

# WORKSHEET 7: APPLYING THE DESIGN APPROACH FOR BEHAVIOR CHANGE

1. What is the specific behavior you would like to influence?

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2. Who exactly should be doing the behavior (be as specific as possible)?

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3. Architectural design:

a. How can you use positioning or layout elements to either encourage or constrain the behavior?

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b. How can you make it more comfortable for people to do the behavior?

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4. Errorproofing design:

a. How can you make the desired behavior be the default?

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b. How can you force the behavior as a necessary step in another desirable process?

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5. Persuasive design:

a. How can you show the actual effect of the behavior on the overall system for self-monitoring?

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b. How can you provide a cue to action at the appropriate time?

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6. Visual design:

a. How can you make the “right choice” or the cue to action more visible?

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b. How can you use a metaphor of something your users are already familiar with to help them understand how or when to perform the desired behavior?

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7. Cognitive design:

a. How can you demonstrate social proof that others are successfully engaging in the behavior?

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b. How can you frame the behavior or the benefits of the behavior in a way that helps people see it in a more positive light?

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8. Security design:

a. How can you encourage people to do the desired behavior because they think people are watching?

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b. How can you use sensory effects (e.g., sound, smell, light, taste) to encourage the desired behavior?

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