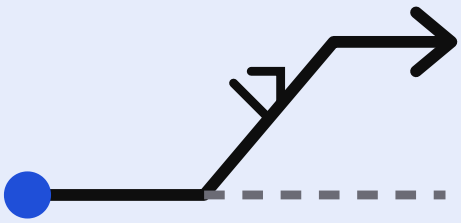
Discipline

Behavioral design

Applies what is known about how we decide and act to design products, services and policies that make it easier to do what people want or need to do.



In Spanish

Diseño del comportamiento

Origin

Thaler and Sunstein (2008); Fogg (2009); Michie et al. (2011)

What it deals with

It deals with why people don’t do what they say they want to do, and how to design the environment so the desirable becomes easier. It draws on behavioral economics and psychology.

Principles

Diagnose before intervening

Understand what blocks the behavior before proposing anything.

Make it easy

Removing effort usually works better than trying to persuade.

Test and measure

Check with experiments what actually works.

Respect autonomy

Make it easier to do what the person wants; never deceive them.

Applications in design

✓ Use it like this

Start by observing what people do and where they get stuck, not what they say they would do.

✗ Avoid

Using what you know about biases to push people into decisions they wouldn’t make calmly.

👁 Don’t fall for it

Measure the effect against a control group and check whether it lasts over time.

Models



Model

COM-B model

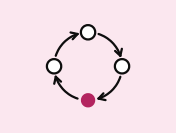
To act, you need capability, opportunity and motivation.



Model

Fogg Behavior Model

A behavior happens when motivation, ability and a prompt come together.



Model

Hook model

A four-step cycle for turning the use of a product into a habit: trigger, action, reward and investment.

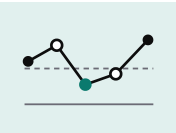
Methods and tools



Method

Survey

The same questions to many people, to measure how many think or do something.



Method

Journey map

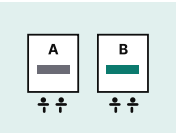
A map of a person's path through a service, with what they do, use and feel at each step.



Approach

EAST framework

To change a behavior, make it easy, attractive, social and timely.



Method

A/B testing

Showing two versions to random groups and measuring which one works better.

Connections

Builds on

- Behavioral economics
- Loss aversion
- Fresh start effect
- Framing effect
- Availability heuristic
- Nudge and choice architecture
- Principles of influence
- Bounded rationality
- Present bias
- Prospect theory
- Cognitive psychology
- System 1 and System 2
- Self-determination theory
- Gamification
- Octalysis

Related to

- Game design
- Design for policy
- Service design
- Design for health
- UX design

Authors and works

Richard Thaler and Cass Sunstein	Popularized the nudge and choice architecture.
B. J. Fogg	Proposed a behavior model for persuasive design.
Behavioural Insights Team	Brought these ideas into public policy with the EAST framework.

Sources

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