# Persuasive Design Quick Reference Guide

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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.
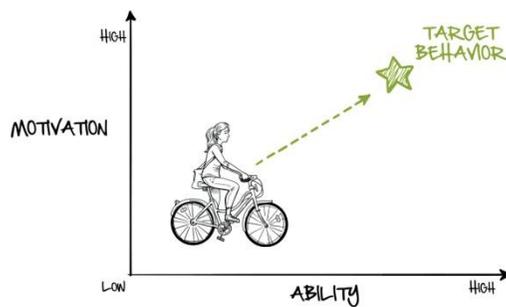
Increase Ability

- ❑ 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.

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