THE MAGNIFICENT 10

CAN we make the desired behaviour(s) easier (Or undesired behaviours harder) to do?

C1.	Can we give less options to choose from?	Option Reduction
C2.	Can we ask an easier question?	Question Substitution
C3.	Can we make it more distinctive?	Salience
C4.	Can we add or take away hurdles?	Friction
C5.	Can we use easier words?	Clarity
C6.	Can we break-down the behaviour into smaller steps?	Chunking
C7.	Can we show what people have to do next?	Specificity
C8.	Can we provide personal guidance?	Assisting
C9.	Can we add a deadline?	Forcing Function
C10.	Can we pause people in their behaviour?	Decision Points

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