

Applying the Design Approach for Behavior Change

1. What is the specific behavior you would like to influence?

2. Who exactly should be doing the behavior (be as specific as possible)?

3. Architectural Design:

- a. How can you use positioning or layout elements to either encourage or constrain the behavior?

- b. How can you make it more comfortable for people to do the behavior?

4. Errorproofing Design:

- a. How can you make the desired behavior be the default?