

Behavior Design

A hopefully gentle introduction

Inspiration **Background**

Organic result from interests in UX, Game Design, and **Gamification**

Primary Sources

- [Behaviormodel.org](https://behaviormodel.org)
- The Art of Game Design: A Book of Lenses, Second Ed.
- [Ceros/Originals](#) Combining UX Design And Psychology To Change User Behavior



Behavior Design **Basics**

Developed by BJ Fogg

Persuasion doesn't have to be a dirty word

People are **lazy**

Behavioral change is a step-by-step **process**

Behavior boils down to **motivation, ability, and a prompt**



Fogg Behavior Model

Fogg Behavior Model

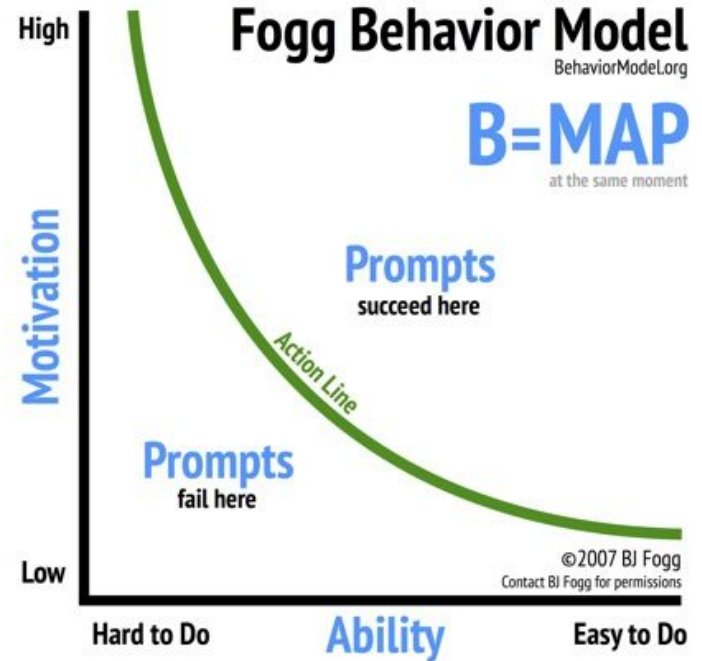
For a person to perform a target behavior, they **must**

1. Be sufficiently motivated
2. Have the ability to perform the behavior
3. Be prompted to perform the behavior

Factors must occur at the **same** moment

Useful in analysis and design of persuasive technologies

Gives people a **shared** way of thinking about behavior change



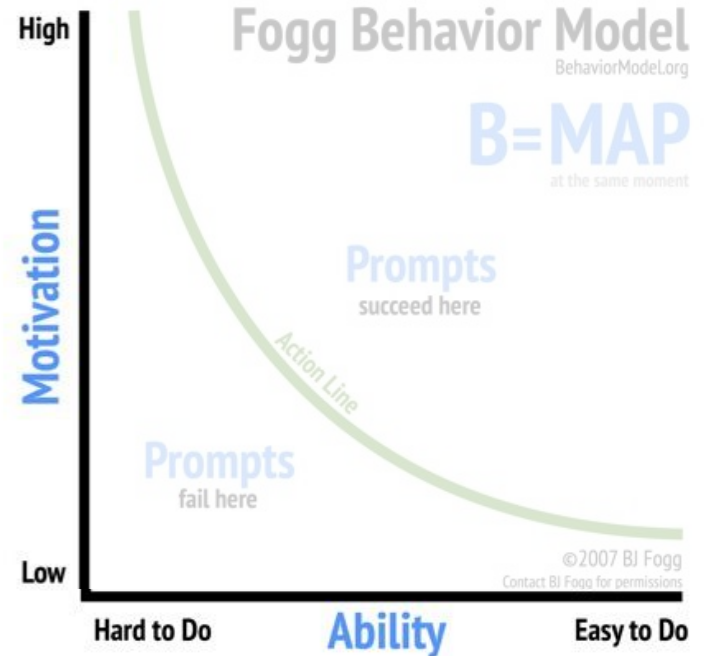
Motivation & Ability TradeOff

Do they have the **motivation**?

- “Have to” vs 1 million dollars
- More complicated than simply offering a reward
- Extrinsic vs Intrinsic

Do they have the **ability**?

- “What is your name?” vs math problem
- Generally resistant to teaching and training because it requires effort
- Persuasive design relies heavily on the power of simplicity



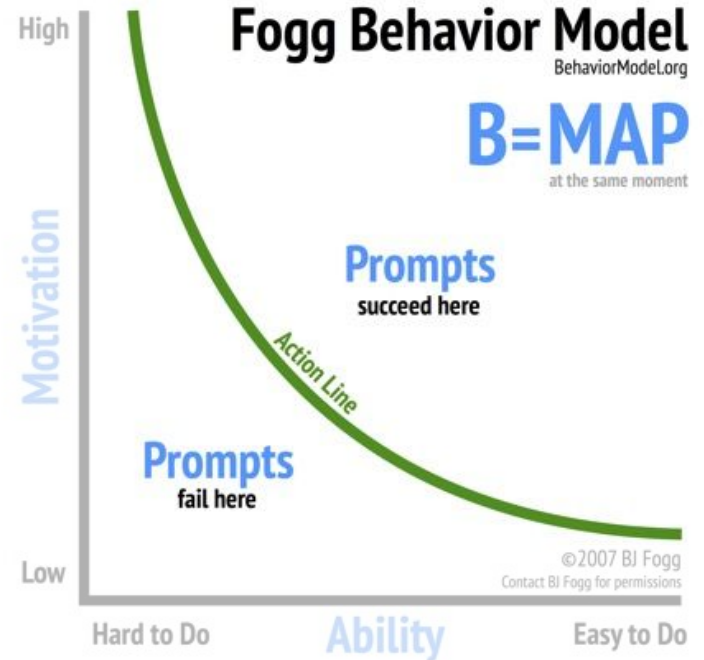
Prompts & Timing

Take various forms such as notifications or visual cues

Important characteristics

- Noticed
- Associated with a target behavior
- Happens when motivated and able to perform the behavior

Badly timed prompts feel **distracting** or **frustrating**



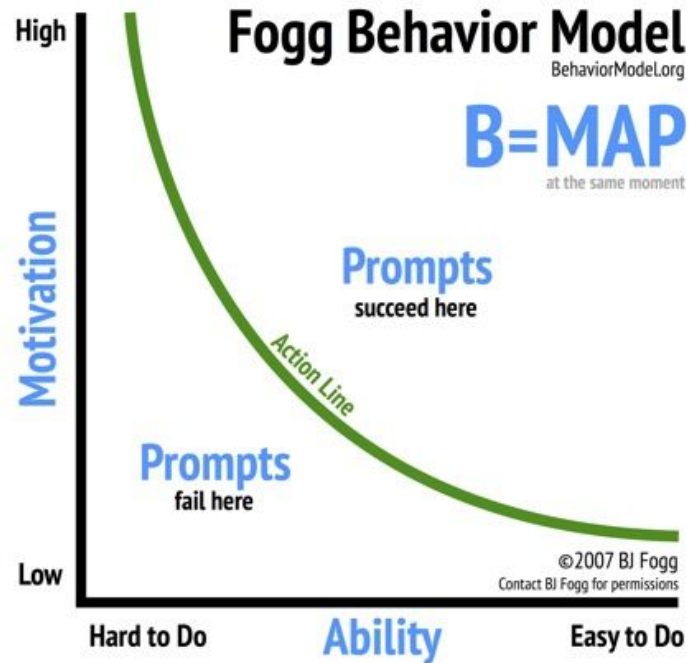
Examples

FILL OUT THE FORM FOR A CHANCE TO WIN!

Enter your information below to enter the contest.

First name: <input type="text" value="Ian"/>	Address: <input type="text" value="10000 Main St"/>	Province: <input type="text" value="Ontario"/>	E-mail address: <input type="text" value="ian@everdell.com"/>
Last name: <input type="text" value="Everdell"/>	City: <input type="text" value="Hamilton"/>	Profession: <input type="text" value=""/>	Confirm e-mail address: <input type="text" value="ian@everdell.com"/>
Phone number: <input type="text" value="905-555-1234"/>	Postal code: <input type="text" value="L8N 1M5"/>	Hobby: <input type="text" value=""/>	Age: <input type="text" value="26 - 30 years"/>

Tell us what you drive!	Do you own:	What do you check most often?	ARE YOU A CAA MEMBER?
Year: <input type="text" value="Select..."/>	<input type="radio"/> A motorcycle?	<input type="radio"/> Newspapers	<input type="radio"/> Yes <input type="radio"/> No
Make: <input type="text" value="Select..."/>	<input type="radio"/> A boat?	<input type="radio"/> Flyers	Gender: Preferred language:
	<input type="radio"/> An RV?	<input type="radio"/> Online flyers	<input type="radio"/> Man <input checked="" type="radio"/> English
	<input type="radio"/> A snowmobile?	<input type="radio"/> Other	<input type="radio"/> Woman <input type="radio"/> French
	<input type="radio"/> An ATV?		
	<input type="radio"/> Other	<input type="radio"/> I have read and understood the Contest Rules and Regulations .	
		<input type="radio"/> I agree to receive special offers from NAPA Auto Parts and its partners.	



9:48

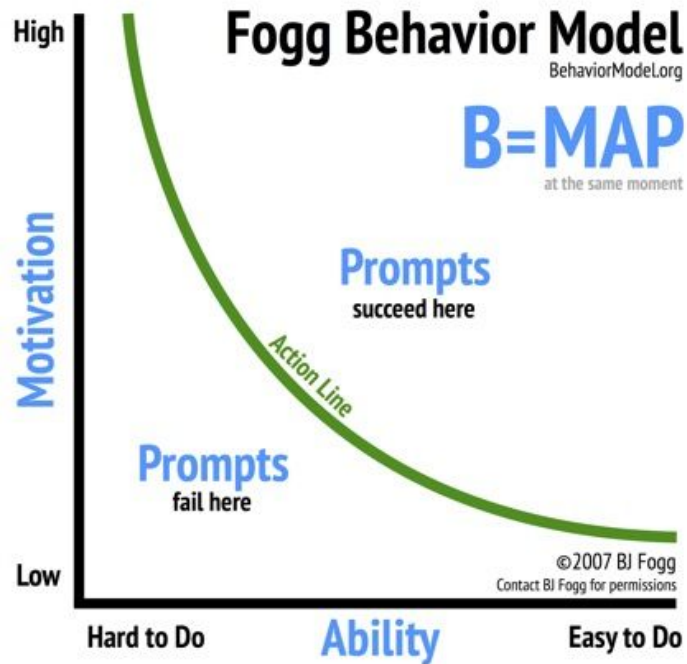
Monday, April 27

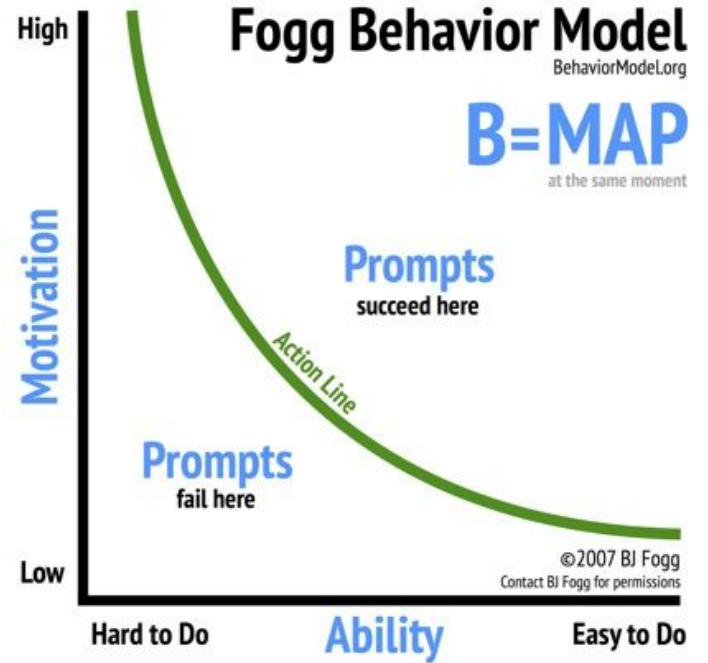


Clash of Clans 4m ago
Your village is being raided by james bond!

slide to view

cocland.com





Final Remarks

Behavioral change is a **process**

There is no easy fix to motivation (I'm looking at you gamification)

Knowing your end users is **key**



Thank You