**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.

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**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!

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**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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