



Design with Intent

HOW TO INFLUENCE
BEHAVIOUR ONLINE

Dan Lockton

A photograph of three people walking on a paved plaza in front of a large, modern, Brutalist-style concrete building. Two men in dark uniforms with peaked caps and a woman in a dark suit are walking towards the camera. The sky is overcast.

Brunel
UNIVERSITY
WEST LONDON



**More sustainable
user behaviour**

ON



0 2 6 1 5 8 - 0 0
(for multi plug)



1.7L
max
1.5L
1.2L
1.0L
0.5L
min

KENWOOD

Best ever
recipe
Golden
Wonder
**Pot
Noodle**



**1.27 TWh wasted
each year in the UK
simply from unnecessary
overfilling of kettles**



**“Enough electricity to run
practically all the street
lighting in the UK” (DEFRA)**



100%

Household energy use

0%

due to behavioural decisions

26–36%

KENWOOD

TOSHIBA

MODE

FAN

TEMP.

TIME

MODE
SELECT

FAN
SELECT

TEMP.
CONTROL

- +

TIME
CONTROL

TIME
ADJUST

TIMER
SELECT

- +

ON/OFF

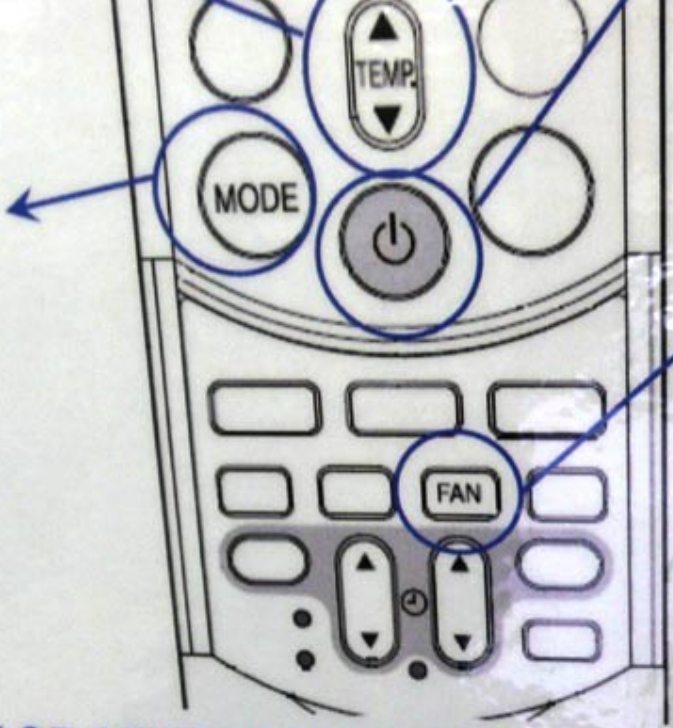
MADE IN JAPAN

1. Select the present time, ON time and OFF time
temporarily the present time is displayed.
2. Press the [MODE] button. The time display will flash.
3. Press the [FAN] button. The present time will
be displayed.
4. Select the desired type of timer operation.
5. Press the [MODE] button to display the desired type
of timer operation.
6. Press the [TIME ADJUST] button. The timer
display will flash.
7. Press the [TEMP. CONTROL] button. The
timer display will flash.
8. Press the [MODE] button. The timer display
will be displayed.
9. Press the [ON/OFF] button. The timer
display will be displayed.
10. Press the [MODE] button. The timer
display will be displayed.



Select button (MODE)

Push this button to select a mode. Each time you push the button, the modes cycle in order from A: Auto, B: Sleep, C: Turbo, D: Quiet, E: Power Save, F: Eco, G: Quiet, H: Quiet, I: Quiet, J: Quiet, K: Quiet, L: Quiet, M: Quiet, N: Quiet, O: Quiet, P: Quiet, Q: Quiet, R: Quiet, S: Quiet, T: Quiet, U: Quiet, V: Quiet, W: Quiet, X: Quiet, Y: Quiet, Z: Quiet, AA: Quiet, AB: Quiet, AC: Quiet, AD: Quiet, AE: Quiet, AF: Quiet, AG: Quiet, AH: Quiet, AI: Quiet, AJ: Quiet, AK: Quiet, AL: Quiet, AM: Quiet, AN: Quiet, AO: Quiet, AP: Quiet, AQ: Quiet, AR: Quiet, AS: Quiet, AT: Quiet, AU: Quiet, AV: Quiet, AW: Quiet, AX: Quiet, AY: Quiet, AZ: Quiet, BA: Quiet, BB: Quiet, BC: Quiet, BD: Quiet, BE: Quiet, BF: Quiet, BG: Quiet, BH: Quiet, BI: Quiet, BJ: Quiet, BK: Quiet, BL: Quiet, BM: Quiet, BN: Quiet, BO: Quiet, BP: Quiet, BQ: Quiet, BR: Quiet, BS: Quiet, BT: Quiet, BU: Quiet, BV: Quiet, BW: Quiet, BX: Quiet, BY: Quiet, BZ: Quiet, CA: Quiet, CB: Quiet, CC: Quiet, CD: Quiet, CE: Quiet, CF: Quiet, CG: Quiet, CH: Quiet, CI: Quiet, CJ: 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Fan speed button (FAN)

Push this button to select the fan speed. When you select AUTO, the fan speed is automatically adjusted according to the room temperature. You can also manually select the desired fan speed from five available settings. (LOW _ , LOW+ _ , MED _ , MED+ _ , HIGH _) (A receiving beep is heard.)

PLEASE, DO THINK OF OTHERS BEFORE MAKING ANY CHANGES, THANK YOU



C1A0







PURE PARTY Birthdays PURE PARTY

Fenwick

Fenwick

MAY PROMOTION SWIMWEAR 20% OFF

Fenwick

Woman in pink shirt sitting on bench

Man in dark jacket sitting on bench

**“We can never do
merely one thing”**

Garrett Hardin, 1963







PLEASE
DO NOT SIT
ON THE
HISTORIC
STAIRS

FERRY
BUILDING



- Email photos and videos or text keyword SLNEWS with your message/photo/video to 80360.
 - Sign up for Your Local Guardian's free email bulletins.
 - Register now to post your comments.



Taking steps to deter kids having a sit-down in Rosehill

8:30am Thursday 15th May 2008

Print Email Share

By Lisa Williams »

An area in Rosehill, known locally as "the steps", is to be re-designed to stop young people sitting there.

Not only will the steps be made longer and more shallow to make them uncomfortable to sit on, but no handrail will be installed just in case teens decide to lean against it.

At the moment the steps are like ready-made seats so changes will be made to make the area less attractive to young people."



Stand up: The council is trying to make the steps a no-sitting zone Deadlinepix SU20878

MOST READ MOST COMMENTS

1. Chance to play at Chelsea's ground
2. Drogba backs fight against malaria
3. Lambeth benefits fraudster claimed she was a widow
4. Hundreds flock to Wimbledon art show
5. Parking clamp down for Wimbledon tennis
6. C & A evacuated due to rats

● **A4 Cromwell Road Kensington »**
One lane closed due to gas main work

● **A4 Brompton Road Brompton, Kensington »**
Two lanes closed due to gas main work

● **A3201 Marshalsea Road Southwark »**
Traffic light failure

Full Traffic Report »

FEATURED JOBS

- Assistant Administrator/Receptionist Leath...
- Nurse, Carers, Hydrotherapy Pool Therapist, Ewell
- Homecare & Live-In Carers Epsom
- Receptionist Twickenham
- Property Manager Twickenham

LOCAL LINKS

LOCAL INFORMATION

Enter your postcode, town or place name

London

House prices » Schools » Crime » Hospitals »

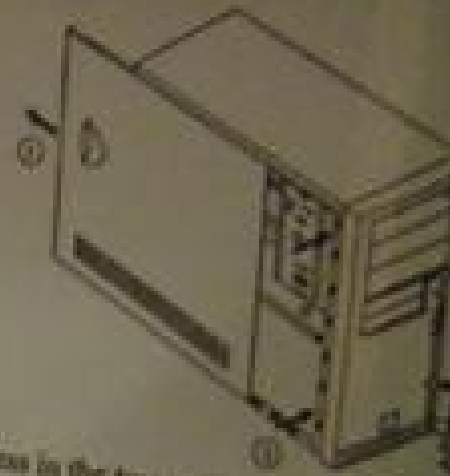








① Pull out the side cover backward



② Press in the two straps to release the
③ Spin the bezel out to remove it.

**[As designers]
"Behaviour is
our medium"**

Robert Fabricant, frog design, February 2009

frog design

Design with Intent:

Design that's intended to influence, or result in, certain user behaviour



System

Privacy Settings ▸ Applications and Websites

← Back to Privacy

What you share

Learn about what you share

What your friends can see

Control what your friends can see on your websites

Blocked Applications

Block specific applications

Ignore Application Invites

Ignore application invites from specific friends

Edit Ignored Friends

Activity on Applications and Games Dashboards

Control who can see your activity in the Friends' Recent Activity, Friends' Applications and Friends' Games sections of these pages

Only Friends ▾

Instant Personalization

Select partners can personalize their features with my public information when I first arrive on their websites. [Learn More.](#)

Allow

Are you sure?

Allowing instant personalization will give you a richer experience as you browse the web. If you opt-out, you will have to manually activate these experiences. Please keep in mind that if you opt out, your friends may still share public Facebook information about you to personalize their experience on these partner sites unless you block the application. [Learn more.](#)

Confirm **Cancel**



Foxit Reader Install Wizard

Foxit Reader

By installing the following plugin, you can use **Typewriter Tools, Text Viewer, and Text Converter** for free.

Search the web Search Launch Foxit Messages Foxit Online

Foxit Toolbar powered by Ask.com

- I accept the [License Terms](#) and want to install Foxit Toolbar
- Make Ask.com my default search
- Reset my homepage to Foxit Startpage

www.foxitsoftware.com

Electronic System for Travel Authorization

Department of Homeland Security

[Help](#)

The page at <https://esta.cbp.dhs.gov> says:



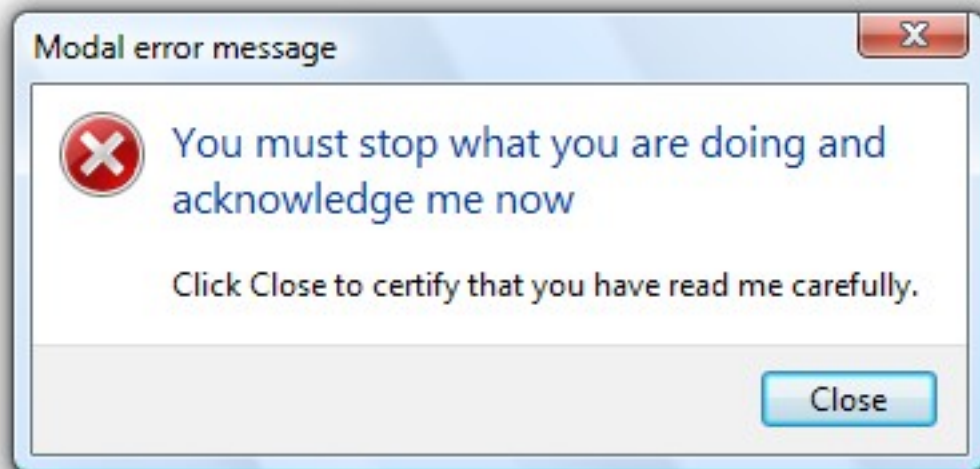
You are about to access a Department of Homeland Security computer system. This computer system and data therein are property of the U.S. Government and provided for official U.S. Government information and use. There is no expectation of privacy when you use this computer system. The use of a password or any other security measure does not establish an expectation of privacy. By using this system, you consent to the terms set forth in this notice. You may not process classified national security information on this computer system. Access to this system is restricted to authorized users only. Unauthorized access, use, or modification of this system or of data contained herein, or in transit to/from this system, may constitute a violation of section 1030 of title 18 of the U.S. Code and other criminal laws. Anyone who accesses a Federal computer system without authorization or exceeds access authority, or obtains, alters, damages, destroys, or discloses information, or prevents authorized use of information on the computer system, may be subject to penalties, fines or imprisonment. This computer system and any related equipment is subject to monitoring for administrative oversight, law enforcement, criminal investigative purposes, inquiries into alleged wrongdoing or misuse, and to ensure proper performance of applicable security features and procedures. DHS may conduct monitoring activities without further notice.

OK

[Čeština](#) [Da](#)
[slenska](#) [It](#)
[ar](#) [Nederla](#)
[Slovenščin](#)

System for Tra

o are seeking to travel to the United States under the Visa Waiver
o enhanced security requirements. All eligible travelers who wish to
ver Program must apply for authorization using the following





Send to FedEx Kinko's





Pay Per Click Advertising MSN

Show all Only from United Kingdom

ALL RESULTS

ALL RESULTS 1-10 of 6,310,000 results · Advanced

Sponsored sites

- RELATED SEARCHES
- MSN Adcenter
- Pay Per Click Search Engine
- Pay Per Click Account Management
- MSN Advertising Home
- Pay Per Click Marketing
- Pay Per Click Affiliate Program
- Pay Per Click Bid Management
- MSN Search Advertising

[Pay-Per-Click Agency](#) · www.WestcomSearchMarketing.com
 Full PPC Management Services, Advanced Optimisation For High ROI.

Sponsored sites

[Pay Per Click Management](#) · www.Periscopix.co.uk
 Specialist Pay Per Click design, management and analysis services

[PPC Coaching \\$1 Trial](#) · <http://ppc-coach.com>
 PPC Coaching For \$1 For 14 Days Of Full Access

[Search Advertising](#)
 Every month, over 15 million people type keywords into Bing to find products and services they're interested in. **Pay-per-click advertising** with Microsoft gives you access to ...
advertising.microsoft.com/uk/microsoft-adcenter · [Cached page](#)

[Google Adwords, Yahoo! & MSN Pay Per Click \(PPC \) Advertising Agency ...](#)
 Top Click Media offers potential clients 3 core services; **Pay Per Click** Management, Search Engine Optimisation and Web Design & Branding Solutions
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[Pay Per Click Advertising](#)
 ... years of experience with the setup and management of **Pay Per Click advertising** ... areas of major search engines such as Google, Yahoo, **MSN**.
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[Pay Per Click Advertising | Google Adwords | Yahoo](#)

[The Adwords Code](#)
 This Adwords Code System Is Amazing. See How This Secret System Works.
<http://www.theadwordscode.com>

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Pay Per Click Money Making
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 Get Cutting-Edge PPC Solutions From the UK's Top **Pay Per Click** Experts
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[See your message here](#)


PAUSE ■

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27
Fingers Only
and This Floor





WARNING

Please beware of sharp points on
the top of the wall!

Do not rest your arms or hands on
the top of the wall!



Frequently Bought Together



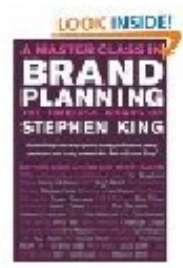
Price For All Three: **£28.30**

Add all three to Basket

[Show availability and shipping details](#)

- ✓ **This item:** Herd: How to Change Mass Behaviour by Harnessing Our True Nature by Mark Earls
- ✓ [Nudge: Improving Decisions About Health, Wealth and Happiness](#) by Richard H Thaler
- ✓ [Predictably Irrational: The Hidden Forces That Shape Our Decisions](#) by Dan Ariely

Customers Who Bought This Item Also Bought



[A Master Class in Brand Planning: The Timeless Wo...](#) by Judie Lannon

★★★★★ (10) £19.49



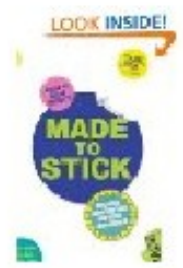
[Perfect Pitch: The Art of Selling Ideas and Winning...](#) by Jon Steel

★★★★★ (7) £12.99



[The Brand Innovation Manifesto - How to Build Brand...](#) by John Grant

★★★★★ (5) £17.49



[Made to Stick: Why Some Ideas Take H and Others C...](#) by Heath

★★★★★ (5) £5.99



Start moving! No email or password required.

Sign in with Facebook

Sign in with Twitter

Get Up and Move is a social game.

Challenge your friends to small acts of movement they can do at any time or place.

I will

trampoline for 5 minutes

if my friend will

run for 26 miles

Get up and move

Why?

Suggestions:

- dance for 2 songs
- run for 5 minutes
- walk for 15 minutes
- do 10 bed jumps
- do pushups for 1 minute
- do crunches for 2 minutes







Designers'
mental models
of 'what users
are like'

Are they basically pinballs, to be pushed and pulled by your design, without thinking?



Or are they just looking for the easiest path, taking shortcuts, following biases and defaults, again without thinking too much?





Or are they genuinely thoughtful, weighing up different behaviour choices and deciding what to do accordingly?

**Or is it more
complicated
that that?**

ASSUME
USERS ARE
LAZY - YOU
DON'T GO
FAR enough!

People are
basically still
living on the Savannah!

TEACH PEOPLE
TO MAKE DECISIONS
FOR THEMSELVES

the problem
is seeing
them as
users in
the 1st
place!

U got
2 engage
PP!

Satisfi-
fices
☺

MAKE IT BRIGHTLY
COLOURED &
THEY'LL CLICK ON IT

BREAD
AND
CIRC-
USES
▽

EVERYONE'S DIFFER-
ENT, YOU NEED TO
FIND THEIR LEVELS

don't
make
me
think

First exercise

Please write down ideas/
attitudes/viewpoints/assump-
tions you've come across in your
work about 'what users are
like' (& so how to influence
behaviour)

First exercise (contd.)

Have a look
at all the
ideas

and have a
go, collectively,
at clustering
them into
similar approaches.

First exercise (contd.)

Now, can you
think of names

for each cluster?
Be bold, nothing

wrong here! Vague
is fine.

What are the pros, cons and consequences of each approach?



keyword model#

[New Products](#) | [Free Catalog](#) | [About Us](#) | [FAQs](#)
[Category](#) [Material](#)

Recycled Plastic Georgetown Bench

The antique styling of our Georgetown Bench, crafted from 100% recycled iron and recycled plastic, accentuates the beauty of any park, office common area or residential setting. **Redesigned to face contemporary urban realities** this bench comes standard with a center arm to discourage overnight stays in its comfortable embrace.



ENTER QUANTITIES FOR THE ITEM(S) YOU WOULD LIKE TO ORDER

100% Recycled Plastic Georgetown Bench					Qty
GTB400	4' Length, 2 Legs	Choose Color	(90 lbs)	\$295.00	<input type="text"/>
GTB600	6' Length, 3 Legs	Choose Color	(130 lbs)	\$425.00	<input type="text"/>
GTB800	8' Length, 4 Legs	Choose Color	(190 lbs)	\$525.00	<input type="text"/>

(Prices F.O.B. Origin)

- Barbeque Grills
- Food Service Equipment
- Campstoves
- Picnic Tables
- Benches
- Tables & Chairs
- Trash Receptacles
- Smokers Station
- Planters
- Bleachers / Grandstands
- Sports Equipment
- Bike Racks
- Drinking Fountains
- Sanitation
- Parking Lot Equipment
- Tents & Canopies
- Pool Furniture
- Umbrellas
- Bus Stop Shelters
- Universal Access





on Overground



JG Ballard  The Complete Short Stories: Volume 1

The Complete Short Stories: Volume 1



DESIGNED BY RODNEY KINSMAN
AN OMK PRODUCT

10/11/12





Rock en Seine

20★28★29 août 2008

JUSTICE • THE STREETS • KATE BUSH
KAISER CHIEFS • KEZIAH JONES
TRICKY • WAX TAILOR • THE DO
SERJ TANKIAN • PLAIN WHITE T'S
THE JON SPENCER BLUES EXPLOSION
JAMIE LIDELL • APOCALYPTICA...

Domaine national de Saint-Cloud
*** ACCÈS : BOULOGNE - PONT DE SAINT-CLOUD ****



Infos/Loc: WWW.ROCKENSEINE.COM • WWW.ENAC.COM
ENAC - CARREFOUR - GÉANT ** 0892 683 622 (0,24€/min)
*** WWW.DIGITICK.COM ET POINTS DE VENTES HABITUELS ***
***** WWW.MYSPACE.COM/ROCKENSEINE *****









DANGER
SLIPPING
HAY





Marendon House
52

USH

RENTALPLAT
LÄTTET

USH
Professionelle
Planung

Charles

Carphone

SHU



Photo credit: Stephanie Jenkins





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savings

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share

Details

E-ISA Application - Small Change Big Difference

Assignment

Details

Make a Big Difference

Setup

Setup

The Small Change, Big Difference Scheme is a way in which you can support

Small Change Big Difference

Small Change Big Difference

For all customers opening a new investment account from 1st May 2001, an amount of 1p will be donated to charity. This donation will be the same as the pence of your net interest payment or gain.

Information

For details on when your donation will be collected, please refer to your [account statement](#) or contact your local branch or call 0845 1200 300.

Check this box if you would not like to make a big difference

Cancel

Continue

Donor Card

I would like to help someone
to live after my death.

Let your relatives know your wishes,
and keep this card with you at all times.

ACT ON
CO₂ Calculator

It's time to act

Before you start 

Ready to act?

Use our CO₂ calculator to
find out your carbon footprint.

start

Welcome to the CO₂ calculator. Find out what your carbon footprint is and how you can make some simple changes to help tackle climate change.

[More about your CO₂ calculations - FAQs.](#)



What do you think?



Do you think it is the responsibility of the state to lower smoking rates?

Yes

Continue

Choose one of the approaches that appeals to you, or you'd enjoy 'representing'. We'll use this later on...



Intersection of lots of fields

“By looking at how others have used design to influence behaviour it is easier to transpose those ideas to the behaviours that you are trying to change...

We need that idea-generating process to help policy-makers work with designers, behaviour experts and people to make the leap into practice.”

Jamie Young, RSA Design & Behaviour project

The Blog The Cards **MENTAL NOTES** Get a Set Resources

Bring a little psychology to Web design.



In the midst of a busy project it's all too easy to forget the nuances that distinguish great products. Mental Notes brings together 50 insights from psychology into an easy reference and brainstorming tool. Each card describes one insight into human behavior and suggests ways to apply this to the design of Web sites, Web apps, and software applications.

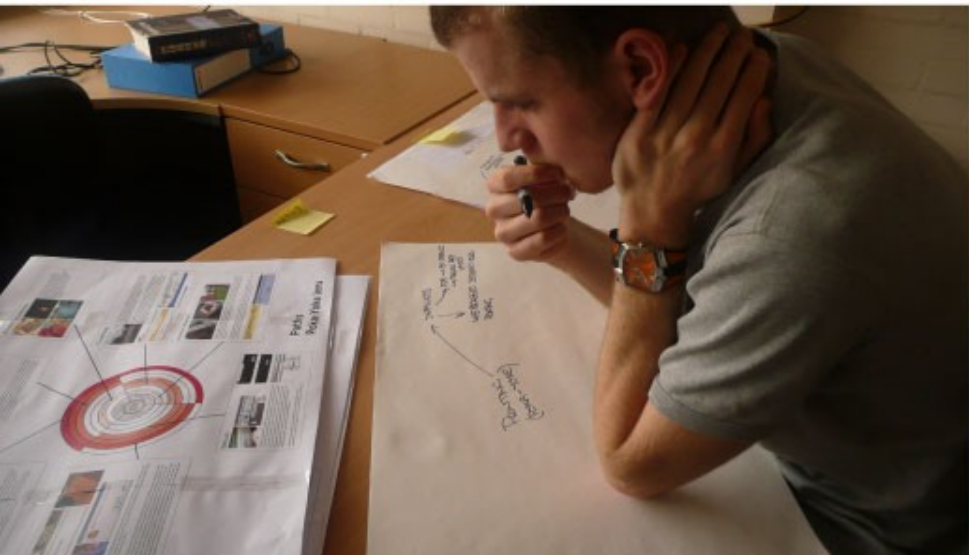
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(Ships Spring 2010)

Pre-order at a **discounted rate!**



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Defaults
What happens when the settings aren't what you want?
Also try:

- Partial self-correction
- Portions
- Conditional warnings

Donor Card
I would like to help someone to live after my death.
Also try:

- Lock-in & lock-out
- Extra step
- Specialized affordances

Interlock
How do you prevent people from doing the wrong thing?
Also try:

- Partial self-correction
- Portions
- Conditional warnings

Positioning & layout
How do you make sure people can find what they need?
Also try:

- Segmentation & spacing
- Orientation
- Removal
- Movement & oscillation

Material properties
How do you make sure people use things the way you want?
Also try:

- Segmentation & spacing
- Orientation
- Removal
- Movement & oscillation

Surveillance
What do you do when other people might be watching?
Also try:

- Threat of damage
- Who you are
- What you've done
- Where you are

Atmospherics
How do you make sure people feel good about the space?
Also try:

- Threat of damage
- Who you are
- What you've done
- Where you are

Social proof
How do you make sure people do what you want them to?
Also try:

- Threat of damage
- Who you are
- What you've done
- Where you are

Prominence & visibility
How do you make sure people notice what you want them to?
Also try:

- Reduction
- Tailoring
- Sunsetting
- Feedback through

Design with Intent

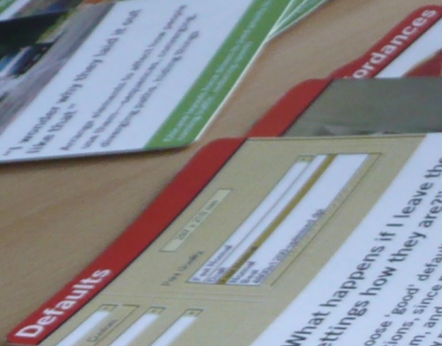
- Errorproofing
- Persuasive
- Visual
- Cognitive
- Security

Monitoring
How do you make sure people are doing what you want them to?
Also try:

- Reduction
- Tailoring
- Sunsetting
- Feedback through

Kairon
What's the best way to take right action?
Also try:

- Reduction
- Tailoring
- Sunsetting
- Feedback through



Defaults

“What happens if I leave the settings how they are?”

Choose ‘good’ default settings and options, since many users will stick with them, and only change them if they really need to.

With most digital innovations, the default option usually wins. Use and money.



Self-monitoring

“How is my behaviour affecting the system?”

Give the user feedback on the impact of the way a product is being used, or progress towards a goal. It could be real-time or a summary afterwards.

Energy meters of many kinds allow householders to see which appliances use the most electricity, and how much this is costing, whether or not they choose to act



Forward Reform



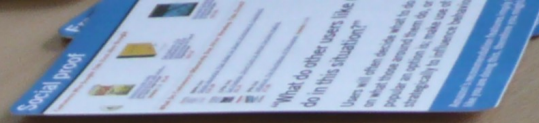
Factors



Behaviour



Surveillance



Social proof



Surveillance



Architectural



Persuasive



Architectural cards including: **Navigation & layout**, **Visual hierarchy**, **Information architecture**, **Form and function**, **Visual design**, **Information & interaction**, **Form and function**, **Visual design**, **Information & interaction**.

Persuasive cards including: **Self-motivation**, **Empire**, **Emotional**, **Information & interaction**, **Form and function**, **Visual design**, **Information & interaction**, **Form and function**, **Visual design**, **Information & interaction**, **Form and function**, **Visual design**, **Information & interaction**.

Errorproofing



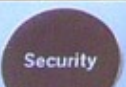
Visual



Errorproofing cards including: **Lock-in & lock-out**, **Extra step**, **Specialized affordances**, **Conditional warnings**, **Partial self-correction**, **Problems**, **Defaults**, **Interlock**.

Visual cards including: **Prominence & stability**, **Metaphors**, **Proximity & similarity**, **Perceived affordances**, **Implied sequences**, **Colour & contrast**, **Possibility trees**, **Watermarking**.

Security



Cognitive



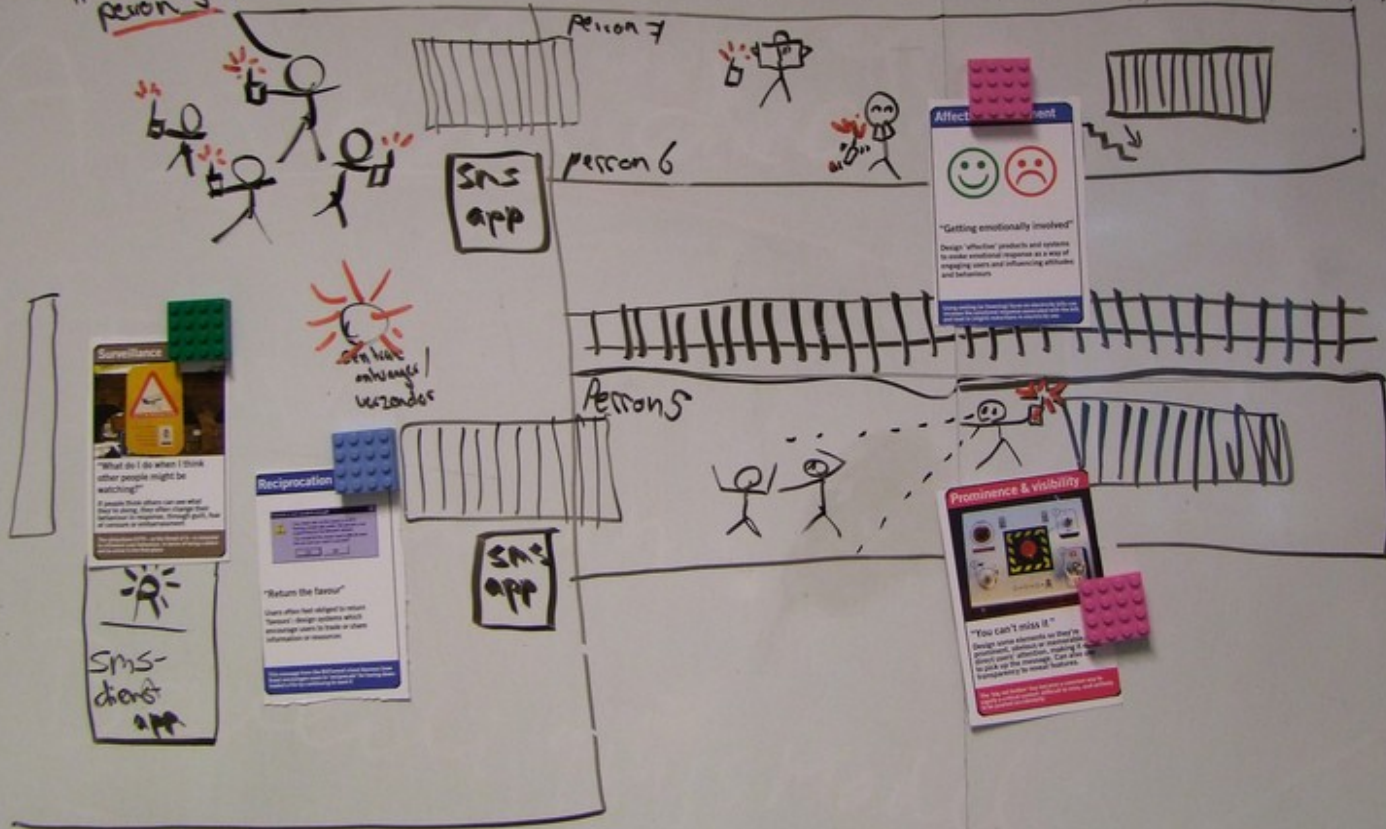
Security cards including: **Threat of damage**, **What you have**, **What you know or can do**, **What you've done**, **Who you are**, **Where you are**, **Surveillance**, **Atmospherics**.

Cognitive cards including: **Commitment & consistency**, **Scarcity**, **Social proof**, **Framing**, **Reciprocation**, **Authority**, **Affective engagement**.



Utrecht Central

Ik ga met
z'n alle helpen!
De sms zei:
"person 5"



TD
EO

RSA



THE RULES OF BRAINSTORMING

- ✓ **Defer judgement**
There are no bad ideas at this point. The goal is to generate as many ideas as possible.
- ✓ **Encourage wild ideas**
The more ideas, the better. It's better to have a bad idea than no idea at all.
- ✓ **Build on the ideas of others**
You can improve on someone else's idea.
- ✓ **Stay focused on topic**
The goal is to generate ideas related to the topic.
- ✓ **One conversation at a time**
The goal is to generate ideas, not to have a conversation.
- ✓ **Be visual**
Use drawings, diagrams, and other visual aids to help generate ideas.
- ✓ **Go for quantity (most quality)**
The more ideas, the better. It's better to have a bad idea than no idea at all.

Portions

Can you change the size of portions?

Segmentation & spacing

Kairos

Can you...

Unpredictable reinforcement

Format lock-in/out

Threat to property

What happens if...

Contrast

Can you create an obvious contrast between...

Emotional engagement

Can you design your system to...

le's take 'ly



Se Pe Gg

Mail
ber bands
them easier
entally

ances



Mood

Can you use colour, images or other sensory stimuli to set a particular mood for a user's interaction with your system?

Changes in hue, saturation and brightness can set moods, which room would you choose to stay in? (assuming the bed was made!)

Nakedness

Design with Intent

P

3,by/Perc

dan@danlockton.co.uk

Design with Intent 10 Draft

Chalkboards have orders beyond the classic L-shaped, with an increasing range of social engineering shapes to suit various information and future tasks.

Can your system's interface be designed to foster a behaviour that users will engage in to increase the engagement and user loyalty?

Can you use your system's interface to foster a behaviour that users will engage in to increase the engagement and user loyalty?

ations

ne
n

Architectural Lens

Angles

Can you slant or angle things so some actions are easier than others?

Some cigarette bins are sold to authorities using the sloping top as a feature, discouraging people leaving litter on top



Errorproofing Lens

Are you sure?

Can you design an extra 'confirmation' step before an action can be performed?

Some British Rail train doors require passengers to lower the window to get access to the handle, mounted on the outside



Interaction Lens

Kairos

Can you give users a suggestion at exactly the right moment for them to change their behaviour?

Automatic warning signs can alert drivers to upcoming dangers at the right point for them to respond and slow down accordingly

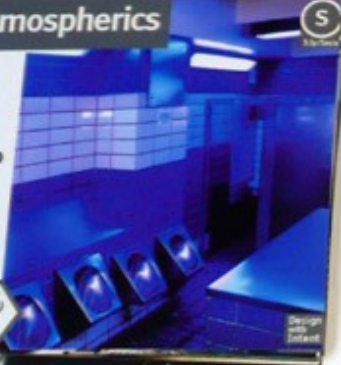


Security Lens

Coercive atmospherics

Can you use ambient sensory effects (sound, light, smell, etc) to make it harder for users to behave in certain ways?

Blue lighting is used in some public toilets (e.g. here, in Edinburgh) to discourage drug injection by making veins difficult to see



Design with Intent

101 patterns for influencing behaviour through design

Dan Lockton with David Harrison & Neville A. Stanton

1-0

Ludic Lens

Challenges & targets

What happens if you set people a challenge, or give them a target to reach through what they're doing?

Whoever laid out this coffee tub as a target for throwing coins knew a lot about influencing people to donate generously and enjoy it



Machiavellian Lens

Anchoring

Can you affect users' expectations or assumptions by controlling the reference points they have?

Restaurant menus may use 'anchor' items, prominently placed, higher-priced dishes, raising what customers expect to be paying



Cognitive Lens

Assuaging guilt

Can you influence users by helping them reduce feelings of guilt about their behaviour?

This message both implies that one should feel bad about the ethics of coffee production, and offers an easy way to take away the guilt

Our coffee won't leave a bitter taste in your mouth. It's Fairtrade.



Perceptual Lens

(A)symmetry

Can you use symmetry to make elements look related, or asymmetry to show difference and focus attention?

The symmetrical holes on this lifebuoy, even without the text, suggest that it should be gripped with both hands simultaneously





Angles
Can you slant or angle things so some actions are easier than others?

Some cigarette bins are sold to authorities using the sloping top as a feature, discouraging people leaving litter on top

Design with Intent 1.0 Draft
April/May 2010
Comments: dang@danlockton.co.uk

Architectural Lens

The *Architectural Lens* draws on techniques used to influence user behaviour in architecture, urban planning and related disciplines such as traffic management and crime prevention through environmental design (see also the *Security Lens*).

While most of the techniques have been developed in the built environment, many of the ideas can also be applied in interaction and product design, even in software or services; they are effectively about using the "structure of systems" to influence behaviour. Some of the patterns, such as *Simplicity*, *Feature deletion* and *Hiding things* are really fundamental to all kinds of design.

Image for *Pave the Cowpaths* is a screenshot of an annotated Google Map on *Kittelson & Associates'* website (<http://pr.kittelson.com/signatrails>)

All other photos by Dan Lockton

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Conveyor belts

Can you bring a feature to the users, or move the users to where you want them to be?

Moving walkways in airports help travellers move more quickly, but also prevent people blocking corridors, especially in groups



Positioning

Can you rearrange things so people interact with them in the locations you want them to?

Positioning pedestrian crossing push-button units on the right-hand side (UK) makes it more likely that users turn to notice oncoming traffic



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The Japan Association welcomes you

to the Ishikawa Takuboku meet.

Date: 28-29 November, 2008



Client Name: **Japan Association**

Title: **Greeting**

Requirement

A cost effective and impactful way of greeting patrons at an Indo-Japan cultural event (Ishikawa Takuboku meet) organized by the Japan Association in India.

Creative (Panel at the entrance)

A red panel was placed at the entrance of the Japan Association where the event was being held.

In order to read the fine print, every visitor thereby ended up bowing in the traditional Japanese way.

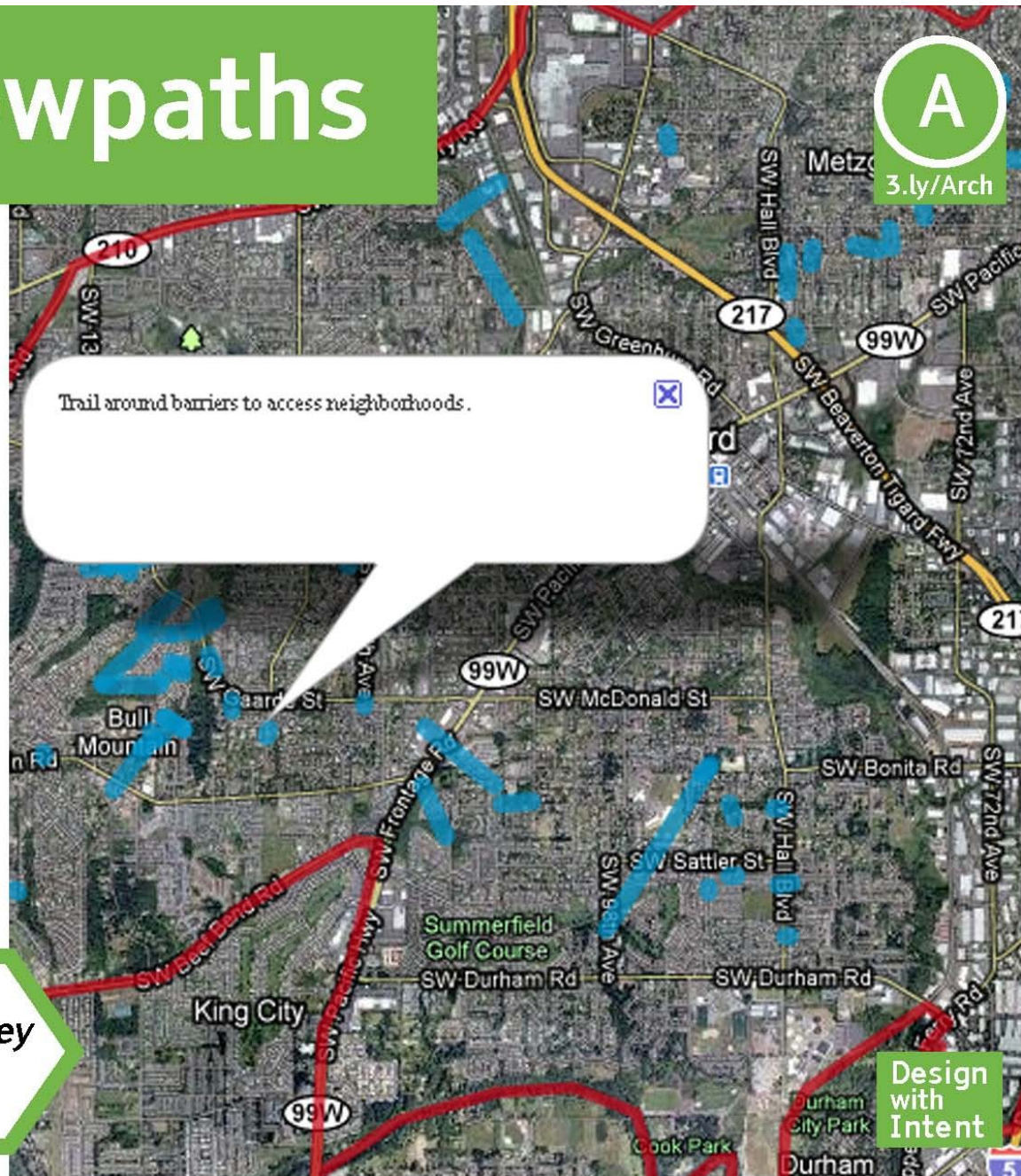
Target Audience

A select group comprising enthusiasts, media persons, delegates, sponsors and students.

Pave the cowpaths

Can you recognise the 'desire paths' of some of your users, and then codify them into your system, so others follow too?

In Tigard, OR, residents marked informal 'neighbourhood trails' they used on a map, so the city could prioritise ones to 'formalise'



Errorproofing Lens

The Errorproofing Lens represents a worldview treating deviations from the target behaviour as 'errors' which design can help avoid, either by making it easier for users to work without making errors, or by making errors impossible in the first place. It's often found in ergonomics, health & safety-related design, medical device design and manufacturing engineering (as poka-yoke) where, as far as possible, one really doesn't want errors to occur at all.

A key difference between errorproofing and some other views of influencing user behaviour which imply that errorproofing doesn't care whether or not the user's attitude changes, as long as the target behaviour is met. Attitude change might be an effect of the errorproofing, but it doesn't have to be.

Images for Defaults, Did you mean? and other software, a Google search for 'insurance' and 'travel' building society website respectively.
All other photos by Dan Lockton

Task lock-in/out

Portions

Opt-outs

Matched affordances

Interlock

Did you mean?

Defaults

Conditional warnings

Choice editing

Are you sure?

Can you design an extra 'confirmation' step before an action can be performed?

Some British Rail train doors require passengers to lower the window to get access to the handle, mounted on the outside



Danger

Design with Intent

Design with Intent 1.0 Draft April/May 2010

Comments: dan@danlockton.co.uk

Design with Intent

E

E

E

E

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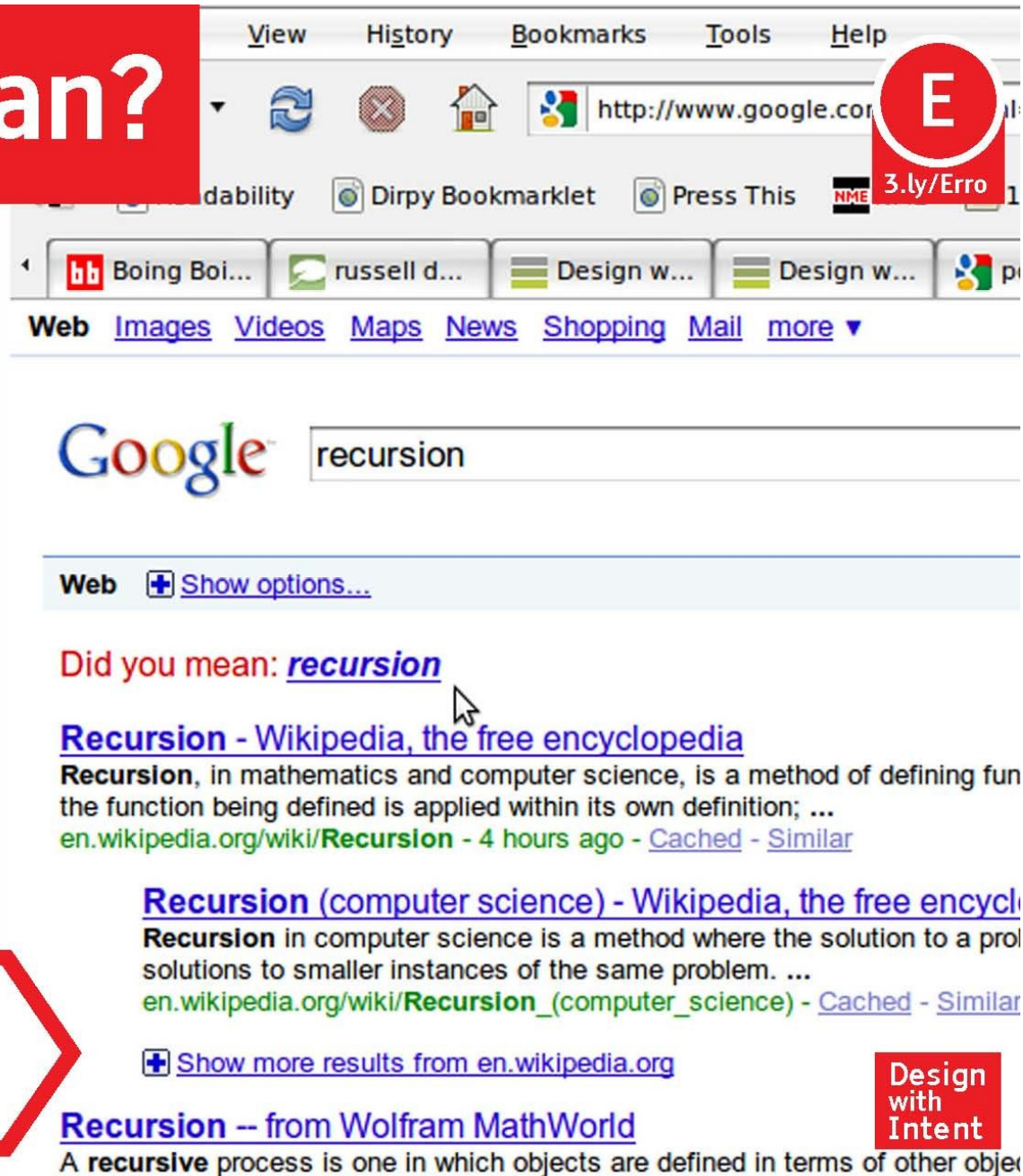
E

E

Did you mean?

Can you detect and suggest a better option to users when it looks like they're making an error?

Google's suggestion algorithm is continually evolving to take account of search trends; it also includes this nice 'easter egg'!



The screenshot shows a Google search interface. The search bar contains the word "recursion". Below the search bar, there is a "Did you mean:" suggestion for "recursion". The first search result is "Recursion - Wikipedia, the free encyclopedia". The second search result is "Recursion (computer science) - Wikipedia, the free encyclopedia". A red circle with a white "E" is overlaid on the top right of the browser window, and a red arrow points from it to the "Did you mean:" suggestion. The browser's address bar shows "http://www.google.com". The browser's menu bar includes "View", "History", "Bookmarks", "Tools", and "Help". The browser's toolbar includes "Refresh", "Stop", "Home", "Search", and "Print". The browser's status bar shows "3.ly/Error".

[Recursion -- from Wolfram MathWorld](#)

A recursive process is one in which objects are defined in terms of other objects.

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Choice editing

Can you edit the choices presented to users so only the ones you want them to have are available?

Choice editing can be driven by legislation, e.g. leaded 4-star petrol being phased out in the EU by 2000 (when this photo was taken)



E

3.ly/Erro

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Interlock

Can you set things up so one action can't be performed until another is completed?

Most modern cash machines don't dispense cash until you remove your card, making it less likely you'll leave it behind



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Team System

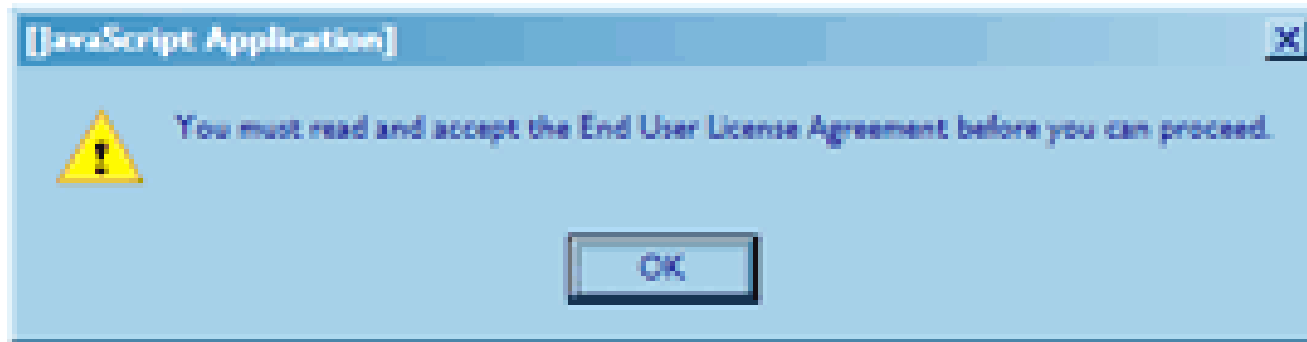
Technical Decision Makers (TDMs), Architects, Developers, Testers, and Administrators. This introduction will explain what the product is, how it relates to your organization, and how to get started.

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and the skills and knowledge required to complete the tasks necessary for your job role. This document is intended to help you determine the environment you would deploy in your organization. It is intended to help you determine if you have started or completed. If you are not online, then synchronize your progress the next time you are online.



Tunnelling & wizards

Tailoring

Summary feedback

Simulation & feedforward

Real-time feedback

Progress bar

Peer feedback

Partial completion

Kairos

Feedback through form

Can you give users a report on what they have done?

Can you give users a progress bar?

Can you let users know their progress?

Can you give users a suggestion?

Can you show that a process is in progress?

Can you give users a suggestion?

Can you use the form of your object itself as a kind of interface, giving feedback or suggestive cues?

Royal VXB's 100g (200g) Balancing Boards are designed so they tilt noticeably and audibly when the portion size is reached when filling.

Interaction Lens

All the patterns are really about interaction design in one form or another, but the Interaction Lens brings together some of the most common design elements of interfaces where users' interaction is influenced. So system affect how their behaviour is influenced. So there are some core Human-Computer Interaction patterns here, such as kinds of feedback, progress bars, and previews, and some currently less-used such as feedforward.

This lens also includes some patterns from the growing field of Persuasive Technology, where computers, mobile phones and other systems with interfaces are used to persuade users: changing attitudes and so changing behaviour through contextual information, advice and guidance. Among these are kairos, tailoring and tunnelling. Identified in BJ Fogg's seminal book *Persuasive Technology: Using Computers to Change What We Think and Do*.

Images for Feedback through form, Summary feedback and Tailoring are taken from promotional videos/demos by Royal VXB, GreenPivot and Pan, available at <http://shop.royalvxb.com/shoped.asp>, <http://www.greenpivot.com> and <http://www.pan.com/foresc.php?demo=1&f=1&c=ent2-60> respectively.

Images for Partial completion, Peer feedback, Progress bar, Simulation & feedforward and Tunnelling & wizards are screenshots of Amazon, Slashdot, Digg, LinkedIn, Wikipedia, Yahoo! savings calculator and Foxit PDF reader.

Other photos by Dan Lockton

Design with Intent

Feedback through form



Can you use the form of your object itself as a kind of interface, giving feedback or suggestive cues?



Royal VKB's 100g/250g Balancing Bowls are weighted so they tilt noticeably and audibly when the 'portion size' is reached when filling

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Ludic Lens

Games are great at engaging people for long periods of time, getting them involved, and if we put it bluntly, influencing people's behaviour through their very design. Yet this potential has (so far) been underexplored in application to other kinds of situations outside 'recreation'.

The Ludic Lens includes a number of techniques derived from games and other 'playful' interactions, ranging from basic social psychology mechanisms such as goal-setting via challenges & targets, to operant conditioning via unpredictable reinforcement and rewards, to common game elements such as scores, levels and collections.

Images for Collections and unpredictable reinforcement are courtesy of <http://www.dailymotion.com/video/x1111111> and <http://www.dailymotion.com/video/x1111111> respectively. All other images are either public domain or are the property of their respective owners.

Images for Levels and Rewards are the property of <http://www.dailymotion.com/video/x1111111> and <http://www.dailymotion.com/video/x1111111> respectively. All other images are either public domain or are the property of their respective owners.

Image for Make it a meme is a screenshot of <http://www.dailymotion.com/video/x1111111> and <http://www.dailymotion.com/video/x1111111> respectively. All other images are either public domain or are the property of their respective owners.

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Design with Intent

Design with Intent
April/May 2010

Unpredictable reinforcement

What happens if you set people a challenge, or give them a target to reach through what they're doing?

Storytelling

Scores

Role-playing

Rewards

Playfulness

Make it a meme

Levels

Leave gaps to fill

Collections

Challenges & targets

What happens if you set people a challenge, or give them a target to reach through what they're doing?

Whoever laid out this coffee tub as a target for throwing coins knew a lot about influencing people to donate generously and enjoy it

Design with Intent

MAKE WISH!

Challenges & targets



What happens if you set people a challenge, or give them a target to reach through what they're doing?



Whoever laid out this coffee tub as a target for throwing coins knew a lot about influencing people to donate generously and enjoy it

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Playfulness

Can you design something which 'plays' with its users, provoking curiosity or making interactions into a game?

Spiral wishing wells turn giving money to charity into something actively fun for donors, and provoke curiosity of passers-by



Design
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Nakedness
Can you remove the interface?

Mood
Can you use colour, images or other sensory stimuli to set a particular mood for the interface?

Mimicry & mirroring
Can your system mirror or mimic a user's behaviour?

Metaphors
Can you employ a metaphor / analogy of something familiar to help users understand the interface?

Implied sequences
Can you make it clear what the next step is?

Fake affordances
Is there anything in the interface that suggests an action that is not possible?

Contrast
Can you create an obvious contrast between elements to draw attention to them?

Colour associations
Can you use colour to suggest associations between elements?

(A)symmetry
Can you use symmetry to make related elements look related, or asymmetry to show difference and focus attention?

The symmetrical boxes on the left of the interface are a good example of how to use symmetry to make related elements look related. The asymmetrical elements on the right are a good example of how to use asymmetry to show difference and focus attention.

Perceptual Lens

The Perceptual Lens combines ideas from product semantics, semiotics, ecological psychology and Gestalt psychology about how users perceive patterns and meanings as they interact with the systems around them, and puts them into forms which invite the designer to think about how they might influence people's behaviour. Most are predominantly visual, but they need not be: sounds, smells, textures and so on can all be used, individually or in combination.

These techniques are often applied by interaction designers in the course of doing a job without necessarily considering how they can influence user behaviour.

Images for Implied sequences and Subliminal are from Jakob Nielsen's and Steve Krug's books "Don't Make Me Think" and "The Usability of Usability". Images for Mimicry & mirroring are from Jakob Nielsen's book "The Usability of Usability". Images for Metaphors, Implied sequences, and Subliminal are from Jakob Nielsen's and Steve Krug's books "Don't Make Me Think" and "The Usability of Usability". Other photos by Dan Lockton.

Watermarking
Can you make a watermark visible only when the user is looking at the interface?

Transparency
Can you (perhaps selectively) reveal what's going on behind the interface?

Similarity
Can you make elements look similar to help users understand the interface?

Seductive atmospherics
Can you make the interface look like a real-world environment?

Proximity & grouping
Can you group related elements together to help users understand the interface?

Prominence
Can you make an element stand out from the rest of the interface?

Possibility trees
Can you design the form of your system to suggest particular actions (or constraints on action) to users?

Perceived affordances
Can you design the form of your system to suggest particular actions (or constraints on action) to users?

Encouraging the user to use the interface in a particular way is a good example of how to use perceived affordances to suggest particular actions (or constraints on action) to users.

Contrast

Can you create an obvious contrast between parts of your design or the context in which it's used?

In 2004, Britain's Royal Mail switched to using red rubber bands for bundling post, to make them easier to spot if dropped accidentally



Colour associations

Can you use colour to suggest associations between particular behaviours and outcomes?

This racecourse bookmaker's keyboard has a detailed language of colour-coded groups of functions, to aid rapid action-taking



Perceived affordances

Can you design the form of your system to suggest particular actions (or constraints on action) to users?

Reshaping the holes on bins to match the 'form' of different types of waste has been shown to increase recycling levels significantly



Framing

Can you selectively present choices in a way which frames a choice?

Expert choice

Is it possible to show users the choices that an expert or authority would make?

Emotional engagement

Can you design your system to engage people's emotions, or make connections with their emotions?

Do as you're told

Can you use an authority figure or authoritative instructions to influence user behaviour?

Desire for order

Can you use people's desire for tidiness to influence their behaviour?

Decoys

Can you add 'decoy' choices to make a choice more appealing?

Commitment & consistency

Can you get users to commit to an idea or goal, so they feel they must follow through?

Assuaging guilt

Can you influence users by helping them reduce feelings of guilt about their behaviour?

This message both implies that you should feel bad about the ethics of coffee production, and offers an easy way to take away the guilt.

Our coffee won't leave a bitter taste in your mouth. It's Fairtrade.

Cognitive Lens

The Cognitive Lens draws on research in behavioural economics and cognitive psychology looking at how people make decisions, and how this is affected by 'heuristics' and 'biases'. If designers understand how users make interaction decisions, that knowledge can be used to influence interaction behaviour. Equally, where users often make poor decisions, design can help counter this, although this may lead to a 'we know what's best for you' attitude.

Dozens of cognitive biases and heuristics have been identified which could potentially be applied to design. The patterns detailed below are some of the most commonly used; this selection draws heavily on the work of Robert Cialdini, Richard Thaler and Cass Sunstein.

Images for Decoys for Order and Personality are promotional photos from the Interactive Institute's DefAD project (http://www.ii.org.uk/defad/project_3.html) and Philippe Verbeke (http://www.researchphilips.com/defad/eggs/project3/robotica.html)

Images for Decoys, Do as you're told, Provide empathy, Reciprocate & Personalise are screenshots of the UK Government's Magazines.com, the US National Aeronautics and Space Administration and Amazon.co.uk respectively.

Other photos by Dan Lockton

Social proof

Can you show other users what they are doing to influence your users?

Scarcity

Can you emphasise that a resource is valuable, limited in quantity or difficult to obtain?

Rephrasing & renaming

Can you rephrase or rename what you are asking users to do to make it more appealing?

Reciprocation

Can you give users something for nothing to influence their behaviour?

Provoke empathy

Can you give your users a chance to help someone in need?

Personality

Can you give your users a chance to interact with a character or avatar?

Habits

Can you make it easy for a new behaviour to become habitual by building it into an existing routine?

Simply choosing to use the stairs rather than the lift / elevator can quickly become part of a daily routine at home or work.

Desire for order

Can you use people's desire for tidiness to influence them to rearrange elements or take actions you want them to?

The AWARE Puzzle Switch, a light switch design by Looove Broms and Karin Ehrnberger, is visibly 'disordered' when in the 'on' position



Emotional engagement



Can you design your system to engage people's emotions, or make them emotionally connected to their behaviour?

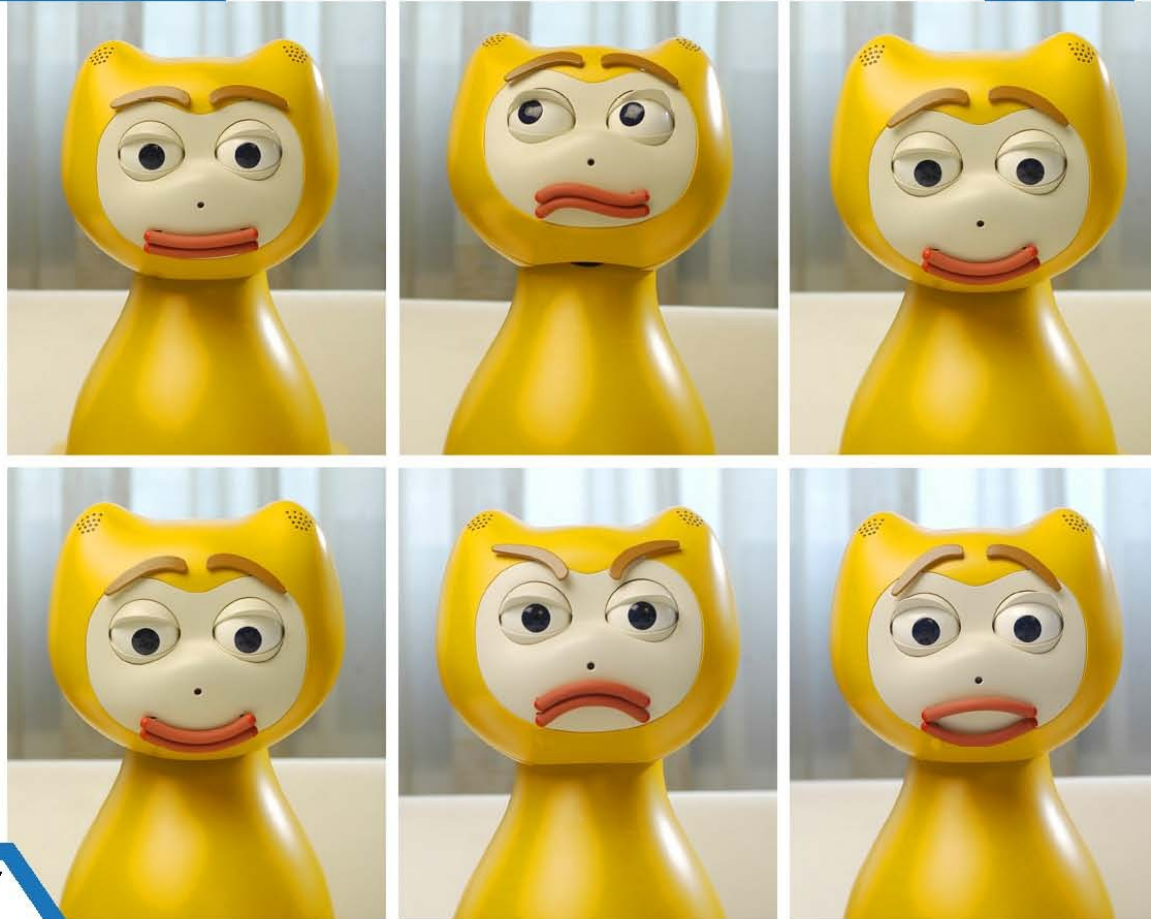


The open beak of these 'baby bird' litter bins at a city farm (visited by lots of children) suggests that they are hungry and would like to be fed

Personality



Can you give your system a personality or character that engages users, becoming a 'social actor'?



Dutch researchers have used Philips' iCat robot to influence users' decision-making with washing machines, advising and expressing opinions

Reciprocation

Can you make users feel they've been done a favour (by the system, or by other users) and want to return it?

This busker's postcards may be 'free', but the social norms of reciprocation mean most people will give him some tip in return



Give Back to the Scribd Community

Hey there—that document you're reading was uploaded by someone just like you. Give back to the Scribd community and upload something!



Class Notes



Thesis & Dissertations



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I cut, you choose
Can you structure a system

Functional obsolescence
Can you design things to become superseded (or even wear out) quickly, so they can be replaced

Format lock-in/out
Can you design your system

Forced dichotomy
Can you configure a system

First one free
Can you give

Degrading performance
Can you degrade the performance of

Bundling
Can you include

Antifeatures & crippleware
Can you deliberately disable some functions even though

Anchoring
Can you affect users' expectations or assumptions by controlling the reference points they have?

Restaurant menus may use higher-priced dishes, making other consumers expect to be paying

Machiavellian Lens

The Machiavellian Lens comprises design patterns which, while diverse, all embody an 'end justifies the means' approach of the kind associated with Niccolò Machiavelli. These will often be considered unethical, but nevertheless are commonly used to control and influence consumers through pricing structures, planned obsolescence, lock-ins and so on, and are central to work by authors such as Vance Packard and Douglas Rushkoff, revealing the 'hidden' structures which shape our everyday behaviour. In technology contexts, Benjamin Mako Hill and Chris Nodder have both done great work exploring this area.

Elements of game theory are present in some of these patterns, and this is worth further investigation.

Design for Antifeatures & crippleware is from Chris Jubel's 'Flicker stream' (CC-BY-SA licensed) (<http://www.flickr.com/photos/forlandert/496428987/>)

Design for First one free, Forced dichotomy and Slow response are screenshots of Bill Fitzgerald's 'Designing Interactive Systems' website (<http://www.designinginteractions.com/book/>), an example survey built using forms on the User-ads website (http://www.user-ads.co.uk/medical_and_respond/)

Other photos by Dan Lockton

Worry resolution
Can you help someone overcome

Style obsolescence
Can you design things to become

Slow / no response
Can you get users to repeat a different

Serving suggestion
Can you direct users to use a

Poison pill
Can you arrange things so that an otherwise attractive option has an unpleasant, self-defeating deterrent side-effect?

Country risk type release (available for all countries) incorrectly in an attempt to make it simply not worth selecting the checkbox

Serving suggestion

Can you direct users to use a product or system in a particular way through examples or demonstrations?

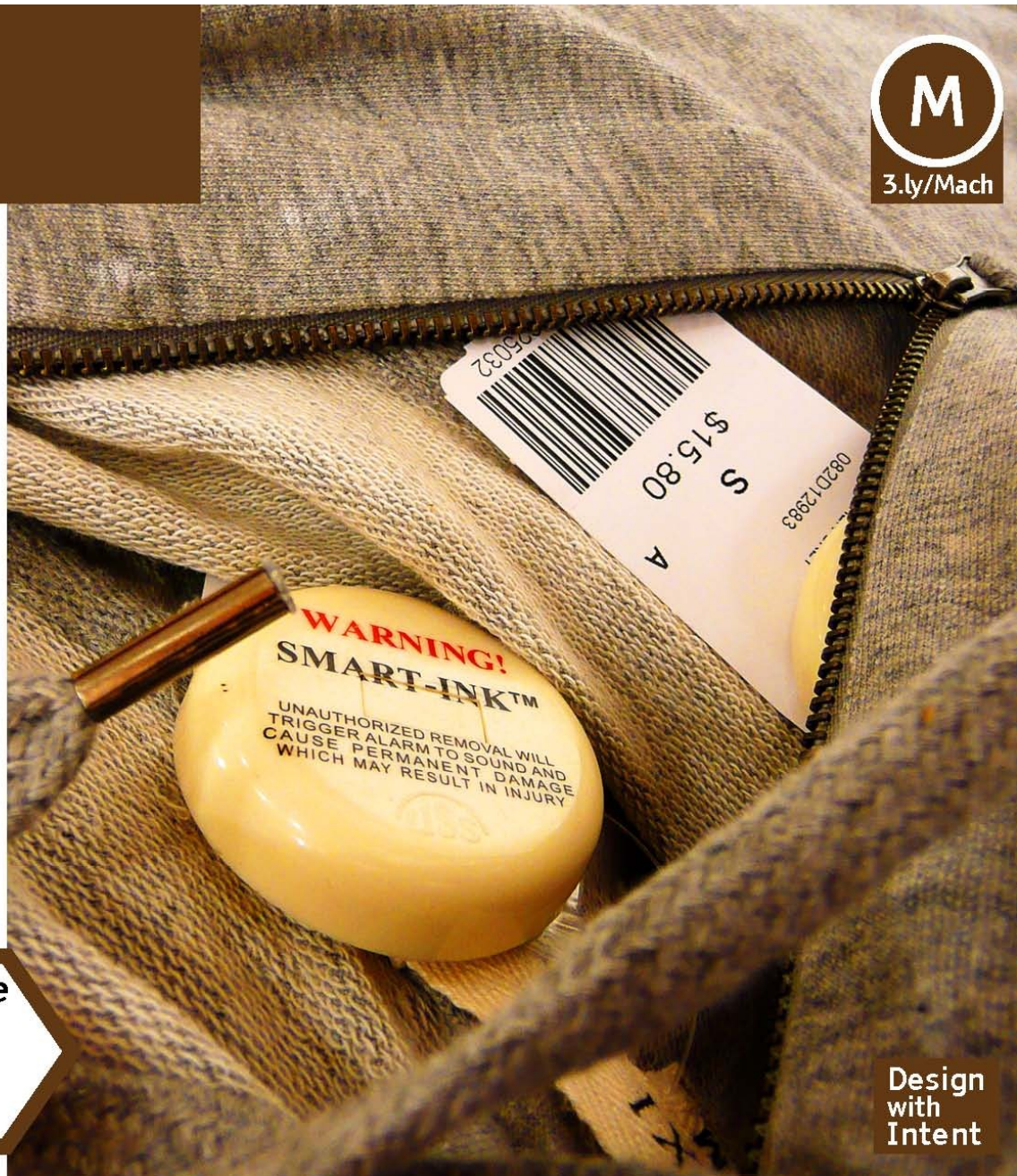
Alka-Seltzer reputedly introduced the 'two tablets per dose' direction to users as part of a 1960s TV ad; before that, only one was taken



Poison pill

Can you arrange things so that an otherwise attractive option has an unpleasant, self-defeating deterrent side-effect?

Security ink tags release indelible ink if removed incorrectly, in an attempt to make it simply not worth stealing the clothes



Peerveillance



What happens if users know (or believe) that what they're doing is visible to their peers also using the system?

Neighbourhood Watch schemes are signed so that they provide a deterrent effect—"people here are vigilant about what's going on"



During the break...



During the break...

Think about a 'behaviour-related' UX problem you'd like to work on

(Drink/take your favourite stimulant if required)

When we come back, get into groups



In memory of Leonard Ball,
who hated fat people

Welcome back!

- ⌘ Get into groups
- ⌘ Ideally a mixture of approaches / viewpoints
- ⌘ Discuss among yourselves what problem you'd like to work on together (or ask me for one if you're stuck)

Mail
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Mood

Can you use colour, images or other sensory stimuli to set a particular mood for a user's interaction with your system?

Changes in hue, saturation and brightness can set moods, which room would you choose to stay in? (assuming the bed was made!)

Nakedness

Design with Intent

P

3.ly/Perc

dan@danlockton.co.uk

Design with Intent 10 Draft

Chalkboards have orders beyond the classic L-shaped, with an increasing range of social engineering shapes to suit various information and future tasks.

Can your system's interface or behaviour allow a behaviour that users or friends in settings or travel to increase the engagement and user loyalty?

Can your system's interface or behaviour allow a behaviour that users or friends in settings or travel to increase the engagement and user loyalty?

Can your system's interface or behaviour allow a behaviour that users or friends in settings or travel to increase the engagement and user loyalty?

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Second exercise



Using the Design with Intent cards, come up with as many concepts as you can for addressing the problem you've identified

Can you use colour, images or other sensory stimuli to set a particular mood for a user's interaction with your system?

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Progress in hue, saturation and brightness can set moods; which room would you choose to stay in (assuming the bed was made)?

Naked

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Second exercise (contd.)

Show & tell

Second exercise (contd.)

Discussion

Good, bad & conclusions

facebook

Search

Home Profile Acc



I'm NEVER text messaging again since I found this out...



Wall Info The Truth



Step 1: Press the Like button at the top of this page



Scripts Tags Forums People Blog Books

Signup Login

Search all scripts



BypassFanPages Checker

By [BypassFanPages](#) — Last update May 7, 2010 — Installed 482 times.

[Install](#)
How do I use this?

About Source Code Reviews 0 Discussions 0 Fans 0 Issues Share

Script Summary:

Sick of all the Facebook Fan Pages that make you become a fan then invite all your friends then do a survey just to see the content? Well with BypassFanPages.com you can discover the hidden content, with none of the hassles.

Firefox Version

Version: 1.1

[Script homepage](#)

This script has no discussions.
[start the discussion](#)

This script has no reviews.

Sick of all the Facebook Fan Pages that make you become a fan then invite all your friends then do a survey just to see the content? Well with BypassFanPages.com you can discover the hidden content, with none of the hassles. Firefox Version

Chrome Version: <http://userscripts.org/scripts/show/76211>

<http://www.bypassfanpages.com>

<http://twitter.com/BypassFanPages>

<http://www.facebook.com/BypassFanPages>

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Redrawing the map

The European map is outdated and illogical. Here's how it should look

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1. Netherlands	9. Croatia
2. Luxembourg	10. Moldova
3. Ruritania	11. Borduria
4. Belgium	12. Bosnia
5. Syldavia	13. Montenegro
6. Vulgaria	14. Macedonia
7. Slovakia	15. Kosovo
8. Slovenia	16. Albania

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Tag it with words...

Add words that describe your question (optional)

startup sound, embarrassing, restart, crash

Comma-separated (e.g. hot dogs, cake, pie)

Or choose from these popular tags:
inq, inq1, facebook, skype, connection, update, battery, email

...and feelings

How does this make you feel?



I'm (x)
e.g. sad, anxious, confused, frustrated

One last thing before you post

We've estimated the likelihood of your question getting noticed



Nice job! You're good at this.

Share my email address with INQ Mobile so they can contact me directly

Post your topic

ALRIGHTY!

You're a few short steps from being a beloved backer.

Enter your pledge

*It's up to you.
Any amount of \$1 or more.*

Select your reward

- No Reward No thanks, I just want to help the project.

- \$5 + Once the software is released as open source, we will send you a CD with diaspora all set up and ready to go, with a note from our team!

- \$10 + Get a CD, note, and a bunch of cool diaspora stickers

- \$25 + Get a CD, note, and a bunch of cool diaspora stickers, and a awesome diaspora t-shirt!

- \$50 + Get all the above stuff, plus 1 month free of our turnkey hosted service (when it becomes available), or free phone support for 1 month if you host your own.

- \$100 + Get all the above stuff, plus 3 month free of our turnkey hosted service (when it becomes available), or free phone support for 3 months if you host your own.

- \$250 + Get all the above stuff, plus 1 year free of our turnkey



Decentralize the web with Diaspora

by Maxwell Salzberg

Funding ends Jun 01, 11:59pm EDT

How do I make a pledge?

First, enter your pledge amount and select a reward. On the next page we'll ask you to log in or sign up with Kickstarter, and then we'll send you to Amazon Payments to complete your pledge with a major credit card.

When is my credit card charged?

If this project is fully funded on June 01, 11:59pm EDT your credit card will be charged along with all the other backers of this project.

So my card is only charged if funding succeeds?

Yes! That's part of what makes Kickstarter special. If a project isn't fully funded, no one pays anything.

What if I want to adjust or cancel my pledge?

You can adjust or cancel your pledge by returning to the project home page and clicking the "Manage Your Pledge" button.

If this project is funded, how do I get my reward?

When your reward is ready, Maxwell Salzberg will contact you by email to request any info they'll need to deliver your reward (mailing address, t-shirt size, etc).

Is pledging with my credit card safe?

Yes! Amazon is a highly trusted e-commerce provider with top-tier security. Amazon is the only party that sees and stores your credit card info.



You should follow me on Twitter.

A quick study exploring the power language has on clickthrough rates.

July 14, 2009



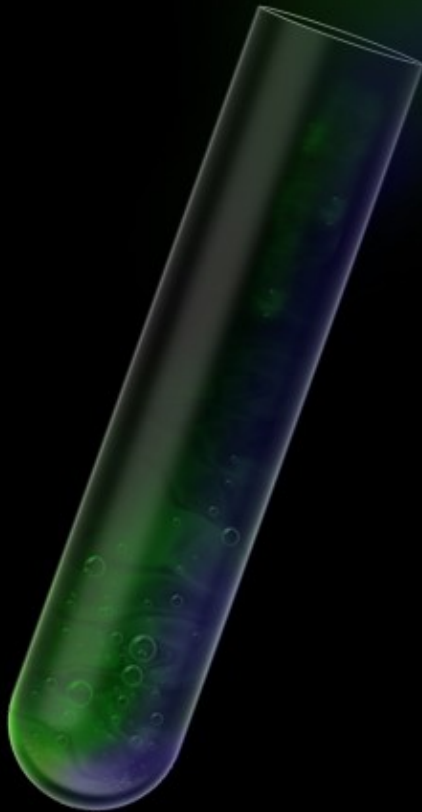
I spend a lot of time thinking about how to improve user experiences. Sometimes, I take my ideas and create experiments to get hard data about how users behave in the real world.

During the past few months, I have been performing an experiment on this site.

At the bottom of most posts here, there's a phrase with a link to my Twitter account. I had originally added this as an informational message, but it ended up being more effective than I expected. I started to wonder if I could increase the clickthrough rate even more by altering the way it was worded.

I'd been thinking about using commands instead of statements for guiding users through an interface, so I decided to test forceful phrasing. Each of the permutations I chose was randomly selected so that it was seen by 5,000 unique visitors to various articles





RESULTS Change in clickthrough rate



As the **forcefulness** and personal identifiability of the phrase increased, the number of clicks likewise increased. "You" identifies the reader directly, "should" implies an obligation, and "follow me on twitter" is a direct command. Moving the link to a literal callout "here" provides a clear location for clicking. I tried other permutations that dulled the command, used the word "please" in place of "should" and made the whole sentence a link. None of them performed as well as the final sentence.

At the very least, the data show that users seem to have less control over their actions than they might think, and that web designers and developers have huge leeway for using language to nudge users through an experience. •

Design with Intent

Toolkit wiki

navigation

- Introduction
- View the patterns by lens
- Download the cards
- Publisher & copyright info
- Random page
- Design with Intent blog

page discussion view source history

Interaction Lens

Interaction design patterns for influencing behaviour

All the patterns are really about interaction design in one form or another, but the Interaction Lens brings together some of the most common design elements of interfaces where users' interactions with the system affect how their behaviour is influenced. So there are some core Human-Computer Interaction patterns here, such as kinds of feedback, progress bars, and previews, and some currently less-used such as feedforward.

This lens also includes some patterns from the growing field of Persuasive Technology, where computers, mobile phones and other systems with interfaces are used to persuade users: changing attitudes and so changing behaviour through contextual information, advice and guidance. Among these are kairos, tailoring and tunnelling, identified in BJ Fogg's seminal book *Persuasive Technology: Using Computers to Change What We Think and Do*.

Click on each of the cards below to go to a dedicated page about it (which will be expanded in due course).

Feedback through form



Can you use the form of your object itself as a kind of interface, giving feedback or suggestive cues?

Royal VKB's 100g/250g Balancing Bowls are weighted so they tilt noticeably and audibly when the 'portion size' is reached when filling

Kairos



Can you give users a suggestion at exactly the right moment for them to change their behaviour?

Automatic warning signs can alert drivers to upcoming dangers at the right point for them to respond and slow down accordingly

search

Go Search

- toolbox
- What links here
 - Related changes
 - Special pages
 - Printable version
 - Permanent link

Thanks for a great afternoon!



See the blog, and download the cards:
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