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Behavior
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For Behavior
Change
Applying
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And Behavioral
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Economics
And
Stephen Wendel
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Economics
Stephen

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How to apply
Health Psychology
to Health

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using the COM-B

Model Steve

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Principles for

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UXPA Book Club:
Amy Bucher

discusses her book:

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Wendel (Book

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Lab's 3B
Framework for
Behavior Change -
Action Design ATX

Meetup Nov 23rd

2020 BJ Fogg:

Designing

Behaviours \u0026

Installing Habits

UXPsychology

Meetup #5 - Steve

Wendel, author of

\\"Designing for

Behavior Change\"

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~~How You Can Help
Users Change
Habits~~

Theory of Planned
Behaviour

Getting into Book
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Applying BJ Fogg's
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Behaviour Change

Changing group

behavior with

prompts -- BJ

Fogg's Behavior

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Science of

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A Brief Intro to

Behavioral Science

Think like a

Programmer

Trans-Theoretical

Model of Behaviour

Change

~~Frameworks for~~

~~designing~~

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~~behaviour change~~

~~interventions~~

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Hubbub Vlog

Amy Bucher : The

Psychology of

Engagement - How

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(September 2019)

L3W8 - Applying

COM-B and TDF to

design and

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describe
interventions
~~Overview of
Behaviour Change
Frameworks~~ Ethos:
Robin Krieglstein
on Designing for
Behavior Change
Behaviour Change
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~~Tiny Habits Book:~~
Applying
~~Behavioral Science~~
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Designing For

Behavior Change

Applying

This book describe

(sometimes very

detailed) how we

can design

behavior change.

For that Wendel

provide us a Funil

to create action.

That we can use for

our application,

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Designing For

Behavior, services

to identify

distractions and

problems.

Psychology

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Behavior Change:

Applying

Psychology and ...

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Psychology and

Behavioral

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Stephen. Download
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Economics Learn

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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 ...

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Designing for
Behavior Change:
Applying

Psychology and ...

Stephen Wendel,
HelloWallet's head
researcher, takes

you step-by-step

through the

process of applying
behavioral

economics and

psychology to the

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Behavioral 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

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gauging its
effectiveness.

[PDF] Designing for
Behavior Change:

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And Behavioral
Psychology ...

Applying learnings
from behavioral
science. A good
understanding of
how our minds
work and how our
environments

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Behavior

shape our
decisions and our
behavior is the

foundation for

applying these

leanings to product
design. Behavioral

Design provides

several frameworks

that help us to

design for

behavioral change.

Actionable steps:

CREATE framework

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Designing for
behavior change:

Applying
psychology and ...

From the publisher:

A new wave of
products is helping
people change

their behavior and
daily routines,

whether it's
exercising more

(Jawbone Up),

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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

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Behavior Change:

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Psychology and ...

Designing for

Behavior Change.

Learn the three

main strategies to

help people change

behavior; Identify

your target

audience and the

behaviors they

seek to change;

Extract user stories

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And Behavioral Economics
Stephanie Mondel

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

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Applying

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Designing For

Psychology and ...

There are five
principles of

Designing for

Behavior Change.

The five principles
of Designing for

Behavior Change 1.

Action/Behavior is

what counts (not
beliefs or

knowledge). 2.

Know exactly who

your Priority Group

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And Behavioral
Economics

is and look at everything from their point of view.

3. People take action when it benefits them; barriers keep people from acting.

4. Stephen Wendel

Designing for
Behavior Change: A
Practical Field
Guide

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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

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that are enjoyable

to use; Measure

your product's

impact and learn

ways to improve it

Psychology

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behavior; Identify

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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

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Behavior to improve it

Change

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Psychology and
Persona design To

overlay change

stages on the

personas we're
creating for that

extra depth of
behavioural insight,

specifically

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Behavior on
change; Solutions
To make informed
design decisions
based on
behavioural insight
that incorporate
the complexities of
behaviour change.
Fundamentally, the
thing to remember
is that when it
comes to designing
for behavioural

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Behavior, not

everyone is ready

to go ahead and

make that change

(Action stage).

And Behavioral

Economics

Stephen Wardel

...

Design for

Variability There is

no one-size-fits-all

approach to

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Designing For
Behavior Change,
so it's critically
important for
designers to think
systematically
about how the
product can be
personalized to the
needs of the
individual.

3 Tips for
Designing Behavior
Change | Designer

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"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).

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This practical guide shows you how to design these types of products for users seeking to take action and achieve specific goals."

Stephen Wendel

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Li. May 15, 2019 ·

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eadspace came to

me when I was

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for grad school

application ...

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it's exercising more

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people change
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