DESIGNING FOR BEHAVIOR CHANGE

Stephen Wendel
Head of Behavioral Science, Morningstar
The product is awesome!
THE BRAIN IS A MONSTROUS BEAUTIFUL MESS

WILLIAM F. ALLMAN
Nudge
Improving Decisions About Health, Wealth, and Happiness
Richard H. Thaler and Cass R. Sunstein
Optimize for action

1. Identify the behavioral obstacles users are facing
2. Pick the behavioral interventions
3. Test like hell
4. Repeat
Step 1: Identify the behavioral obstacles
1a. Observe, don’t listen.
1b. Determine where & why you’re losing people
Step 2: Pick the behavioral intervention
2a. Change the environment, not the person
2b. Change the action before changing the environment
Stage 1: Detect a Cue
Stage 1: Detect a Cue
Stage 2: Evoke a Positive Reaction
Stage 2: Evoke a Positive Reaction

Ed Harris: “Wanting to write is a ridiculous idea”

Bobbie Johnson - 4 min read

Ed Harris is a playwright, radio dramatist and poet. A regular on BBC Radio 4, his alternate reality war-time thriller The Resistance of Mrs Brown recently won the 2013 Gold Sony Award for best radio drama. We asked him about the way he works. Was there a specific moment that made...

Moving away from ‘free culture’

Connor Tomas O’Brien - 4 min read

A few weeks ago, Elmo Keep wrote a fantastic piece on Junkee outlining ‘the case against free’. Her argument, which any reasonable person should agree with, is that, in torrenting ebooks and songs and movies and television shows, we are actively ‘choosing to attribute no value to...
Stage 3: Pass the Conscious Evaluation

WHAT CAN HELLOWALLET DO FOR YOU

- Boost contributions towards goals in the first 3 months by an average of $2100

○ Manage Expenses - Easily create a budget to track all of your spending
○ Grow Savings - Pay off your debt and set goals to build savings
○ Receive Guidance - HelloWallet will send you unique alerts, feedback, and recommendations
○ Use our mobile apps on-the-go: Stay on top of your budget with location-based spending guidance

SIGN UP
Stage 4: Make Sure They’re Able to Act
Stage 5: Make It Urgent
Stage 5: Make it Urgent
Stage 6: Experience. Make a good last impression.
Step 3: Test like hell.
To become slightly less wrong.
Controlled Experiments: The Gold Standard

Statistical Models w/ Controls
SUMMARY OF EVERYTHING
You can optimize for adoption, engagement and impact
An awesome product isn’t enough, though.
Find the behavioral obstacle(s)
Change the action, then the environment, not the person
Test like hell

NEXT TIME

BE LESS WRONG
Comments?

@sawendel  www.about.me/sawendel
oreilly.com/go/behavior-change
EXTRA SLIDES
Motivation isn’t enough.
What’s the best way to lose weight?
What’s the best way to lose weight?
Do your homework, and be creative
Got an app to help people exercise?
<table>
<thead>
<tr>
<th>Obstacle:</th>
<th>Try This:</th>
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<tbody>
<tr>
<td><strong>Cue</strong></td>
<td>Tell the Employees What the Action Is</td>
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<td>Make It Clear Where to Act</td>
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<td>Clear the Page of Distractions</td>
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<td><strong>Reaction</strong></td>
<td>Make Site Beautiful and Professional</td>
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<td>Deploy Social Proof</td>
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<td>Display Strong Authority on the Subject</td>
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<td>Be Authentic and Personal</td>
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<td><strong>Evaluation</strong></td>
<td>Prime Employee-Relevant Associations</td>
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<td>Leverage Loss Aversion</td>
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<td>Use Peer Comparisons</td>
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<td>Run a Competition</td>
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<td>Avoid Cognitive Overhead</td>
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<td>Avoid Choice Overload</td>
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<td>Avoid Direct Payments</td>
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<td><strong>Ability</strong></td>
<td>Elicit Implementation Intentions</td>
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<td>Default Everything</td>
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<td>Lessen Burden of Action and Information</td>
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<td>Deploy (Positive) Peer Comparisons</td>
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<td><strong>Timing</strong></td>
<td>Frame text to avoid temporal myopia</td>
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<td>Remind of prior commitment to act</td>
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<td>Make it scarce</td>
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<td>Make it time-sensitive</td>
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