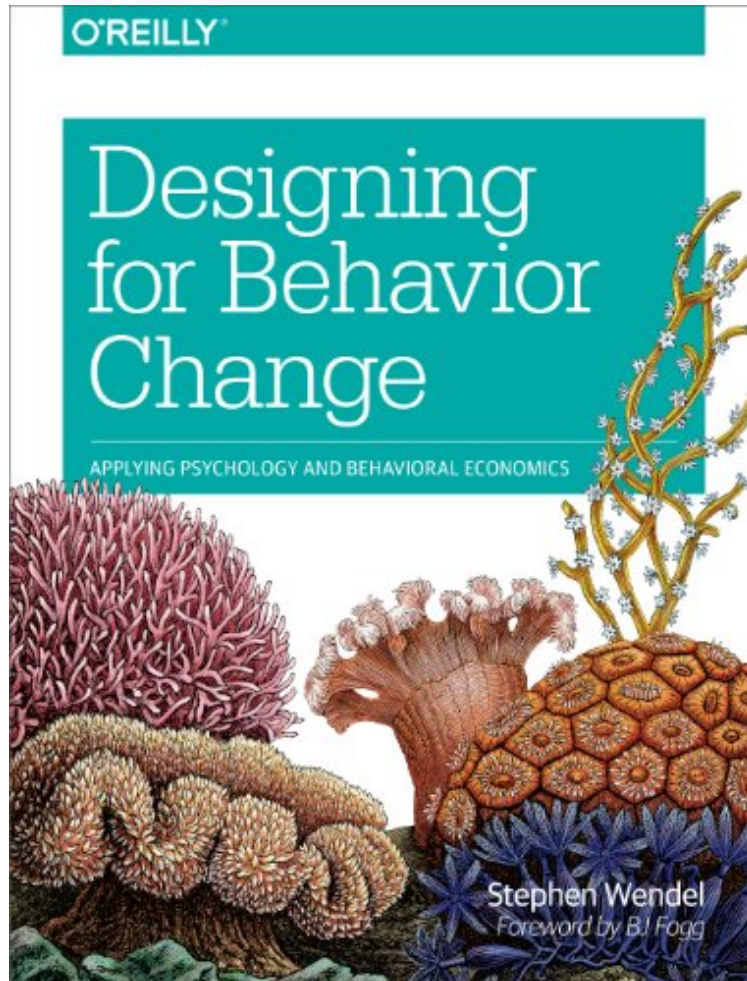


(Ebook free) Designing for Behavior Change: Applying Psychology and Behavioral Economics

Designing for Behavior Change: Applying Psychology and Behavioral Economics

Von Stephen Wendel

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Von Stephen Wendel : Designing for Behavior Change: Applying Psychology and Behavioral Economics before purchasing it in order to gage whether or not it would be worth my time, and all praised Designing for Behavior Change: Applying Psychology and Behavioral Economics:

KundenrezensionenHilfreichste Kundenrezensionen3 von 3 Kunden fanden die folgende Rezension hilfreich. A transformative read for ad folks, tooVon Dominik ImsengWant to watch less TV? Put the batteries of your remote in the garage.Want to lose some weight? Put the junk food on the top shelf in the basement.When we tweak the environment to make bad habits difficult to engage in, our behavior changes.This works with encouraging good habits, too.Want people to do more recycling? Make the recycling bins extra large.Want your employees to eat more healthily? Make the salad bar the first thing they see in the canteen.Designing for Behavior Change looks at the

various ways in which the design of (digital) products or services can change behavior DIRECTLY. Which is exactly the opposite of what advertising has been doing for the last 100 years. Whether we have yelled at people or tried a more creative approach, our industry has always assumed that attitudinal change precedes behavioral change. For people to change their behavior, we first have to change their attitudes. Wrong, says Stephen Wendel: Effective behavioral change is not the product of persuasion, but of strategic interface design. What's more, after adopting a new behavior thanks to a clever design change (= do more recycling because of bigger recycling bins), people will actually change their attitudes, too (= consider themselves environmentalists). Want to be a truly effective communicator? Let the actions influence the beliefs. Let the attitudes revolve around the behavior. Wendel's book could mark the start of a Copernican Revolution in advertising. Buy it, and you won't miss it.

Kurzbeschreibung A new wave of products is helping people change their behavior and daily routines, whether it's exercising more (Jawbone Up), taking control of their finances (HelloWallet), or organizing their email (Mailbox). This practical guide shows you how to design these types of products for users seeking to take action and achieve specific goals. Stephen Wendel, HelloWallet's head researcher, takes you step-by-step through the process of applying behavioral economics and psychology to the practical problems of product design and development. Using a combination of lean and agile development methods, you'll learn a simple iterative approach for identifying target users and behaviors, building the product, and gauging its effectiveness. Discover how to create easy-to-use products to help people make positive changes. Learn the three main strategies to help people change behavior: Identify your target audience and the behaviors they seek to change; Extract user stories and identify obstacles to behavior change; Develop effective interface designs that are enjoyable to use; Measure your product's impact and learn ways to improve it; Use practical examples from products like Nest, Fitbit, and Opower.