

bridgeable

Designing for Behaviour Change



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Password: BEXSD

This card deck contains:

- **Behaviour Change Framework - Cheat Cards**
- **BE Principles Cards**

Behaviour Change Framework - Cheat Cards

The Behaviour Change Framework has 5 stages. Review the cheat cards for instructions on working through each stage. Assemble the cards as illustrated below to create a mini cheat sheet:



1. Current State
2. Ideal Future State
3. BE Principles
4. Design Implications
5. Ideation

FRAMEWORK CHEAT CARDS



1. CURRENT STATE

Define **whose** behaviour you want to change:

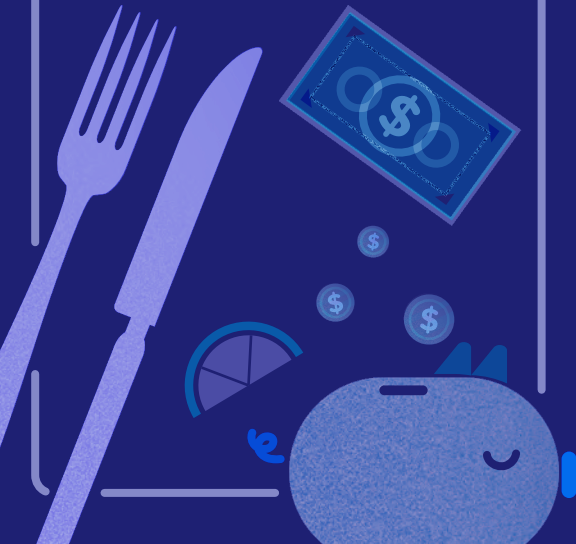
What **key decisions** do you want to influence:

What are the **current outcomes** of the user's decisions:

FRAMEWORK CHEAT CARDS

1

Current State



2. IDEAL FUTURE STATE

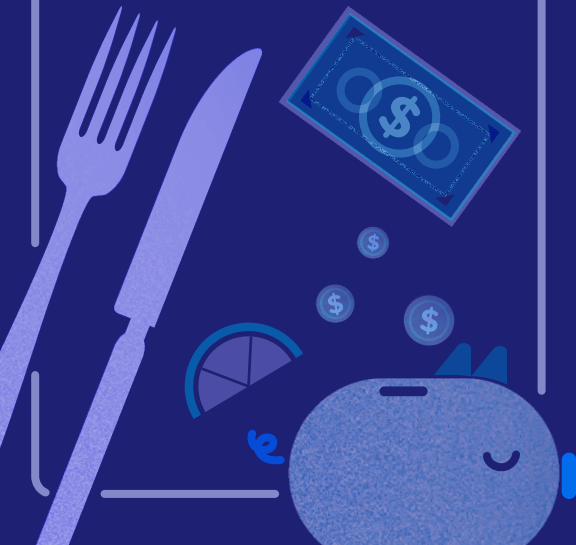
Anchor your project's strategic intention with a **'How might we'** statement that sums up the primary goal:

Define what an Ideal Future State would look like if users **adopted the behaviour changes** you hope to see. What new outcomes would result from these behaviour changes. A good format is from the end-user's perspective: ***"Now I (new behaviour), so that (new outcome)"***.

FRAMEWORK CHEAT CARDS

2

Ideal Future State



3. BE PRINCIPLES

UNDERSTANDING & OPTIMIZING

Identify *BE Principles* that might be ***causing*** the Current State behaviour:

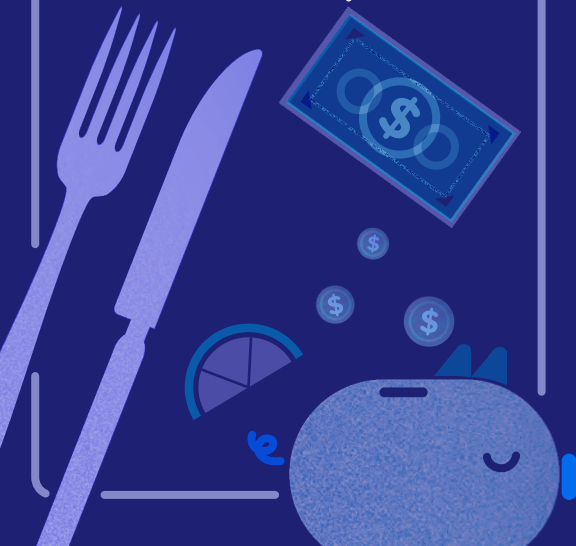
DEVELOPING NEW FEATURES

Identify *BE Principles* that you think could ***help nudge*** users towards the Future State:

FRAMEWORK CHEAT CARDS

3

BE Principles



4. DESIGN IMPLICATIONS

UNDERSTANDING & OPTIMIZING

Develop Design Implications or rules ***to combat or leverage*** each BE principle you selected:

DEVELOPING NEW FEATURES

Develop Design Implications or rules to ***leverage*** each BE principle you selected. The goal is to take each BE principle, extract the insight, and create guidelines for what this might mean in a design context:

FRAMEWORK CHEAT CARDS

4

Design Implications



5. IDEATION

UNDERSTANDING & OPTIMIZING

Ideate ways to optimize your product or service's features based on your Design Implications. The goal is to use your Design Implications to help you come up with new ideas that nudge users towards the Future State:

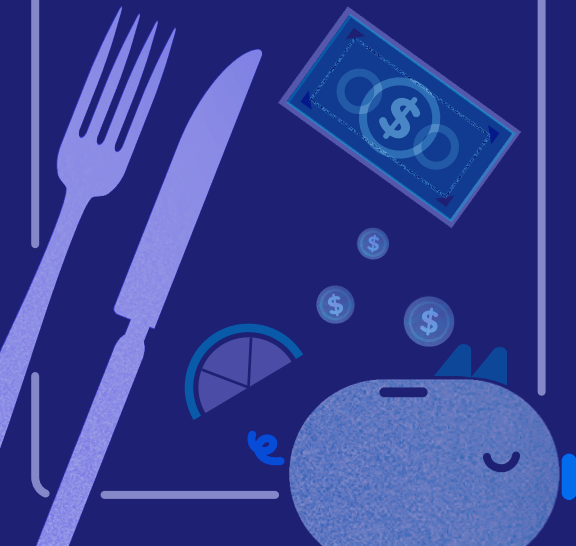
DEVELOPING NEW FEATURES

Ideate new features for your product or service based on the Design Implications. The goal is to use your Design Implications to help you come up with new ideas that nudge users towards the Future State:

FRAMEWORK CHEAT CARDS

5

Ideation





center for advanced hindsight

*The following set of **BE Principle cards** was created and kindly distributed by the Center for Advanced Hindsight.*



ANCHORING

The first fact, number, or figure a person hears will bias their judgements and decisions down the line.



ANCHORING



I'LL NEVER
FLY AGAIN!



AVAILABILITY BIAS

People give undue weight to what easily comes to mind: often vivid memories or recent events.



AVAILABILITY BIAS





CONFIRMATION BIAS

People analyze and search for information in ways that support their current ideas.



CONFIRMATION BIAS





DECISION PARALYSIS

When given many options, people make the easiest choice, which is often no choice at all.



DECISION PARALYSIS





DEFAULT BIAS

People pick the easiest option to avoid complex decisions. Defaults provide a cognitive shortcut and signal what people are supposed to do.



DEFAULT BIAS





DISPOSITION EFFECT

People have a habit of holding on to poor investments too long and selling good investments too soon.



DISPOSITION EFFECT





EGO DEPLETION

The ability to make good decisions is a limited resource that can be drained by both decision overload and external fatigue.



EGO DEPLETION



mine



NOT MiNE

ENDOWMENT EFFECT

People overvalue what they own.



ENDOWMENT EFFECT





GAMIFICATION

People like to play games!
They will go to great lengths
playing a game even if all
they get are points.



GAMIFICATION





GOAL GRADIENT

People will work harder to achieve a goal as the goal gets closer.



GOAL GRADIENT





HERDING

People tend to do what others are doing.



HERDING





LATER

HYPERBOLIC DISCOUNTING

People put an unrealistically high value on the here and now and an unrealistically low value on the future.



HYPERBOLIC DISCOUNTING





IMPLEMENTATION INTENTIONS

People are more likely to do something when they specify how, when, and where they will do it.



IMPLEMENTATION INTENTIONS





LACK OF SELF-CONTROL

People have a hard time
delaying gratification.



LACK OF SELF-CONTROL





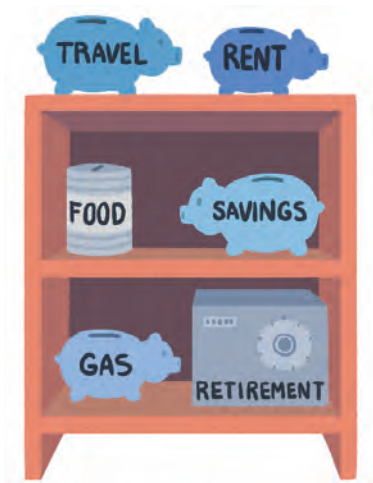
LOSS AVERSION

People react to losses more strongly than gains and they try to prevent losses more than they try to make gains.



LOSS AVERSION





MENTAL ACCOUNTING

People categorize and spend money differently depending on where it came from and where it is going.



MENTAL ACCOUNTING



\$3.69?!
**BUT MILK
USED TO
BE ONE
DOLLAR!!**



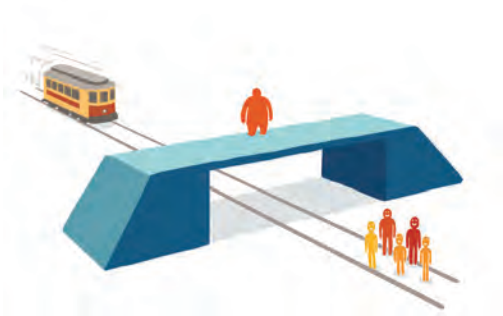
MONEY ILLUSION

People confuse actual dollar amounts with the buying power of dollars.



MONEY ILLUSION





OMISSION BIAS

People consider harmful actions as worse than equally harmful inactions.



OMISSION BIAS





OPPORTUNITY COST NEGLECT

People tend to ignore what they give up when they make decisions.



OPPORTUNITY COST NEGLECT





OSTRICH EFFECT

People who are worried they have fallen off track don't want to know how they're doing.



OSTRICH EFFECT



I'M ONE OF THE
BEST DRIVERS ON THE
ROAD TODAY!



OVERCONFIDENCE

Everyone believes they are right and everyone believes they are above average.



OVERCONFIDENCE





PAIN OF PAYING

Some purchases – such as incremental payments or paying with cash – are more painful than others, so people will avoid them.



PAIN OF PAYING



THIS IS A REALLY
TOUGH ONE!



THIS WILL
BE A JIFFY!



PAYMENT FOR EFFORT

People place a greater value on services and products if they can see the amount of effort put into them.



PAYMENT FOR EFFORT





PLANNING FALLACY

When planning, people underestimate the resources needed to meet their goals (such as time or level of commitment).



PLANNING FALLACY





14¢



FREE

POWER OF FREE

A price of zero is psychologically much more attractive than any other price, no matter how low.



POWER OF FREE





RECIPROCITY

People have an inherent desire to help those who have helped them in some way.



RECIPROCITY





REGRET & COUNTERFACTUALS

Satisfaction depends both on actual outcomes and ideas about what could have happened.



REGRET & COUNTERFACTUALS





RELATIVITY

People evaluate options by comparing them to what else is around.



RELATIVITY





REWARD SUBSTITUTION

Immediate rewards, which appeal to people's impulsive nature, can be used to motivate behaviors that are beneficial in the long run.



REWARD SUBSTITUTION





SCARCITY MINDSET

People who lack a resource, such as money, time or calories, tend to tunnel in on the scarce resource and carry a larger cognitive load.



SCARCITY MINDSET





STATUS QUO BIAS

People are very committed to keeping things the way that they are.



STATUS QUO BIAS





TUNNELING

When faced with an emergency, people can only focus on the emergency.



TUNNELING





PRE-COMMITMENT

When people actively commit to a goal, they are more likely to achieve it.



PRE-COMMITMENT





WHAT-THE-HELL EFFECT

People give up on their goal once they've fallen off track.



WHAT-THE-HELL EFFECT



**JUST 129
MORE STEPS!**



YOU ARE WHAT YOU MEASURE

People repeat behaviors that are rewarded, regardless of whether those behaviors lead to success.



YOU ARE WHAT YOU MEASURE





OPTIMISM BIAS

We overestimate the probability of "things going right for us" and underestimate the probability of "things going wrong for us."



OPTIMISM BIAS





SUBSTITUTION

It is easier for people to substitute a similar behavior than to eliminate an entrenched one.



SUBSTITUTION





SOCIAL PROOF

People want to be like everyone else and are heavily influenced by what they perceive everyone else is doing.



SOCIAL PROOF





IDENTIFIABLE VICTIM EFFECT

One identifiable individual, who is described in great detail, evokes deeper emotions and sympathy than does a large group of anonymous individuals.



IDENTIFIABLE VICTIM EFFECT





FRICTION COSTS

People can be deterred from taking action by seemingly small barriers.



FRICION COSTS





SELF-SIGNALING

People behave in ways that reinforce the type of person they believe themselves to be, even if no one else is around to witness it.



SELF-SIGNALING





SELF-HERDING

People make decisions by asking themselves what they did last time and assume that what they already did must have been a good idea.



SELF-HERDING





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