THE MAGNIFICENT 10

WANT how might we make someone willing to show the desired behaviour(s) or unwilling to show the undesired behaviours?

W1.	Can we show the behaviour of others?	Social proof/bandwagon effect
W2.	Can we remind someone of their social image/identity?	Social identity/signalling
W3.	Can we make it personal?	Personalisation
W4.	Can we present information in a different way?	Framing
W5.	Can we make people feel they are losing out on something?	Loss aversion
W6.	Can we make someone aware of their future self?	Hyperbolic discounting
W7.	Can we show progress in percentage or in abstract measurements?	Feedback
W8.	Can we make the end-goal of the behaviour visual?	Feedback
W9.	Can we add meaning to a number or statistics?	Anchoring
W10.	Can we design a positive state-of-mind?	Priming

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