

SECOND EDITION

Designing for Behavior Change

*Applying Psychology and
Behavioral Economics*

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O'REILLY[®]

Table of Contents

Preface..... xiii

Part I. How the Mind Works

1. Deciding and Taking Action..... 3

- Behavior Change... 4
- ...And Behavioral Science 5
- Behavioral Science 101: How Our Minds Are Wired 7
 - We're Limited 9
 - We're of Two Minds 11
 - We Use Shortcuts, Part I: Biases and Heuristics 13
 - We Use Shortcuts, Part II: Habits 15
 - We're Deeply Affected by Context 19
 - We Can Design Context 21
- What Can Go Wrong 21
 - Quirks of Decision Making 21
 - Quirks of Action 23
- A Map of the Decision-Making Process 25
- A Short Summary of the Ideas 27

2. Creating Action..... 29

- From Problems to Solutions 30
- A Simple Model of When, and Why, We Act 30
 - Cue 33
 - Reaction 35

| | |
|--|-----------|
| Evaluation | 37 |
| Ability | 40 |
| Timing | 41 |
| Experience | 44 |
| The CREATE Action Funnel | 45 |
| Each Stage Is Relative | 47 |
| The Stages Can Interact with One Another | 47 |
| The Funnel Repeats Each Time the Person Acts and Each Time Is Different | 49 |
| A Short Summary of the Ideas | 51 |
| 3. Stopping Negative Actions..... | 53 |
| Using CREATE to Add Obstacles to Action | 55 |
| Changing Existing Habits | 56 |
| Attention: Avoid the Cue | 58 |
| Rushed Choices and Regrettable Action | 62 |
| A Short Summary of the Ideas | 64 |
| 4. Ethics of Behavioral Science..... | 67 |
| Digital Tools, Especially, Seek to Manipulate Their Users | 68 |
| Where Things Have Gone Wrong: Four Types of Behavior Change | 71 |
| Poisoning the Water | 73 |
| Addictive Products | 73 |
| The Behavioral Science of Ethics | 75 |
| We'll Follow the Money Too | 76 |
| A Path Forward: Using Behavioral Science on Ourselves | 77 |
| Assess Intention | 77 |
| Assess Behavioral Barriers | 77 |
| Remind Ourselves with an Ethics Checklist | 78 |
| Create a Review Body | 79 |
| Remove the Fudge Factor | 79 |
| Raise the Stakes: Use Social Power to Change Incentives | 80 |
| Remember the Fundamental Attribution Bias | 80 |
| Use Legal and Economic Incentives as Well | 81 |
| Why Designing for Behavior Change Is Especially Sensitive | 81 |
| A Short Summary of the Ideas | 83 |

Part II. A Blueprint for Behavior Change

| | |
|--|------------|
| 5. A Summary of the Process..... | 89 |
| Understanding Isn't Enough: We Need Process | 90 |
| The Process Is a Common One | 92 |
| The Details Do Matter | 93 |
| Since We're Human Too: Practical Guidelines and Worksheets | 95 |
| Putting It into Practice | 96 |
| 6. Defining the Problem..... | 99 |
| When Product Teams Don't Have a Clear Problem Definition | 100 |
| Start with the Product's Vision | 102 |
| Nail Down the Target Outcome | 103 |
| Clarify the Outcome | 103 |
| Define the Metric to Measure Outcomes | 108 |
| Working with Company-Centric Goals | 110 |
| A Quick Checklist | 112 |
| Who Takes Action? | 113 |
| Document Your Initial Idea of the Action | 113 |
| Clarify the Action | 114 |
| A Metric for Action | 115 |
| Look for the Minimum Viable Action | 116 |
| A Hypothesis for Behavior Change | 118 |
| Examples from Various Domains | 119 |
| Reminder: Action != Outcome | 120 |
| Putting It into Practice | 120 |
| 7. Exploring the Context..... | 123 |
| What Do You Know About Your Users? | 125 |
| How Do They Behave in Daily Life? | 125 |
| How Do They Behave in the Application? | 127 |
| Behavioral Personas | 129 |
| The Behavioral Map: What Micro-Behaviors Lead to Action? | 131 |
| Building the Behavioral Map | 132 |
| Write or Draw It Out, and Add Behavioral Detail | 134 |
| New Products or Features Versus Existing Ones | 136 |
| The Behavioral Map for Stopping Behaviors | 136 |
| Is There a Better Action for Them to Take? | 137 |
| Techniques for Generating Ideas | 137 |
| The Obvious Is Our Enemy | 139 |

| | |
|--|------------|
| Select the Ideal Target Action | 140 |
| Updating the Behavioral Personas | 141 |
| Diagnosing the Problem with CREATE | 141 |
| Diagnosing Why People Don't Start | 142 |
| Diagnosing Why People Don't Stop | 144 |
| Putting It into Practice | 145 |
| 8. Understanding Our Efforts: A Brief Story About a Fish..... | 149 |
| Do It for Them When You Can | 151 |
| Strategies to Cheat at One-Time Actions | 152 |
| Strategies to Cheat at Repeated Actions | 155 |
| But Isn't Cheating, Well, Cheating? | 157 |
| Cheating at the Action Funnel | 159 |
| When You Can't Do It for Them, You CREATE | 159 |
| Look Beyond Motivation | 159 |
| The Value and Limitations of Educating Your Users | 161 |
| Reach Out of the Screen | 163 |
| Putting It into Practice | 163 |
| Exercise: Review the Map | 164 |
| 9. Crafting the Intervention: Cue, Reaction, Evaluation..... | 167 |
| Cueing the User to Act | 170 |
| Ask Them | 171 |
| Relabel Something as a Cue | 172 |
| Make It Clear Where to Act | 173 |
| Remove Distractions: Knock Out the Competition | 173 |
| Go Where the Attention Is | 175 |
| Align with When People Have Spare Time | 175 |
| Use Reminders | 176 |
| Bonus Tactic: Blinking Text | 176 |
| The Intuitive Reaction | 177 |
| Narrate the Past to Support Future Action | 177 |
| Bring Success Top of Mind | 177 |
| Associate with the Positive and the Familiar | 178 |
| Deploy Social Proof | 178 |
| Use Peer Comparisons | 179 |
| Display Strong Authority on the Subject | 180 |
| Be Authentic and Personal | 181 |
| Make the Site Professional and Beautiful | 182 |
| The Conscious Evaluation | 183 |
| Make Sure the Incentives Are Right | 184 |

| | |
|--|------------|
| Leverage Existing Motivations Before Adding New Ones | 184 |
| Avoid Direct Payments | 186 |
| Leverage Loss Aversion | 187 |
| Use Commitment Contracts and Commitment Devices | 187 |
| Test Different Types of Motivators | 188 |
| Use Competition | 189 |
| Pull Future Motivations into the Present | 189 |
| A Few Notes on Decision Making | 191 |
| Avoid Cognitive Overhead | 191 |
| Make Sure Instructions Are Understandable | 191 |
| Avoid Choice Overload | 192 |
| Slow Them Down | 192 |
| Putting It into Practice | 192 |
| 10. Crafting the Intervention: Ability, Timing, Experience..... | 195 |
| The User’s Ability to Act | 196 |
| Remove Friction and Channel Factors | 196 |
| Elicit Implementation Intentions | 198 |
| Peer Comparisons Can Help Here Too | 199 |
| The Other Side of the Wall: Knowing You’ll Succeed | 199 |
| Look for “Real” Obstacles | 200 |
| Getting the Timing Right | 200 |
| Frame Text to Avoid Temporal Myopia | 200 |
| Remind of a Prior Commitment to Act | 201 |
| Make Commitments to Friends | 201 |
| Make a Reward Scarce | 202 |
| Handling Prior Experience | 203 |
| Use Fresh Starts | 203 |
| Use Story Editing | 204 |
| Use Techniques to Support Better Decisions | 206 |
| Make It Intentionally Unfamiliar | 206 |
| Check In Again: You’re Not Interacting with the Same Person | 207 |
| Putting It into Practice | 207 |
| 11. Crafting the Intervention: Advanced Topics..... | 209 |
| Multi-Step Interventions | 210 |
| Combine Where Possible | 211 |
| Again, Cheat If You Can | 211 |
| Provide “Small Wins” | 211 |
| Generate a Feedback Loop | 212 |
| Common Mistakes | 213 |

| | |
|--|------------|
| Creating Habits | 214 |
| Hindering Action | 218 |
| Habitual Actions | 218 |
| Ideas for Hindering Other Actions | 219 |
| Putting It into Practice | 221 |
| 12. Implementing Within the Product..... | 223 |
| Run the Ethical Review | 224 |
| Leave Space for the Creative Process | 225 |
| A Cautionary Tale: My Exercise Band | 226 |
| Build in Behavioral Metrics from Day One | 228 |
| What You Should Already Have | 228 |
| Implementing Behavioral Tracking | 229 |
| Implementing A/B Testing and Experiments | 230 |
| Tools for Behavioral Tracking and Experiments | 231 |
| Putting It into Practice | 232 |
| 13. Determining Impact with A/B Tests and Experiments..... | 237 |
| The How and Why of Randomized Control Trials | 239 |
| Why Experiments Are (Almost) Better Than Sliced Bread | 241 |
| Experimental Design in Detail | 241 |
| How Many People Are “Enough”? | 242 |
| How Long of a Wait Is “Enough”? | 244 |
| Using Business Importance to Determine “Enough” | 245 |
| Points to Remember in Designing an Experiment | 247 |
| Analyzing the Results of Experiments | 248 |
| Is the Effect Large “Enough”? Determining Statistical Significance | 248 |
| Other Considerations | 249 |
| Types of Experiments | 250 |
| Other Types of Experiments | 250 |
| Experimental Optimization | 252 |
| When and Why to Test | 255 |
| Putting It into Practice | 256 |
| 14. Determining Impact When You Can’t Run an A/B Test..... | 261 |
| Other Ways to Determine Impact | 262 |
| A Pre-Post Look at Impact | 263 |
| A Cross-Sectional or Panel Data Analysis of Impact | 265 |
| Unique Actions and Outcomes | 266 |
| What Happens If the Outcome Isn’t Measurable Within the Product? | 266 |

| | |
|--|------------|
| Figure Out How to Measure the Outcome and Action by Hook or by Crook (Not by Survey) | 267 |
| Find Cases Where You Can Connect Product Behavior to Real-World Outcomes | 269 |
| Build the Data Bridge | 270 |
| Putting It into Practice | 271 |
| 15. Evaluating Next Steps..... | 273 |
| Determine What Changes to Implement | 275 |
| Gather | 275 |
| Prioritize | 276 |
| Integrate | 277 |
| Measure the Impact of Each Major Change | 278 |
| Qualitative Tests of Incremental Changes | 280 |
| When Is It “Good Enough”? | 280 |
| Putting It into Practice | 281 |

Part III. Build Your Team and Make It Successful

| | |
|--|------------|
| 16. The State of the Field..... | 285 |
| What We Did: A Global Survey of Behavioral Teams | 286 |
| Who’s Out There? | 288 |
| Where the Interest Lies | 291 |
| The Dedicated Teams | 291 |
| The Nondedicated Teams | 293 |
| A Broad Range of Application | 294 |
| Origins | 294 |
| Business Model | 294 |
| Placement | 294 |
| Focus Area | 295 |
| The Challenges | 296 |
| The Practical Challenges of Running a Team | 296 |
| The Replication Crisis in Science | 297 |
| Putting It into Practice | 299 |
| 17. What You’ll Need for Your Team..... | 301 |
| From What They’ve Done to What You’ll Do | 302 |
| Making the Case | 302 |
| Thinking Through the Business Model | 303 |

| | |
|--|------------|
| The Skills and People You Need | 305 |
| Skillset 1: The Non-Behavioral Basics | 305 |
| Skillset 2: Impact Assessment | 306 |
| Skillset 3: A Deep Understanding of the Mind and Its Quirks | 306 |
| What’s Not Listed: A PhD | 307 |
| How You Combine These Skills on a Team | 307 |
| Getting Help from Outside Researchers | 308 |
| Data Science and Behavioral Science | 310 |
| Leveraging Data Science When Designing for Behavior Change | 311 |
| Putting It into Practice | 312 |
| 18. Conclusion..... | 313 |
| How We Make Decisions and Act | 313 |
| Shaping Behavior with Your Product: The CREATE Action Funnel | 314 |
| DECIDE on the Behavioral Intervention and Build it | 316 |
| Other Themes | 317 |
| Frequently Asked Questions | 318 |
| How Do the Preconditions for Action Vary from Day to Day? | 319 |
| What Changes as a User Gains Experience with the Product? | 320 |
| How Can You Sustain Engagement with Your Product? | 322 |
| What Happens Before People Take Action the First Time? | 323 |
| Looking Ahead | 325 |
| Glossary of Terms..... | 327 |
| Bibliography..... | 331 |
| Index..... | 345 |