Practical Behavior Design You Can Use Today
Let’s start with an activity:

1. Introduce yourself to a neighbor
2. Share about a product, app, service you use frequently.
3. What drives you to use it so often?
BEHAVIORAL DESIGN

noun  |  behavior design  |  \bē-'hā-veyər di-'zīn\

design that uses ideas taken from Behavioral Science - the study of why people behave as they do.
The field’s central thesis: We shouldn’t blame humans for our failures in complex decision making. It’s on the designers of the system.

Kristen Berman, cofounder Common Cents Lab, based out of Duke University
LISTs Product Brief

Our company:

Our company, the Big Idea Group, BIG for short, is actually a small company that outsources product design and development.

Our differentiator:

We’re especially good at building mobile apps and have a history of building apps that increase user engagement.

Our customers:

Our customers are usually larger organizations who don’t develop software products as their primary business, but do serve consumers. This includes companies like:

- Banks
- Airlines
- Medical device manufacturers
- Health-care companies
- Hotel chains
Opportunity Canvas

**Users & Customers**
What types of users and customers have the challenges your solution addresses?

Look for differences in user's goals or uses that would affect their use of the product. Separate users and customers into different types based on those differences that make a difference. It's a bad idea to target "everyone" with your product.

- **EVE**RNONE MAKES LISTS TO PLAN ROUTINE THINGS. THREE GENERAL TYPES OF CUSTOMERS WE'RE LOOKING AT ARE:
  - SMALL BUSINESS USERS
  - COUPLES AND FAMILIES
  - HABITUAL LIST MAKERS AND NOTE TAKERS

**Problems**
What problems do prospective users and customers have today that your solution addresses?

- WHEN WORKING WITH OTHERS IT'S DIFFICULT TO SHARE PLANS AND PROGRESS, ESPECIALLY WHEN WE'RE IN DIFFERENT LOCATIONS, NOT WORKING IN FRONT OF A COMPUTER, AND CAN'T EASILY TALK. MISCOMMUNICATION RESULTS IN PEOPLE FRUSTRATED WITH EACH OTHER.

**Solution ideas**
List product, feature, or enhancement ideas that solve problems for your target audience.

- **LISTS** IS A SIMPLE MOBILE APP THAT ALLOWS USERS TO CREATE EVERYTHING FROM SHOPPING LISTS TO SIMPLE PLANS THAT THEY SHARE AND WORK ON WITH OTHER PEOPLE.

**User Value**
If your target audience has your solution, how can they do things differently as a consequence? And, how will that benefit them?

- USER'S ADOPT AND USE THE PRODUCT TO FOR LOTS OR ROUTINE LISTS
- THEY SHARE LISTS AND WORK WITH EACH OTHER
- THEY GET MORE THINGS DONE
- THEY HAVE STRONGER COMMUNICATION

**Adoption Strategy**
How will customers and users discover and adopt your solution?

- WE'RE NOT SURE YET - BUT HOPING WE DON'T NEED TO SPEND A LOT OF MONEY MARKETING.

**User Metrics**
What user behaviors can you measure that will indicate they adopt, use, and place value in your solution?

- RATE OF ADOPTION - DOWNLOADS, USES, AND CONTINUED USE - LOOK AT PIRATE METRICS.
- RATE OF COLLABORATION - PEOPLE CREATE LISTS AND PLANS WITH EACH OTHER MORE
- RATE OF SHARING - PEOPLE INVITE OTHERS IN TO WORK TOGETHER
- RATE OF PROMOTING - PEOPLE RECOMMEND IT TO EACH OTHER OR TALK ABOUT IT IN SOCIAL MEDIA
Ben and Rose  Busy Home Users

Ben and Rose both work full time. They’ve got two kids, a boy 10, and a girl 12. “It’s a real challenge managing everything we have to do on top of our busy schedules.”

About:
- Rose often assumes Ben stopped to get groceries or dinner when he thought she would.
- When Ben tries to buy items off a list Rose made, he often buys the wrong size or brand.
- They love to work together to plan family vacations and parties with friends.
- Their whole family shares wish lists with each other for birthdays and Christmas.

So what?

So what? (design implications)

Mike, Catherine, & Lyn  Small Business Collaborators

Mike and Catherine are partners in a small management consultancy. Lyn manages their office and their busy calendars while they travel – which is 50% of their time. “We’ve got so many things we’re working on, lots of things fall through the cracks.”

About:
- Mike & Catherine both have long to-do lists with overdue items. Lyn helps them by handling some items herself, and gently reminding them when they’re late.
- As business partners, they plan and work on projects together for sales and marketing, conferences, and a variety of other things.
- Lynn gets frustrated when Mike or Catherine say they’ll handle something and later finds they didn’t.

So what? (design implications)

Clair  Compulsive list maker

Clair is a working professional in later 30s. She plans and doodles by making lists. “I enjoy planning my next vacation, or my next shopping trip by sitting and making a list.”

About:
- Clair likes to think through things by making lists. She has lists for all sorts of things on slips of paper all over her house, in her car, and on her desk at work.
- Clair sets long term goals using lists and plans. She has a list of places she’d like to visit someday, of movies she’d like to see, and even musical instruments she’d like to play.
- She makes so many lists that she often loses them. Usually it doesn’t matter. But every once in a while she misplaces a plan she’s worked really hard on.

So what? (design implications)
Tavel’s Hierarchy of Engagement

- **Growing engaged users**
  - Focus on growing users completing the core action.

- **Retaining users**
  - Product should get better the more it’s used. Users have more to lose by leaving the product.

- **Self-perpetuating**
  - As users engage, they create virtuous loops in the product.

- [https://medium.com/@sarahtavel/the-hierarchy-of-engagement-expanded-648329d60804](https://medium.com/@sarahtavel/the-hierarchy-of-engagement-expanded-648329d60804)
What matters is not growth of users. It’s growth of users completing the core action.

- https://medium.com/@sarahtavel/the-hierarchy-of-engagement-expanded-648329d60804
CORE ACTIONS:

- Twitter
- Dropbox
- Pinterest
- YouTube
- Facebook

- Tweeting
- Uploading file
- Pinning
- Uploading video
- Friending

@chrisspinkle
Short-Term Retention (week 1)  Use the product more than once
Mid-Term Retention (weeks 2-4)  Establish a pattern of usage
Long-Term Retention (weeks 4+)  Rely on the product as an indispensable tool

Why User Onboarding is the Most Important Part of the Customer Journey by 2.6x
- Jackson Noel
EXERCISE 1: FOR YOUR PERSONA: DETERMINE THEIR CORE ACTION

- List
- Tasks
- Recall
- Complete
- Create
- Send
- Done
- Share
- Review
- Delegate
- Collaborate
- Remember
- Change
- Prioritize
- Update
- Mark
HOOK MODEL

- Nir Eyal

Nir&Far
nirandfar.com
Trigger

- Hooked Model, Nir Eyal
TRIGGERS CUE THE USER TO TAKE ACTION

<table>
<thead>
<tr>
<th>Internal</th>
<th>tell the user what to do next through associations stored in the user's memory</th>
</tr>
</thead>
<tbody>
<tr>
<td>External</td>
<td>tell the user what to do next by placing information with the users environment</td>
</tr>
</tbody>
</table>

@chrisshinkle
The **superficial takeaway** from the Hook Model is to try to **nag your customers** into submission with lots of annoying triggers.

Instead, your goal is to **design** for relevance and persuasion in order to **overcome inertia and spark that intrinsic motivation.**

- Nir Eyal
EXERCISE 1: TRIGGERS

1. Find a task or activity associated with your core action.

2. Identify and create a trigger using the following narrative: Every time the user < trigger >, he/she < intended behavior >

3. Is your trigger internal or external?

4. If external, can you identify the corresponding internal trigger?

5. Can you time an external trigger to fire as closely to when your user experiences their internal trigger?
Action

- Hooked Model, Nir Eyal
1. Understand the reason people use a product or service.
2. Lay out the steps to get the job done.
3. Once the series of task from intention to outcome is understood, start removing steps until you reach the simplest possible process.
6 factors affecting Ability

- Time
- Money
- Physical effort
- Brain cycles
- Social deviance
- Non-routineness

@chrisshinkle

EXERCISE 2: ACTIONS

1. From your trigger, count the number of steps it takes to reach the intended behavior?

2. What might limit their ability to accomplish the intended activity: time, money, physical effort, brain cycles, social deviance non-routine?

3. How can you remove any identified barriers?
Variable Reward

- Hooked Model, Nir Eyal
VARIABLE REWARDS...

TRIBE: social rewards fueled by connectedness with other people

HUNT: material resources and information

SELF: intrinsic rewards of mastery, competence, and completion
EXERCISE 3: VARIABLE REWARDS

1. What is the reward for completing the action? Does it alleviate the user’s pain? Is the reward fulfilling?

2. What type is the reward: tribe, hunt, self?

3. Is it variable by nature? If not, could we add variance?

4. How could we improve the reward received?

Source: Nir Eyal
Investment - Hooked Model, Nir Eyal
INVESTMENTS are about the anticipation of longer-term rewards, not immediate gratification

Kevin Richardson
game designer at MTV's San Fran office

@chrisshinkle
come after the reward phase when users are primed to reciprocate
improve the service the more it is used
load the next trigger to start the cycle all over again
INVESTMENTS CREATE PREFERENCE FOR USERS BECAUSE

• of our tendency to overvalue our work
• be consistent with past behaviors
• avoid cognitive dissonance
EXERCISE 4: INVESTMENT

1. How can the user store value in the product through data, content, followers, reputation, or skill?

2. Can you do anything to encourage the user to load the next trigger?
MY CHALLENGE TO YOU:

• Identify a product/service you catch yourself using with little or no conscious thought.
• Consider what triggered you to use the product? Were you prompted externally or internally?
• How could it be made easier to use?
• How could it be made more rewarding?
• How might it solicit more investment?

@chrissinkle
download materials and slides at:
info.sep.com/agile2018workshop
Chris Shinkle
chrisshinkle@sep.com
LinkedIn: www.linkedin.com/in/in/chrisshinkle
Twitter: @chrisshinkle