 m
 EV	46 %	237.6 miles		
Cruising Range				30 miles
Outside Temp.				79 °F

***Provide immediate and ongoing***

***feedback.*** The Toyota Prius gives

drivers an Eco Score, out of a possible 100 points, to indicate how environmentally-friendly their recent driving was. Drivers also get feedback on how much fuel they're using. This immediate data can help drivers make real-time adjustments to their driving behaviors to ideally conserve resources.

set up the  
options

set up the options

call attention  
to the  
desired  
option

People are more likely to select the option that they pay the most attention to. The longer a person looks at an option, the more likely they are to choose it.





## ***Call attention to the desired option.***

When deciding between two snacks, people are more likely to select the product with the more colorful and brighter packaging. This is especially true when people are making quick decisions, when they don't have strong preferences for either product, and when they are overwhelmed.

set up the options

make the  
desired  
outcome the  
default option

People are more likely to go with a default option when one is present because it doesn't require any extra effort on their part.



***Make the desired outcome the default option.*** Changing AIDS testing for pregnant women in Zimbabwe from opt-in to opt-out increased testing rates from 65% to 99% over a six month period. Making testing opt-out meant that having the test became the default option.

set up the options

make the  
desired  
option mid-  
range

People tend to avoid extreme options. They're more likely to choose an option that feels like a compromise between extremes.



***Make the desired option mid-range.*** Williams-Sonoma was having difficulty selling a \$275 bread machine. When they introduced a more expensive option, sales of the original machine increased. The more expensive option made the original machine seem reasonably priced by comparison.

keep it simple

keep it simple

don't  
overwhelm  
the user

Faced with overwhelming information, people shut down and stop paying attention. Scary information may cause them to self-soothe in unhealthy ways.



***Don't overwhelm the user.*** In one experiment, researchers gave grocery shoppers samples of jam. Shoppers were more likely to buy the jam when there were 6 options on the sample table, rather than 24 options to choose from.



keep it simple

# minimize decisions

Making many decisions in a row can lower a person's willpower and cause them to subsequently make more "irrational" decisions.

1893

DEMOCRATIC.

FOR MAYOR,  
AUGUST LEUZ, JR.  
CORNER BURLINGTON AND JOHNSON STREETS.

FOR TREASURER,  
GEORGE W. KOONTZ 848  
NO. 620 EAST BURLINGTON STREET.

FOR CITY SOLICITOR,  
FRANK J. HORAK  
NO. 120 DODGE STREET.

FOR ASSESSOR,  
F. A. HEINSIUS  
NO. 948 EAST MARKET STREET.

FOURTH WARD.

REPUBLICAN.

*Mayor*  
 FOR MAYOR,  
CHAS. LEWIS 22  
NO. 227 NORTH CLINTON STREET.

FOR TREASURER,

FOR SOLICITOR,  
L. H. FULLER 10  
NO. 422 SOUTH DUBUQUE STREET.

FOR ASSESSOR,  
H. W. LATHROP 19  
NO. 518 IOWA AVENUE.

FOURTH WARD.

**Minimize decisions.** As people work their way down a ballot, making decision after decision, they become more fatigued and more likely to vote "irrationally" - like picking the candidate who is listed first without giving it much thought.

**by artefact  
group**