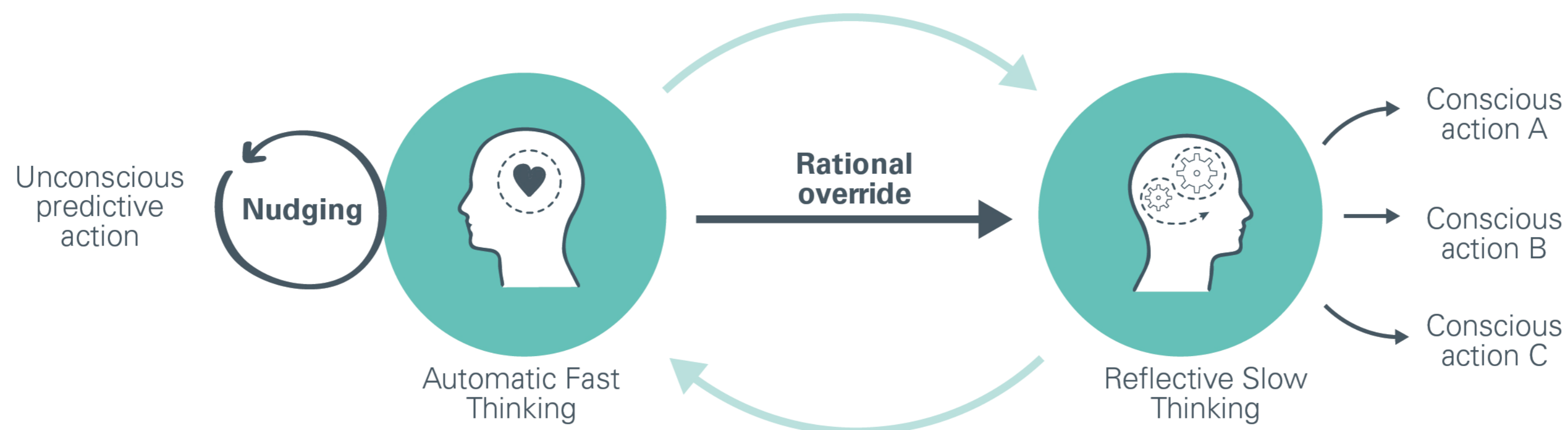


RATIONAL OVERRIDE; INFLUENCING BEHAVIOUR BEYOND NUDGING

A service design approach towards creating behavioural interventions



INFLUENCING HUMAN BEHAVIOUR IN SERVICES

Influencing behaviour is challenging since it is complex, dynamic, multidimensional and often not rational. A joint research with Livework studio and the Delft University of Technology resulted into a service design approach towards creating behavioural interventions. To create enduring changes in behaviour that are scalable and sustainable we need to get the customer in the right mindset at the right time.

Insights in this project supported the development of an extended approach to create effective behavioural interventions in services: Behavioural Intervention Design. This approach reaches beyond the traditional nudge theory and includes interventions that not only facilitate automatic and fast thinking but can switch customers to the conscious state when necessary. By integrating micro moments of deliberate friction, also referred to as rational overrides, we can disrupt mindless automatic interactions and create active, conscious and engaged customers.

THE RATIONAL OVERRIDE

Not all interactions require the speed and usability of frictionless experiences. Some situations require users to slow down, focus on the decision at hand and understand the options that they have. In these situations friction is not bad, it is necessary. This research identified nine rational override strategies that can switch people to reflective and conscious thinking.

A DESIGN APPROACH AND TOOLKIT

To influence behaviour in services it is important to use the right type of intervention in the right situation and to combine different strategies across touchpoints, channels and stages. The developed design approach and toolkit can support service designers, clients and stakeholders to understand and influence behaviour. This toolkit enables designers to create tailor-made solutions that fit both the customer, business and organization.

Short description

Tactics to use

Strategy name and number

Strategy
By adding extra decision points at the right time people have the possibility to become aware, take a step back and re-evaluate the decision or behaviour.
Additional decision points help to establish boundaries that can minimize the risk of making a mistake or undesired decision.

Tactics

- Provide the possibility to escape an undesired behaviour or action.
- Divide a single package, form or screen in multiple separate steps.
- Create prompts or silent cues in situation where mindless behaviour occurs.

EXTRA DECISION POINTS

BEHAVIOURAL INTERVENTION DESIGN TOOLKIT

This project resulted into a toolkit that includes five tools that can support service designers to understand behaviour, integrate different insights and generate ideas for behavioural interventions.

The main tool in the kit is the Behavioural Intervention Strategy card set consisting of 9 rational override strategies and 17 nudge strategies. The cards can be used in brainstorm activities to create behavioural interventions across customer journeys.

Anne van Lieren

Rational override; influencing behaviour beyond nudging

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Strategic Product Design

Committee

Prof. dr. J.P.L. Schoormans

Dr. G. Calabretta

Lavrans Løvlie (Livework Studio)

Company

Livework Studio

 TU Delft