



Capability principles

DEFAULT OPTION

An option that is selected automatically. Because people are lazy, the default option mostly stays our option of choice.

CHOICE REDUCTION

More choices give people more doubt, and more doubt means less decision making. Try to maximize the number of choices to three options. Two is the best. One is the new three.

QUESTION SUBSTITUTION

Replace the question you need to be answered with an easier question, for which the desired answer would give you the same result.

REPETITION

Repetition brings about feelings of familiarity that aids comprehension and cohesion. A variety is the 'rhyme as reason' effect, proving that rhyming statements are perceived as more truthful.

FEEDBACK

When someone acts, give them (direct) feedback on what has happened or what is happening.

CLARITY

Communicate as simple as possible to make sure your audience understands you and because clear communication is more convincing.

SIMPLICITY

Make the desired behaviour as easy as possible, by limiting the steps we have to take or making the action as small as possible.

*We love it
when you cheat*



Willingness principles

SOCIAL PROOF

People follow other people's behaviour. Showing your audience that other people are doing or liking something will motivate them to do the same.

SCARCITY

We want what is scarce or exclusive as it allows us to obtain something other people don't have.

COMMITMENT / CONSISTENCY

We like to stay true to ourselves and our choices and first impressions, so we try to align every decision we make with our first choice or belief.

AUTHORITY

We tend to listen to people who have power or knowledge of a given situation or in a specific context.

RECIPROCITY

Something which was given to us, but wasn't expected, increases the value disproportionately.

FRAMING

The context defines how we process and interpret the information given.

ANCHORING

The context defines how we interpret the information given. During decision making, we use an initial piece of information (the anchor) to make subsequent judgments. Once an anchor is set, other judgments are made by adjusting away from that anchor.

LOSS AVERSION

People tend to prefer avoiding losses to acquiring similar gains. Or to put it shorter: we hate losing.

VARIABLE REWARDS

We love the unexpected. Not knowing whether we'll get a (variable) reward works like dopamine in the brain.