

CU-change tool

Determine barriers

Explore influence mechanisms

Tweak the design

examples

Attitude



Limited cognition

Lack of knowledge, numbness, bias, cognitive dissonance

Storytelling

Set the mood using empathy and anecdotes

2 4 16 20

Attention points

Place the focus on the beginning, middle or end

6 23 25 39



Scepticism

Denial, ignorance, conflicting information, different personal values, disbelief

Tailor made tracks

Engage by connecting to people's personal beliefs

7 24 30 32

Value targeting

Focus on people's morals, responsibility and self-interest

14 33 38 43



Motivation

Not enough benefits, sunk costs, uncertainty, risks, changing status quo

Gain vs. loss

Focus on people's desire to keep what they already have

8 31 37 50

Emotional steering

Focus on emotions and surprise elements to enthuse people

9 21 35 41

Social norm



Social opinion

Peer pressure, conversations, norms, values, prisoners dilemma

Social comparison

Focus on status and rank people's behaviour compared to their peers

1 18 19 44

Reciprocity

By making a nice gesture, people feel inclined to return the favour

6 8 15 37



Herd behaviour

popular behaviour, mindless following, comparison, inequality

Personal contact

Focus on face-to-face contact of peers to bring across the message

31 38 42 45

Social commitment

Speak to people's desire to belong to the group and keep earlier promises

5 26 34 45



Mistrust

Disbelief of messenger or content, mistrust in human solutions

Trust

Be transparent, show weaknesses and focus on shared goals

10 11 22 28

Role-model & authority

Show desired behaviour to set a new norm on how to behave

16 42 43 47

Efficacy



Too distant

Problem is too big, too long pay-back time, consequences are not felt

Goal setting & feedback

Set interim goals or alerts and give feedback on progress

5 8 36 45

Guarantees & free trials

Offer opportunities to test new behaviour through refunds of testing

29 34 37 46



Perceived control

Psychological, financial, physical

Minimum effort & unburden

Create a path of least resistance for people to follow

3 13 26 40

Landscaping

Change the default, pre-set the decision criteria and highlight the desired choice

27 30 40 46



Autonomy

Aspirations, self-efficacy, control over individual decisions and actions

Self-persuasion

Create a small choice architecture, but give people the feeling it is their own decision

9 14 24 40

Autonomy

Give people an initial boost or highlight their personal skills

7 36 37 41