



**Click 'Rate Session'
to rate session
and ask questions.**





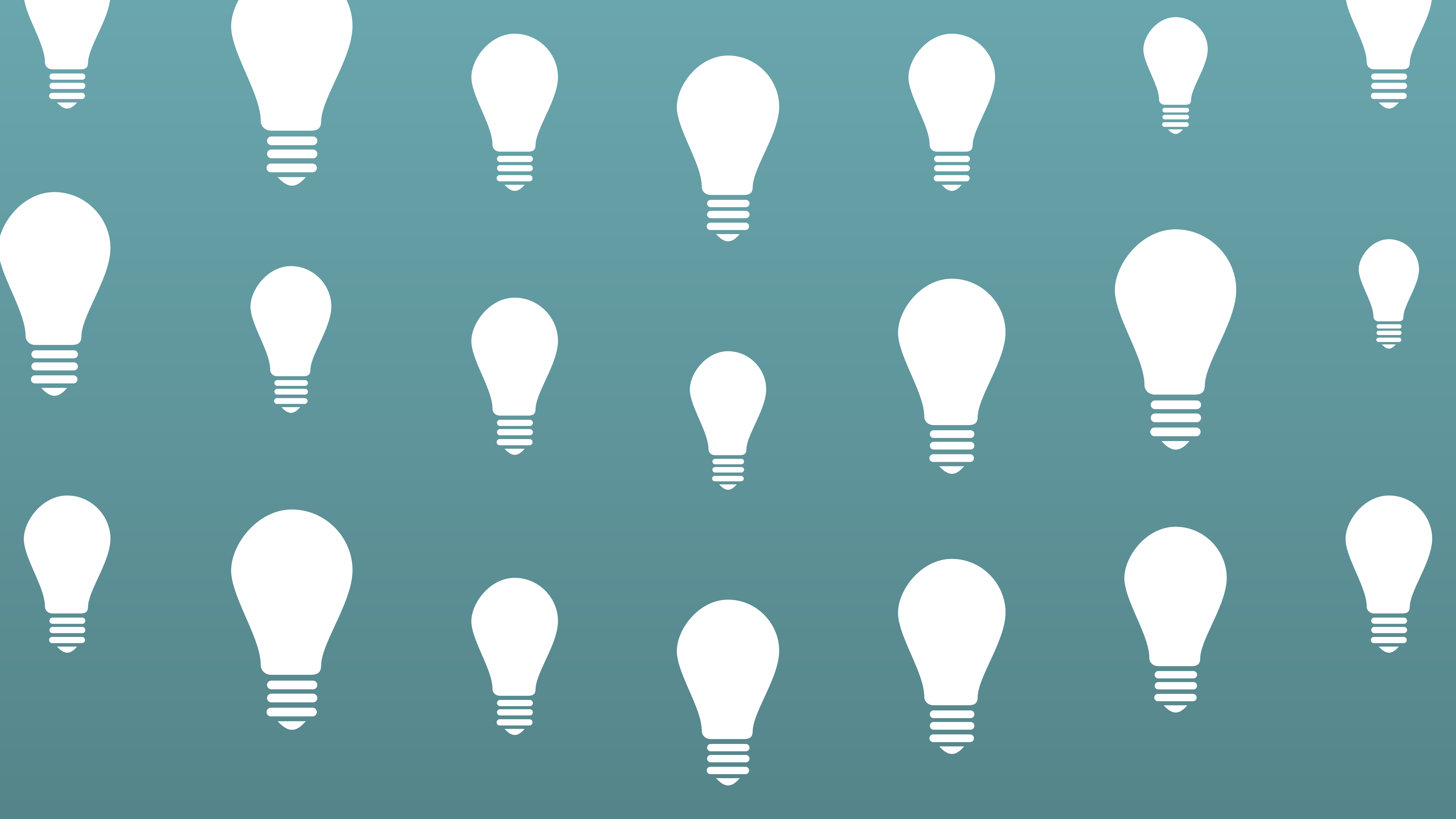
Persuasive Design

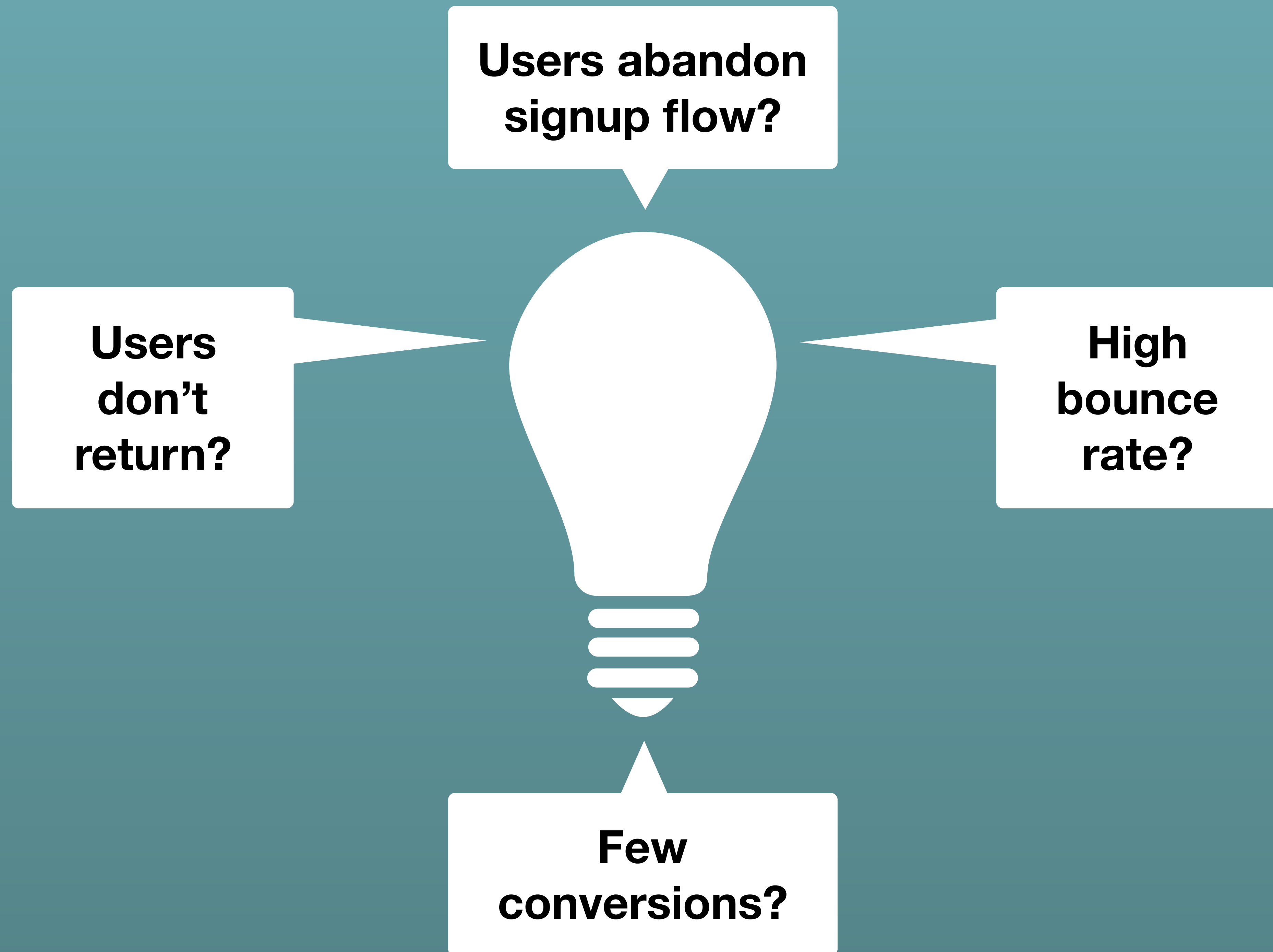
Anders Toxboe

UI-Patterns.com











**It's not only about
the metrics**





She's got great
personality

A white speech bubble with a small tail pointing towards the bottom-left, set against a solid pink background. The bubble contains the text "I'm a good product, if you just get to know me!".

I'm a good product, if
you just get to know me!

Being seduced



Falling in love



Staying in love

Being seduced

Sign up
problem



Falling in love

First time use
problem



Staying in love

Ongoing
engagement
problem

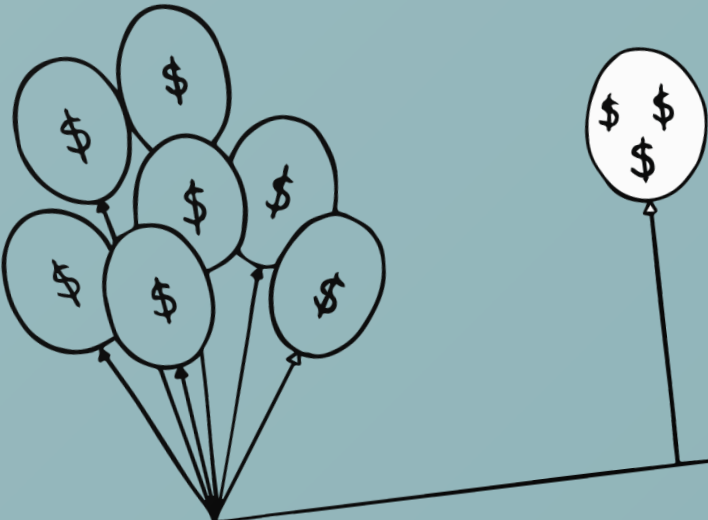
Being seduced

\$12.50 \$20 Worth of Burgers and Shakes at Johnny Rockets

15

LOSS AVERSION

Scarcity



If something is promoted as being scarce, we perceive it as more desirable and more valuable

Scarcity is often used to encourage purchasing behaviors. It prevents customers from taking the time to think and instead pushes them into making a decision immediately. Limit resources, durations, or intervals to make users value an asset more (whether it is a potential purchase or an action which they can carry out).

SEE ALSO Loss Aversion¹², Social Proof¹



\$12

BUY!

VALUE	DISCOUNT	YOU SAVE
\$20	40%	\$8

 GIVE AS A GIFT

LIMITED TIME ONLY!
 18:02:12

ONLY 6 LEFT
 Over 480 bought

SHARE THIS DEAL

 13

**It wasn't usability or a
pretty interface that
made it work**



Motivation

Friction

Increase
motivation
Psychology

Remove
friction
Usability



SOCIAL BIASES

1

Social Proof



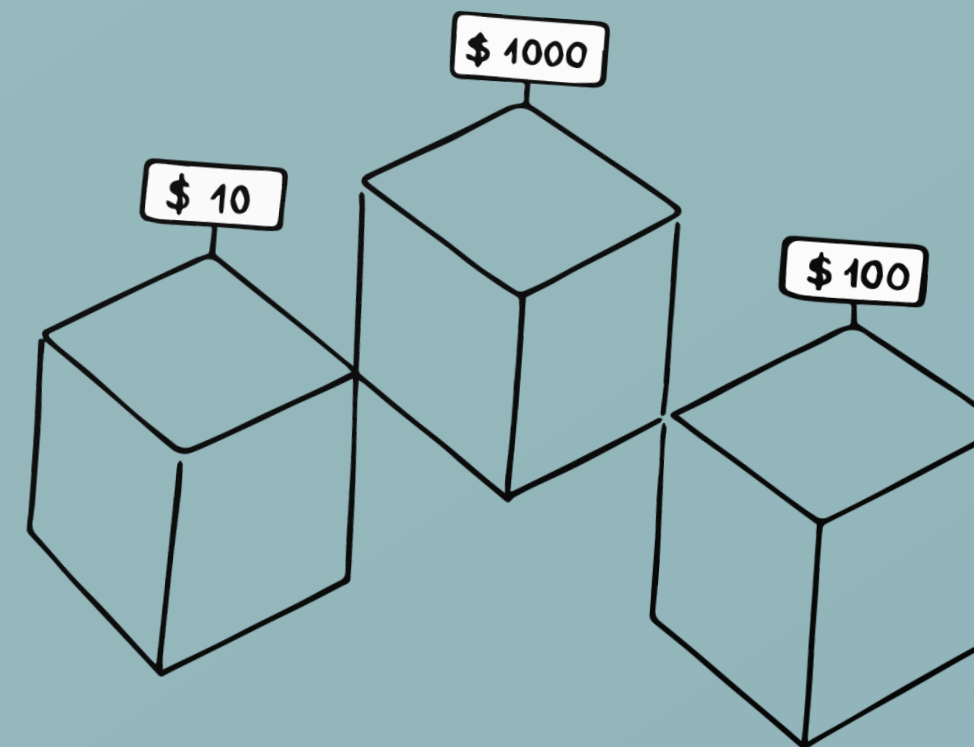
We assume the actions of others in new or unfamiliar situations

Social Proof establishes the norms others follow through experts, celebrities, the crowd, friends, or similar users. Communicate Social Proof testimonials, expert quotations, related actions by friends, or statistics like number of views, followers, or comments to encourage desired behaviors.

Reputation, Positive Mimicry

cial Proof

Anchoring



When making decisions, we rely, or anchor, too heavily on one piece of information

Often, the first piece of information offered automatically becomes the anchor from which subsequent judgments are made. Nothing is cheap or expensive by itself, but it could be, compared to something else. Consider how you can establish a favorable comparison that anchors your price or attribute better than your competitors. Consider what anchors you are providing – intentionally or unintentionally.

SEE ALSO Framing³⁵, Conceptual Metaphor²⁸



Find beer

Near København



Log In

Sign Up



Home Services



Auto Services



Restaurants



More



Write a Review



For Businesses

Best beer in Copenhagen, Denmark

Showing 1-30 of 708

\$

\$\$

\$\$\$

\$\$\$\$



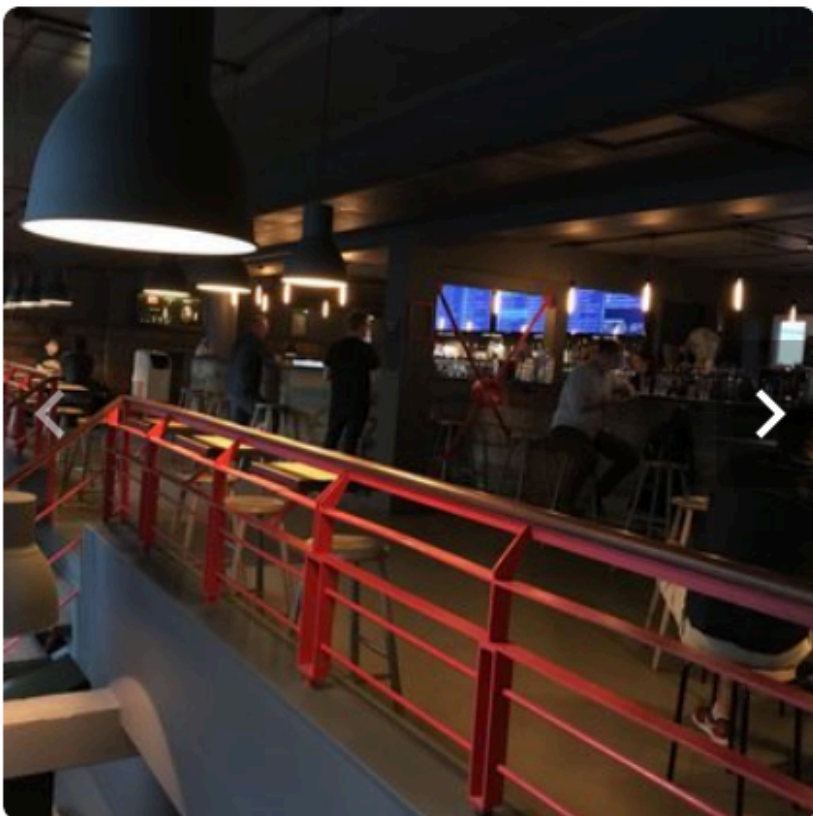
Open Now

Outdoor Seating

Happy Hour

Free Wi-Fi

All Filters



1. Taphouse



67 reviews

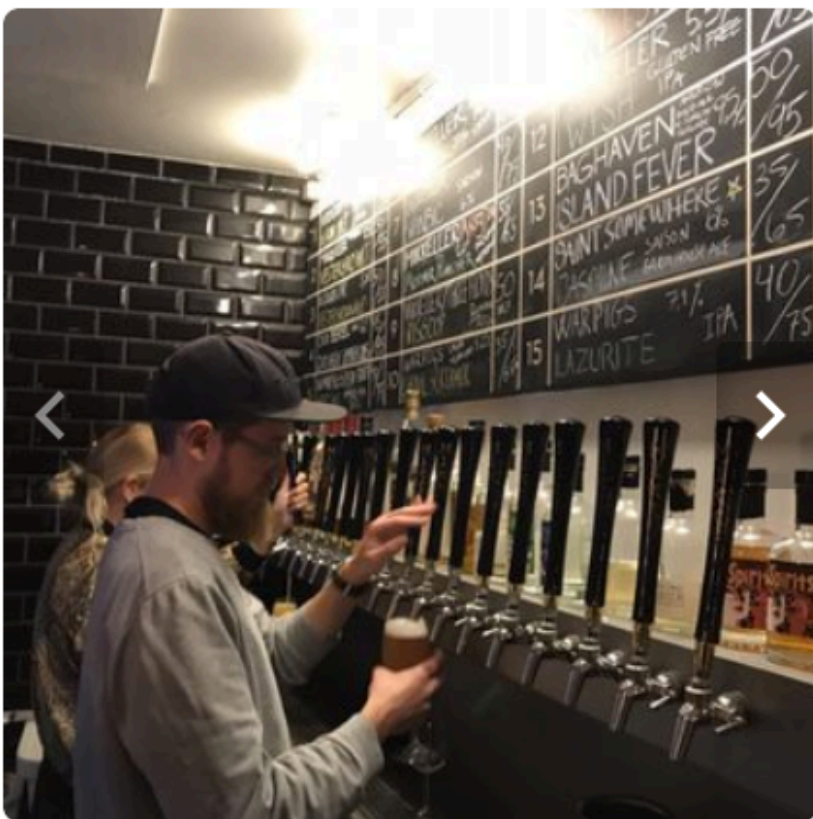
\$\$ · Beer Bar

88 87 65 43

Lavendelstræde 15

København K

“Really nice place with a great selection of **beer**. The bartender we had on our visit was super chill, guiding us through what could be an overwhelming...” [read more](#)



2. Mikkeller Bar



174 reviews

\$\$ · Beer, Wine & Spirits, Beer Bar

✓ Beer & Wine Only

33 31 04 15

Viktoriagade 8 B-C

Vesterbro

“ bad decisions drinking heavy stouts in the dead of summer, but all is different now that I've been here. They make some outstanding **beers**. It's a tiny space...” [read more](#)

Mo' Map

☐ Redo search when map is moved



SOCIAL BIASES

Social Proof



We assume the actions of others in new or unfamiliar situations

...likes the norms others follow



3,498 businesses signed up last week to get results like these...

89% have a better handle on business.

"We can see exactly what needs to be done and when. We're much more efficient."

-Tina Lannin, 121 Captions

84% report more self-sufficient teams.

"Accountability for tasks. No more 'I thought so and so was responsible for that.'"

-George Groves, Piehole.TV

59% have fewer weekly meetings.

"We don't need to spend as much time now."

-Brad V...

The problems teams deal with mostly boil down to *stuff scattered in too many places* — emails, chat threads, Word docs, etc. That makes things easy to miss *and* hard to find, which leads to communication gaps, preventable emergencies, and extra work.



The fast & v to understand

Hotjar is everything you



Get instant visual
feedback



See how people
really using your

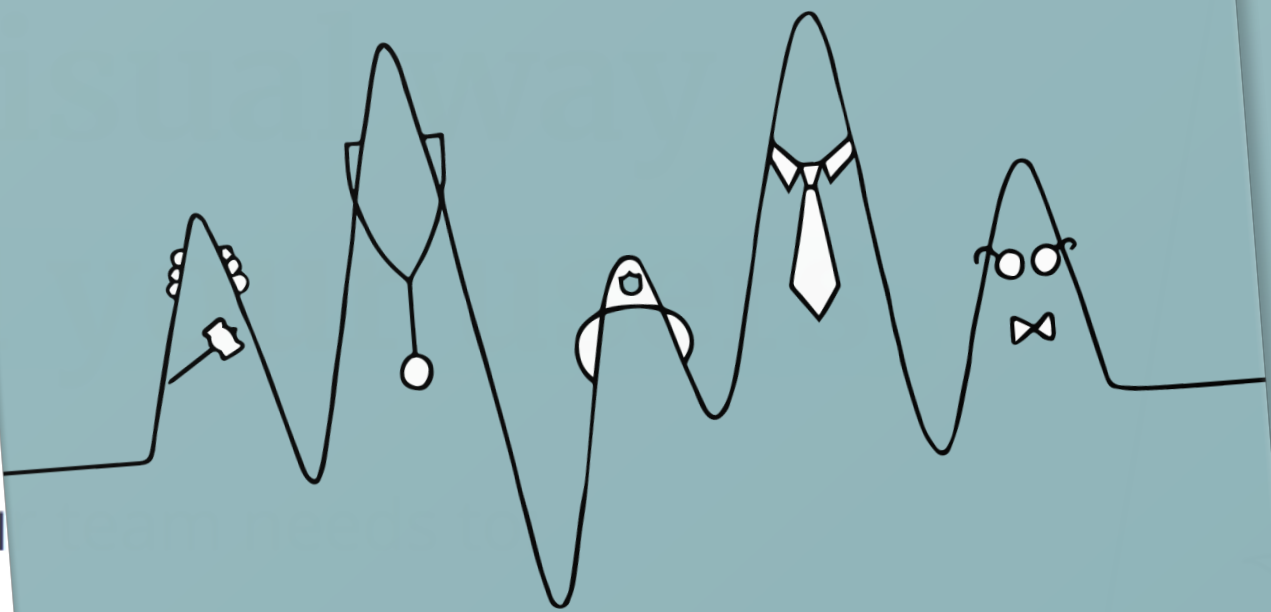
Try it free

No credit card required

SOCIAL BIASES

2

Authority



We have a strong
tendency to comply
with authority figures

People who identify with authority figures trust their taste and often believe that it fits their own – or at least wish it did. If you have experts on your team, or if the people you work with are in some way authorities, then be sure to show them off to lend credibility to the product you sell.

SEE ALSO Social Proof¹, Reputation⁹

SOCIAL BIASES

1

Social Proof



We assume the actions
of others in new or
unfamiliar situations

Social proof establishes the norms others follow in situations. Experts, celebrities, the crowd, friends, or others. Communicate Social Proof testimonials, related actions by friends, or the number of views, followers, or comments to encourage desired behaviors.

Authority², Reputation⁹, Positive Mimicry⁷

Motivation

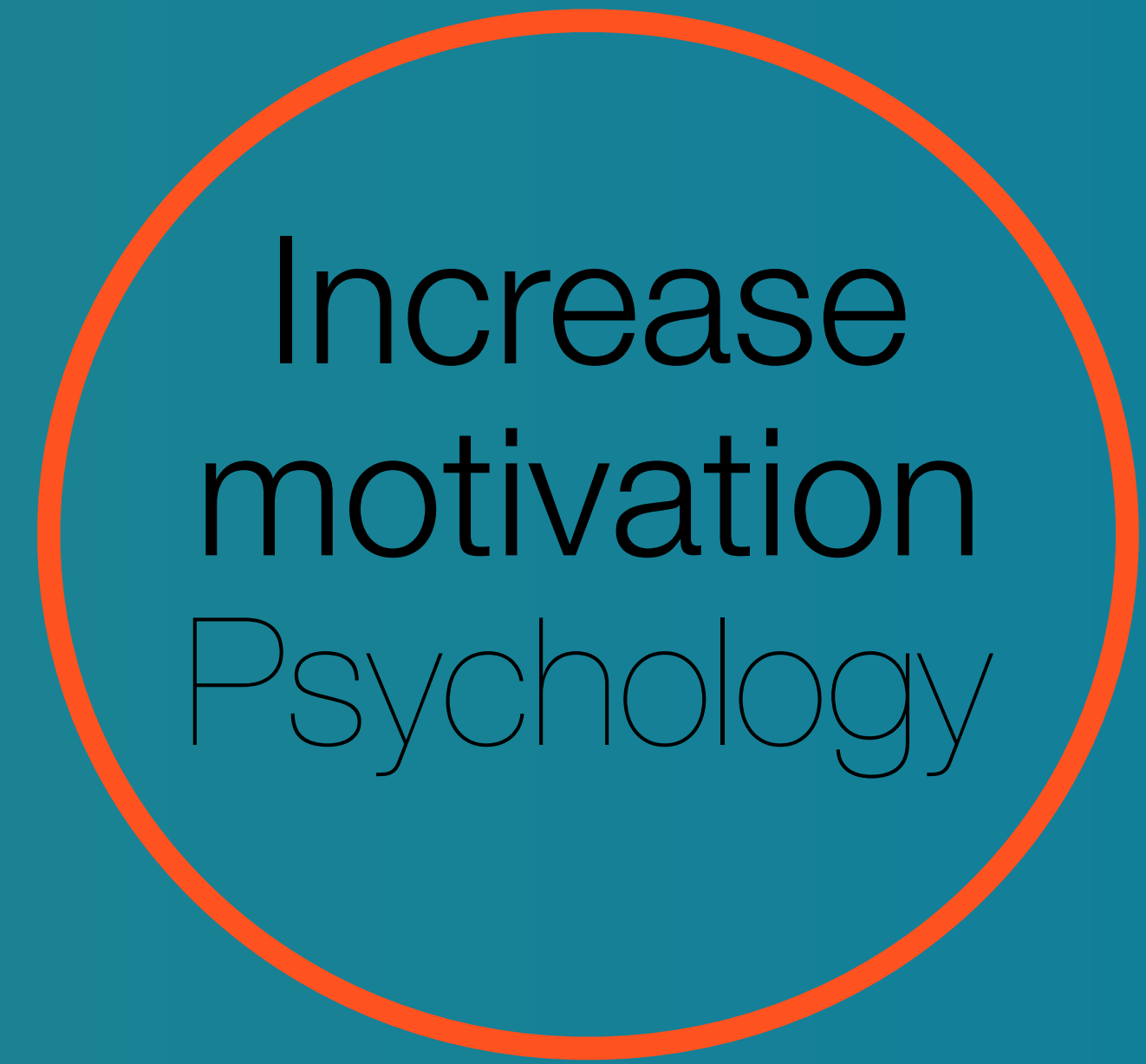


Friction

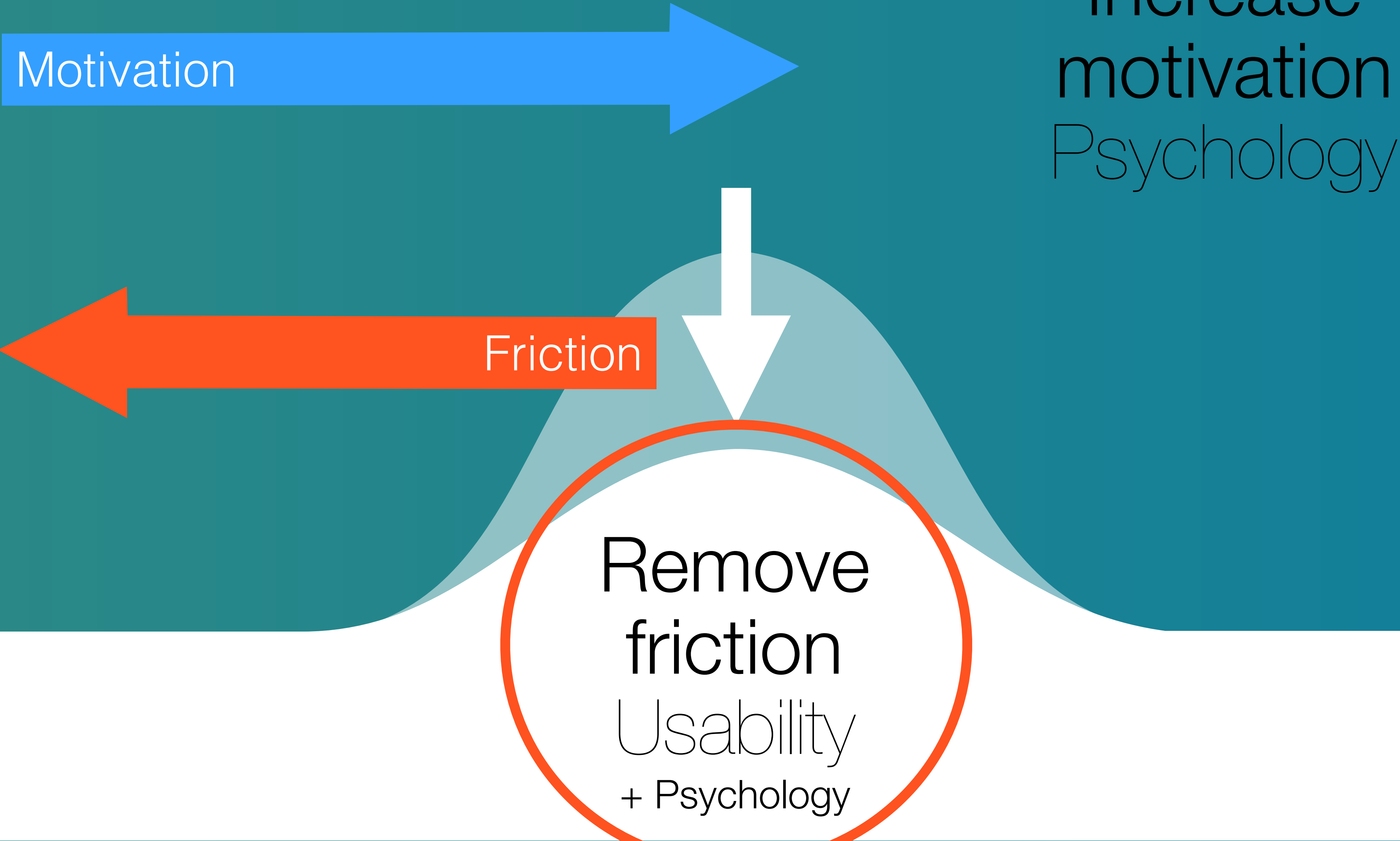


Remove
friction
Usability

Increase
motivation
Psychology



Motivation

A conceptual diagram on a teal background. A blue arrow labeled 'Motivation' points right. A red arrow labeled 'Friction' points left. A white arrow points down to a light blue hump. Below the hump is a white circle with an orange border containing the text 'Remove friction Usability + Psychology'. To the right, the text 'Increase motivation Psychology' is displayed.

Increase
motivation
Psychology

Friction

Remove
friction
Usability
+ Psychology

Cognitive load
Being seduced

*The total amount of mental effort
being used in our working memory*

Cognitive load



BARACKOBAMA.COM

Contributor

*First name *Last name

*Address

*City *State *Zip

*Email address *Phone number

Select amount

☐ \$15 ☐ \$25 ☐ \$50 ☐ \$100

☐ \$250 ☐ \$500 ☐ \$1,000 Other: (USD)

Credit card



*Card number *Expiration

☐ Make this a monthly recurring donation

Employment

Federal law requires us to use our best efforts to collect and report the name, mailing address, occupation, and employer of individuals whose contributions exceed \$200 in an election cycle.

*Employer *Occupation

[+ DONATE NOW](#)

By clicking on the "Donate now" button above you confirm that the following statements are true and accurate:

1. I am a United States citizen or a lawfully admitted permanent resident of the United States.
2. This contribution is not made from the general treasury funds of a corporation, labor organization or national bank.
3. This contribution is not made from the treasury of an entity or person who is a federal contractor.

Help build this campaign



What we do right now will determine the course of this election.

It's that simple.

Make a donation today and build the grassroots organization it will take to win.

OBAMA BIDEN

Log in

Contributor

*First name

*Last name

*Address

*City

*State

*Zip

*Email address

*Phone number

Select amount

☐ \$15

☐ \$25

☐ \$50

☐ \$100

☐ \$250

☐ \$500

☐ \$1,000

Other:

(USD)

Credit card

VISA

MasterCard

Discover

Amex

*Card number

*Expiration

Month

Year

☐ Make this a monthly recurring donation

Employment

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Help build this campaign

Secure



What we do right now will determine the course of this election.

It's that simple.

Make a donation today and build the grassroots organization it will take to win.

OBAMA BIDEN

Log in | Create account

The next chapter begins today

Stand with President Obama for the next four years.

Amount

Name

Payment

Submit

1

2

3

4

Select an amount

\$15

\$35

\$50

\$100

\$250

\$500

\$1,000

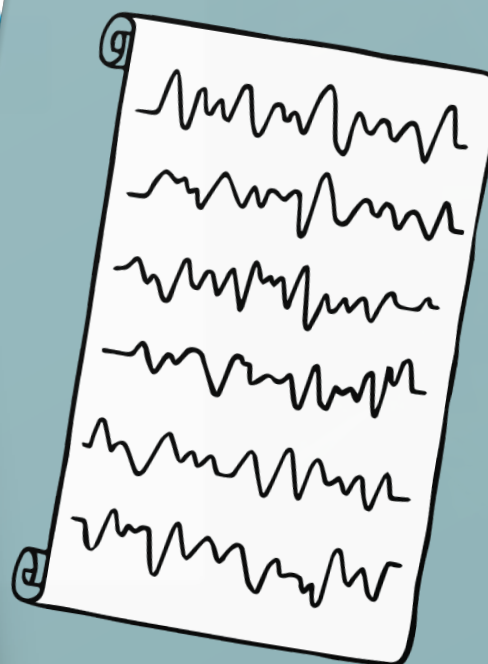
Other amount

PERCEPTION AND COMPREHENSION

33

Chunking

9

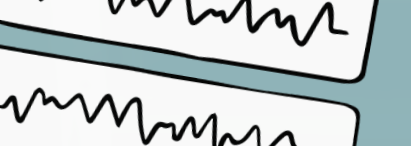


→











Information grouped into familiar, manageable units more easily processed and remembered

Information easier to understand and remember by breaking it down into smaller groups, or chunks. Chunking helps accommodate our limited capacity for processing information and storage in short-term memory.

SEE ALSO Sequencing³⁴, Status-Quo Bias¹⁴

240 A/B tests
lifted the
donation conversion rate
by 49%

Processing fluency
Being seduced

*The ease with which
people process information*

Processing fluency

1. **Conceptual** – semantic priming
2. **Perceptual** – visual clarity
3. **Linguistic** – simple language

1. **Conceptual** – semantic priming
2. **Perceptual** – visual clarity
3. **Linguistic** – simple language



Join the best free dating site on Earth

I am a

Straight



Woman



GAMEPLAY DESIGN

Intentional Gaps

?



**Create intentional gaps
that users can't help but
try to fill**

Leave deliberate gaps that users will want to fill. We are motivated to complete the incomplete. The closer to completion users perceive a task to be, the more motivated they are to finish it.

SEE ALSO Need for Closure¹⁹ Completion

Closing the deal
Being seduced

Examples

Three effective ways
of closing the deal

Scarcity



If something is promoted as being scarce, we perceive it as more desirable and more valuable

Scarcity is often used to encourage purchasing behaviors. It prevents customers from taking the time to think and instead pushes them into making a decision immediately. Limit resources, durations, or intervals to make users value an asset more (whether potential purchase or an action which they can

15

GAME MECHANICS

Completion



Provide a feeling of closure by rewarding users at the completion of a goal

Need for closure and completion drives us to action. Find ways to celebrate completion in order to motivate and engage users to take action. Break larger tasks into sub-tasks, and reward users for completion of each. Use the opportunity to set expectations and to communicate the overall goal and what is next.

Set Completion²⁰, Intentional Gaps⁴⁹, Storytelling⁴⁸

52

PERCEPTION AND COMPREHENSION

Tunneling



Guiding users through a process or experience provides opportunities to persuade along the way

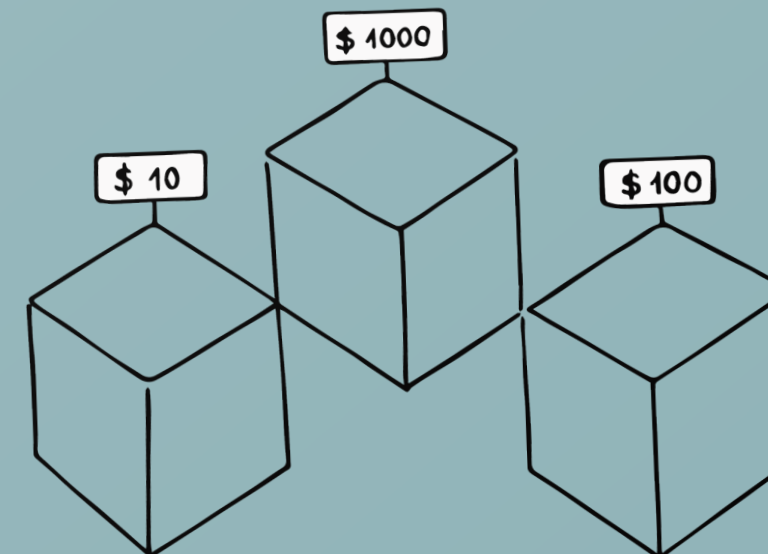
off detours from the desired behavior without taking away the user's sense of control. Tunnel users through a decision-making process by removing all unnecessary functions that can possibly distract their attention from completing the process. The tunnel provides an opportunity to expose users to information and ultimately to persuasion.

Need for Closure¹⁹, Status-Quo Bias¹⁴, Sequencing³⁴, Choice³¹

25

PERCEPTION AND COMPREHENSION

Anchoring



When making decisions, we rely, or anchor, too heavily on one piece of information

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50 Framing³⁵, Conceptual Metaphor²⁸

27

SOCIAL BIASES

Social Proof



Assume the actions of others in new or unfamiliar situations

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SEE ALSO Authority², Reputation⁹, Positive Mimicry⁷



Advice: **BUY** Confidence: 73%
Prices may rise within 7 days

Stops

- ☐ nonstop
- ☒ 1 stop \$1634
- ☒ 2+ stops \$795

Times

Take-off **Copenhagen (CPH)**
Thu 6:00a - 9:00p

Take-off **Austin (AUS)**
Wed 5:30a - 7:30p

Show landing times

Airlines

- | Carrier | Alliance |
|---|----------|
| ☒ Air Canada | \$1576 |
| ☒ Air France | \$936 |
| ☒ American Airlines | \$849 |
| ☒ British Airways | \$1006 |
| ☒ Brussels Airlines | \$1862 |
| ☒ Delta | \$921 |
| ☒ Finnair | \$4907 |

CPH ↔ AUS Mar 12 Thursday → Mar 18 Wednesday Economy cabin 1 traveler **Change**

Sort by: price (low to high) 663 of 769 flights show all Round-trip | Segment **NEW**

\$795

United



Select

United

9:50a CPH → 11:50p AUS

4:54p AUS → 5:00p CPH

20h 00m

18h 06m

2 stops (FRA, IAH)

2 stops (EWR, LHR)

Show details

Only 3 seats left at this price

Economy

Lufthansa operates flight 9029.
SAS operates flight 7041.
Mesa Airlines DBA United Express operates flight 3746.
Shuttle America DBA United Express operates flight 3564.

\$795

United



Select

United

9:50a CPH → 11:50p AUS

4:54p AUS → 5:00p CPH

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\$795

United



Select

United

9:50a CPH → 11:50p AUS

3:54p AUS → 5:00p CPH

20h 00m

19h 06m

2 stops (FRA, IAH)

2 stops (EWR, LHR)

Show details

Only 3 seats left at this price

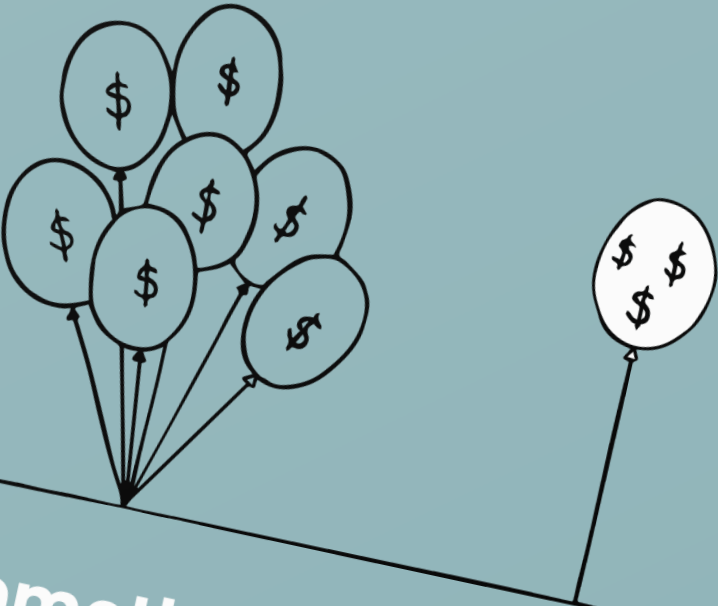
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LOSS AVERSION

15

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SEE ALSO Loss Aversion¹², Social Proof¹

All-in-one Analytics and Feedback.

Hotjar is a new and easy way to truly understand your web and mobile site visitors.
Identify your hottest opportunities for improvement using:



HEATMAPS



RECORDINGS



FUNNELS



FORMS



POLLS



SURVEYS



RECRUITERS

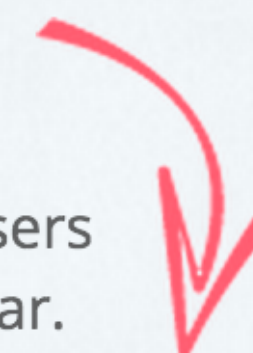
SIGN UP NOW (It's free!)

No credit card required.

From startups to million-dollar companies...
50,774 Organizations in 174 countries improve their sites with Hotjar.



See what our users
say about Hotjar.



Tunneling



Guiding users through a process or experience provides opportunities to persuade along the way

Close off detours from the desired behavior without taking away the user's sense of control. Tunnel users through a decision-making process by removing all unnecessary functions that can possibly distract their attention from completing the process. The tunnel provides opportunity to expose users to information and activities and ultimately to persuasion.

SEE ALSO Need for Closure¹⁹, Status-Quo Bias¹⁴, Sequencing³⁴, Limited Choice³¹

Create new account




Step 1


Step 2

FULL NAME *

e.g. John Smith

EMAIL *

PASSWORD *

Select a password

ROLE *

Please select...

CONTINUE

[Already have an account? Sign in](#)

SUSAN MCPHERSON'S FUNDRAISER:

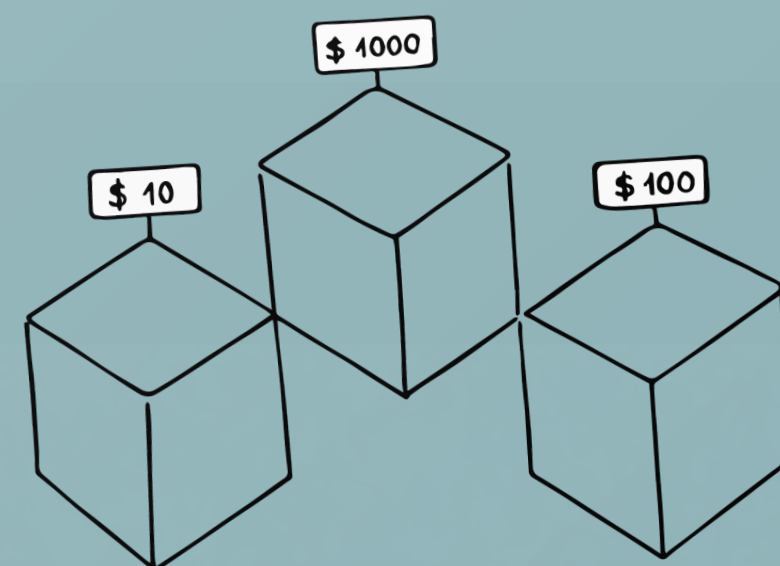
SUSAN'S BIRTHDAY FUNDRAISER TO SUPPORT WORLDWIDE REFUGEE RELIEF



PERCEPTION AND COMPREHENSION

27

Anchoring



When making decisions, we rely, or anchor, too heavily on one piece of information

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SEE ALSO Framing³⁵, Conceptual Metaphor²⁸

BENEFITING: **US Association for UNHCR**
THE STORY:

Each of us saw the image of Aylan Kurdi, the 3-year-old child who tragically lost his life during his family's attempt to find a life free of violence, poverty and war. As traumatic as that image was, there was one positive outcome. Globally, people opened their eyes to the growing refugee crisis, one the likes of which the world has never witnessed before. We kept hearing about the massive numbers fleeing, we would see the news coverage, but it took just one picture to finally unleash true compassion, attention and action.

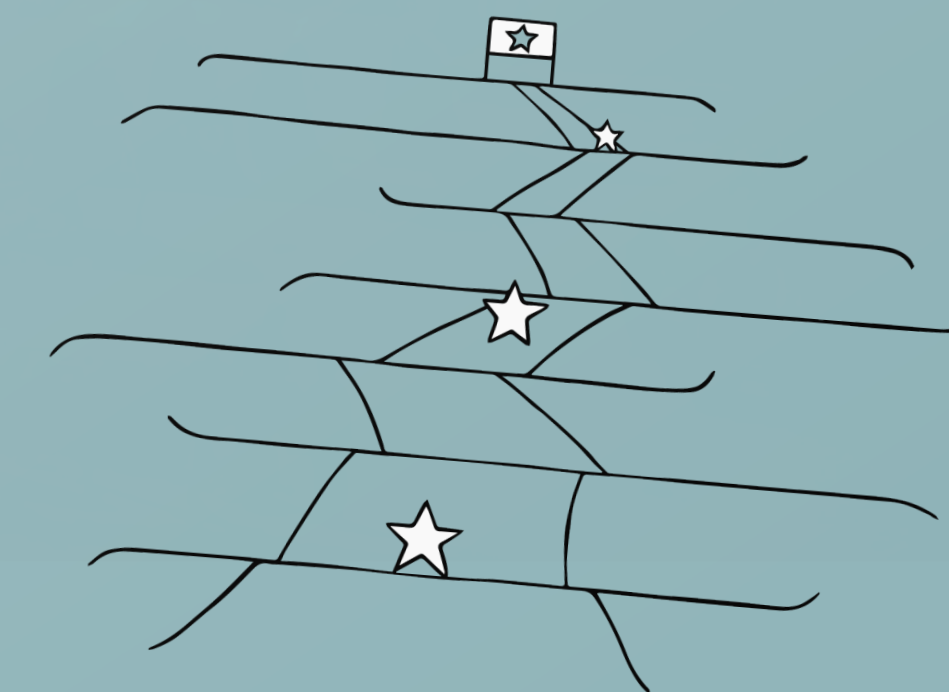
For me, it was more personal. In May of this year, after joining the board of USA for UNHCR, I visited Refugee camps in Kenya and Uganda and **saw first-hand** the life a refugee lives. Knowing I would need to accurately share a refugee's story, I knew I must at least visit and experience a small sliver of their lives.

Believe me, living in a refugee is camp is something you wouldn't wish on anyone, not even a hated enemy. During our visit, we met with mothers and their children as well as the staff members who work day-in and day-out to provide what little relief they can. Tragically, for those in these camps, there is little to no livelihood, no chance of

GAME MECHANICS

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Completion



Provide a feeling of closure by rewarding users at the completion of a goal

Our need for closure and completion drives us toward action. Find ways to celebrate completion in order to motivate and engage users to take action. Divide larger tasks into sub-tasks, and reward users for completion of each. Use the opportunity to set expectations and to communicate the overall progress and what is next.

SEE ALSO Set Completion²⁰, Intentional Gaps⁴⁹, Storytelling⁴⁸

Kasia
Amy
Joan
Ingrid
...



67% Raised of \$25,000 Goal

FUNDRAISE FOR THIS CAMPAIGN

Support

SOCIAL BIASES

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SEE ALSO Authority², Reputation⁹, Positive Mimicry⁷

Investment up front
Being seduced



Meet Stitch Fix

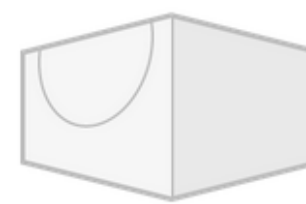
Your partner in personal style

[GET STARTED](#)

How Our Fix™ Service Works



Create Your Style Profile.



Get Five Hand-picked Items.



Keep What You Like.
Send Back the Rest.

LOSS AVERSION

13

Endowment Effect



We place greater value on objects we own over objects we do not, especially if sentimental value has been placed in them

When we get something, we adjust to our level of ownership, which then becomes the baseline by which we judge future gains and losses. Possession feels like ownership: consider giving away free trials or make users invest time in your service.

SEE ALSO Loss Aversion¹²

Welcome to Stitch Fix!

Hi! We're excited to start styling for you. Our Style Profile helps us get a sense of where your style is now and where you would like it to be. We're ready to start asking questions, if you're ready to start answering them.

Don't forget—the more we know about you, the better we can style for you!

We currently carry sizes 0-14 (XS-XL). We are actively working to increase our range of sizes so that we can serve more women well.

Your Style Profile

Year of Birth

Height

 Inches

Weight?

lbs.

Bra size?

Being seduced

Sign up
problem



Falling in love

First time use
problem



Staying in love

Ongoing
engagement
problem

Falling in love

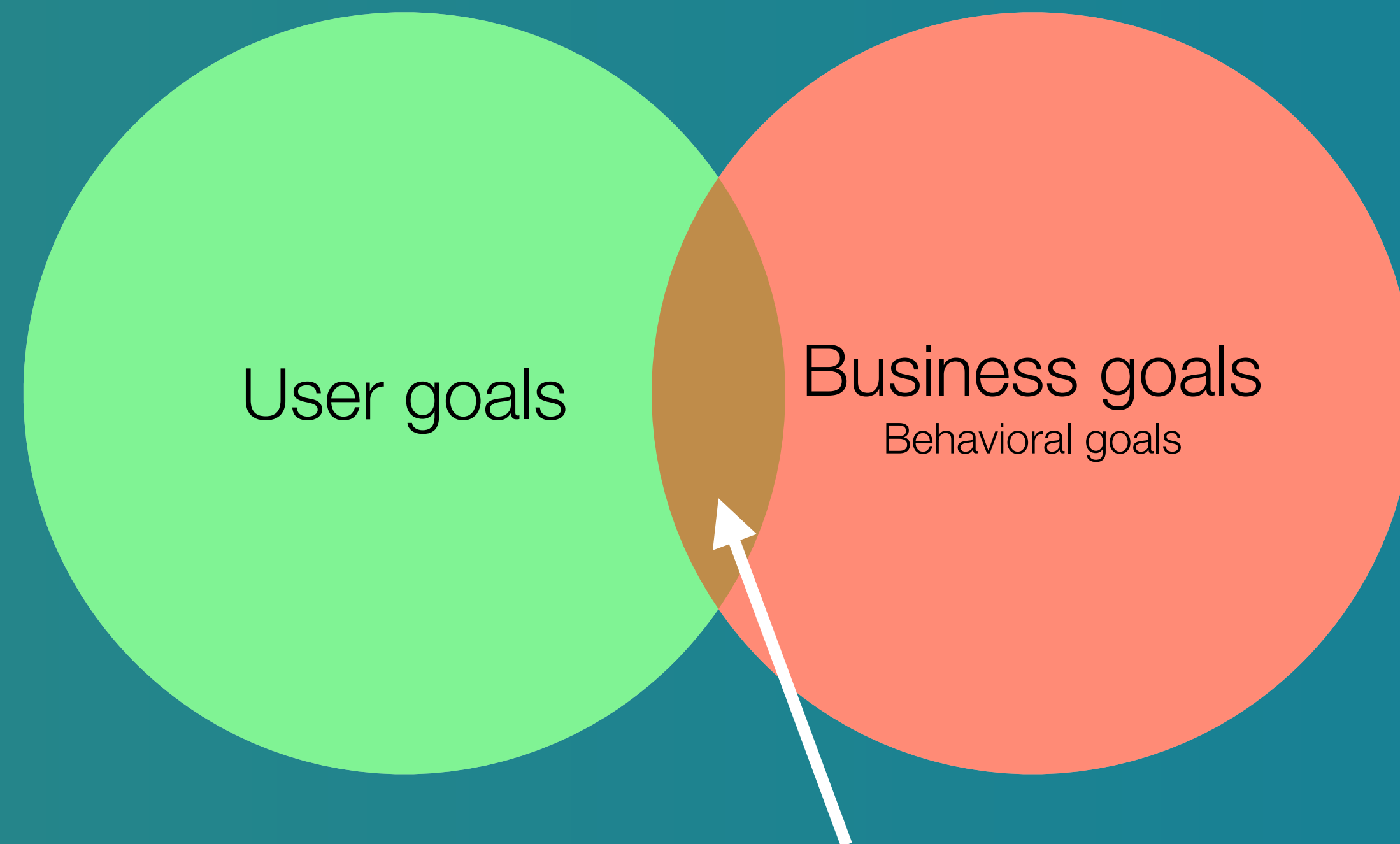
User goals & business goals

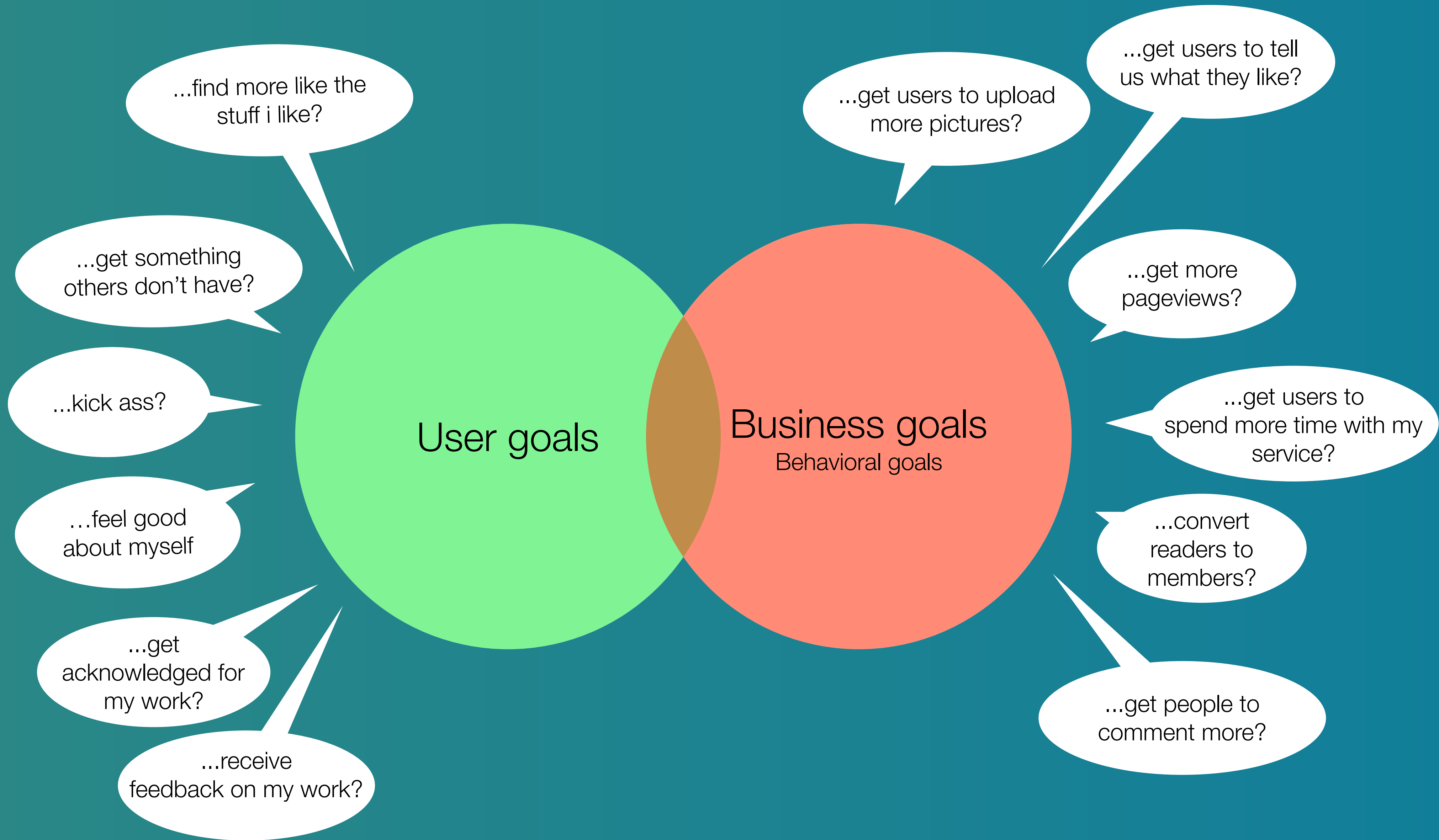
Falling in love

First, define your goals

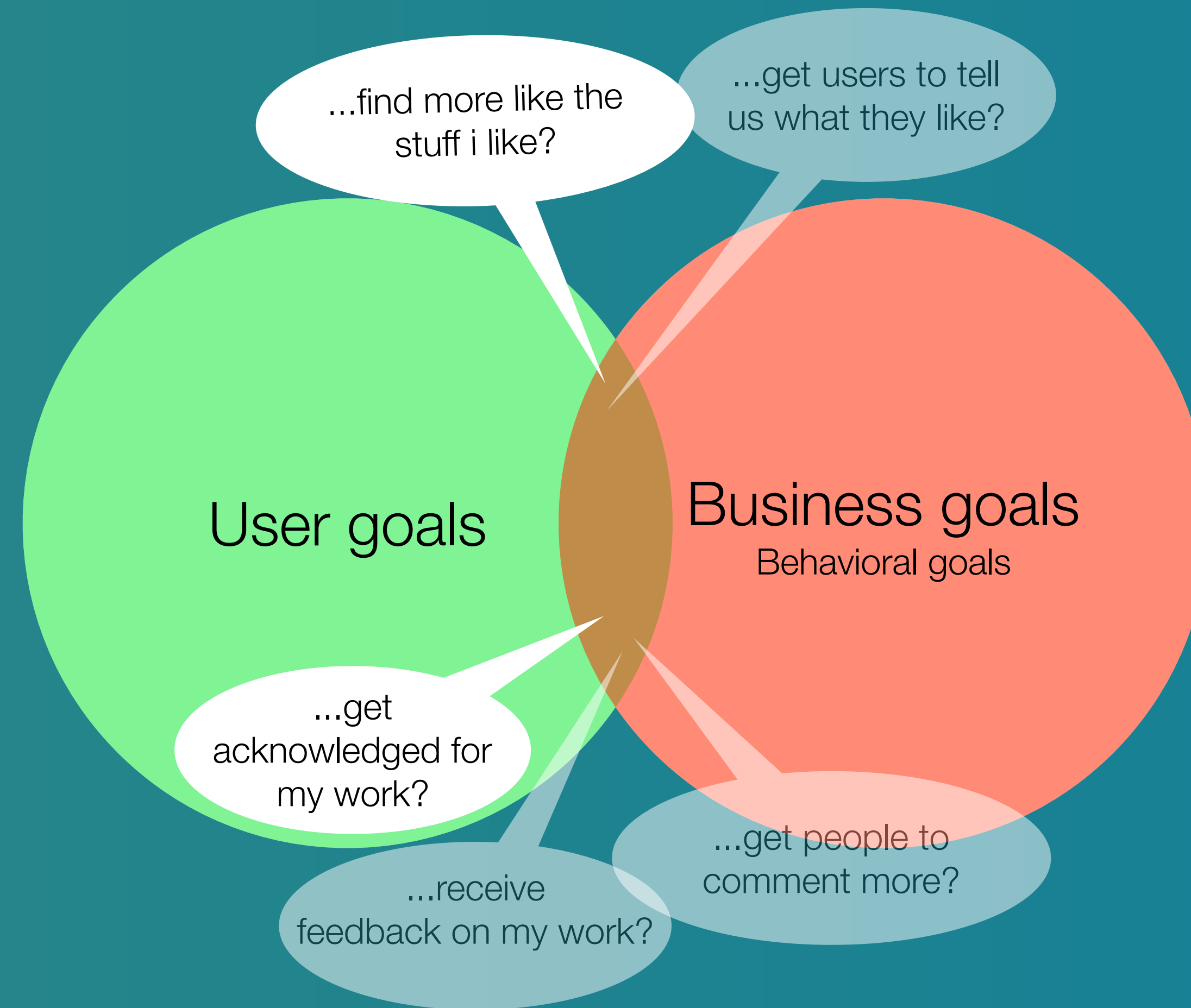


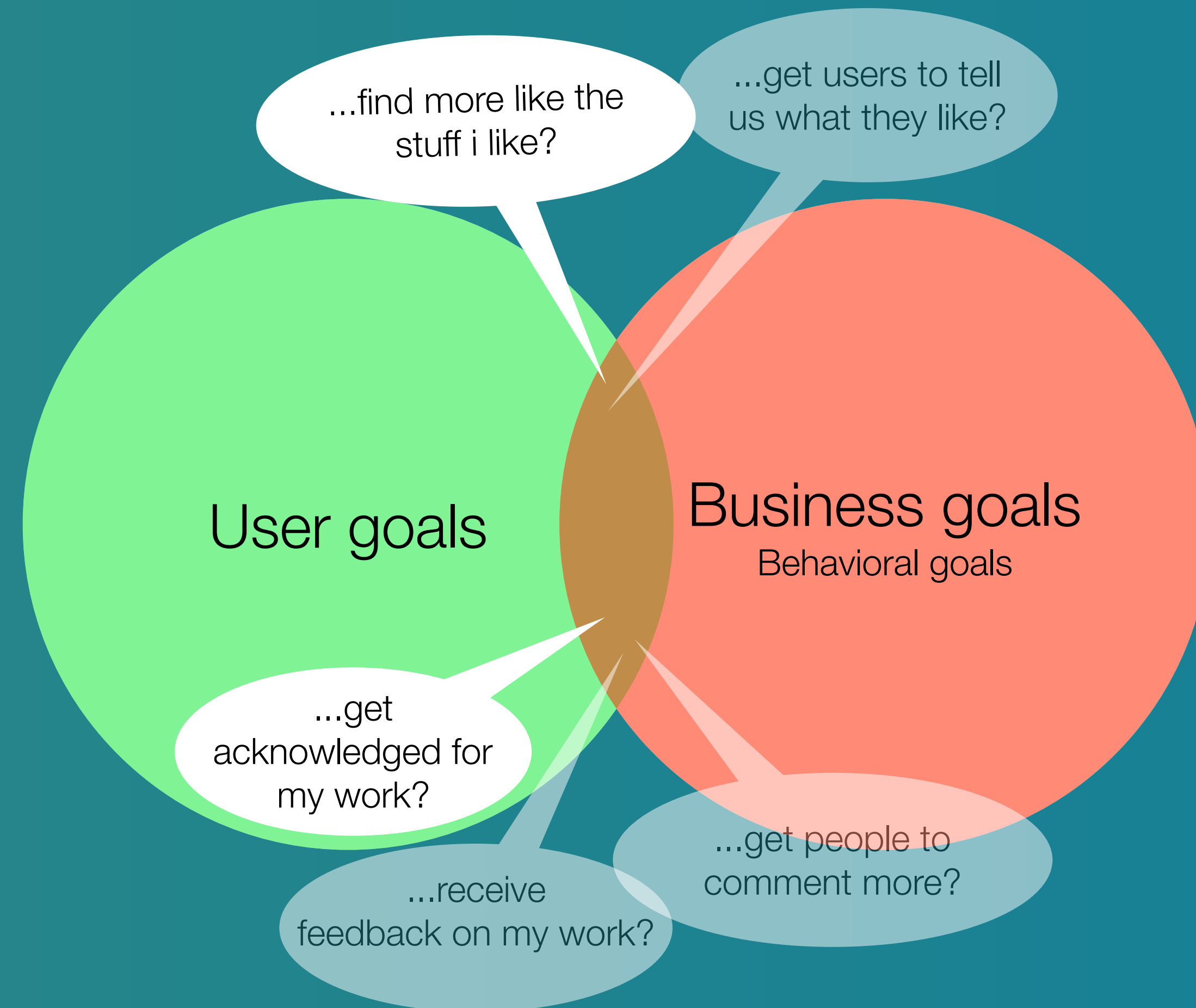


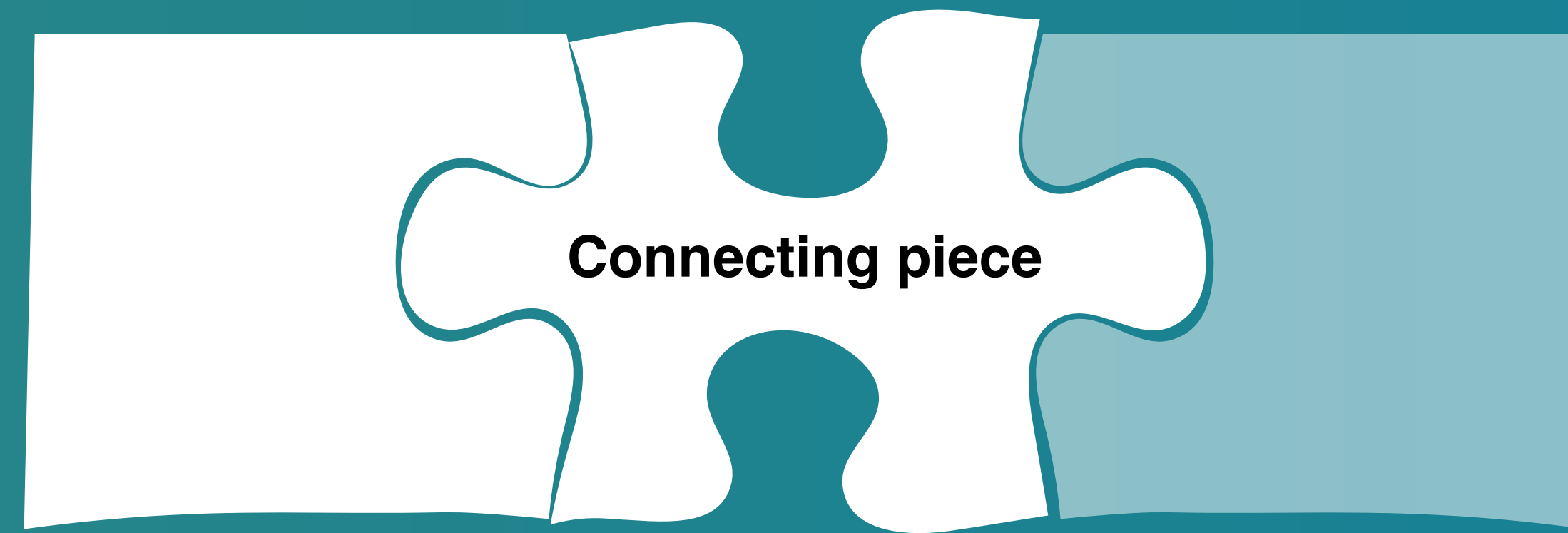


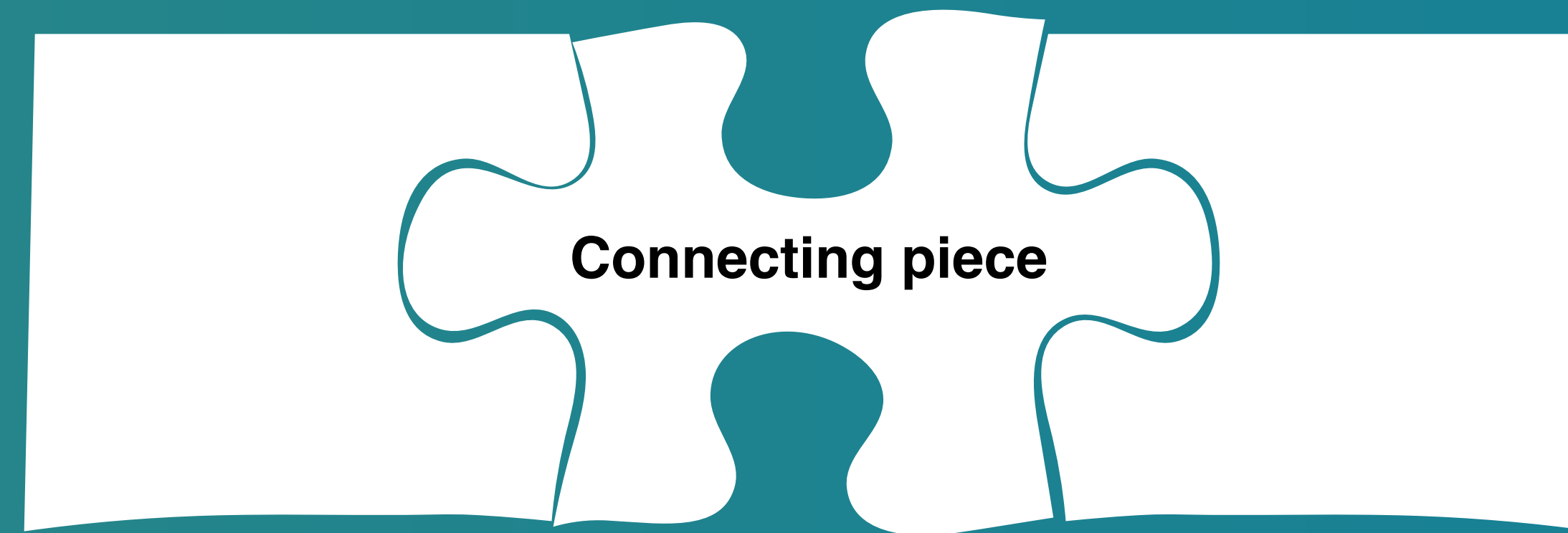


Primary vs secondary goals









Solving secondary goals before primary goals, can lead to fulfilling primary goals later



Example

Two ways of collecting data





Hi uipatarns

[Your profile](#) | [Settings](#) | [Inbox](#)

Welcome to Last.fm

To get started, type in some of your favourite artists, separated with commas.

Save

Get music recommendations
based on the music in your library.



[Download the Scrobbler](#) to fill your library automatically from your media player or iPod.





Step 1 of 3

Tell us about your music taste

To give you great recommendations we need to know about your current music taste. Get started by adding your favourite artists to your music library.

Add your favourite artists to your music library

Refresh artists

Your library (0)

Clean Bandit

David Bowie

Kendrick Lamar

System of a Down

Charli XCX

Linkin Park

Your library is a collection of the music you listen to.

Add artists to your library to get recommendations.



lost.fm

Step 1 of 3

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To give you great recommendations we need to know about your current music taste. Get started by adding your favourite artists to your music library.

Add your favourite artists to your music library



Refresh artists

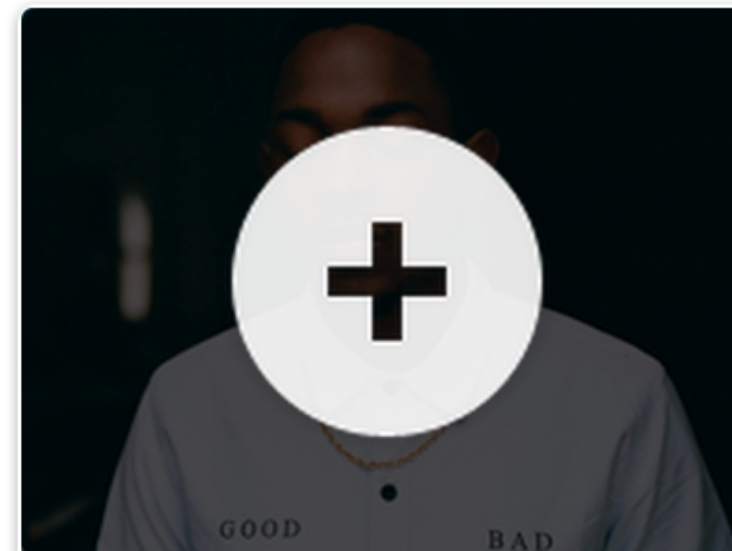
Your library (1)



Clean Bandit



Disclosure



Kendrick Lamar



David Bowie



System of a Down



Charli XCX



Linkin Park





lost.fm

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Clean Bandit



Disclosure



Tin Machine



System of a Down



Charli XCX



Linkin Park



Kendrick Lamar

David Bowie



lost.fm

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ScHoolboy Q



Charli XCX



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System of a Down

Kendrick Lamar

David Bowie



last.fm

Step 1 of 3

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Refresh artists



Fort Minor



Jay-Z and Linkin Park



Dead By Sunrise



Xero



Mike Shinoda



Three Days Grace



Linkin Park

System of a Down

Kendrick Lamar

David Bowie





Step 1 of 3

Tell us about your music taste

To give you great recommendations we need to know about your current music taste. Get started by adding your favourite artists to your music library.

Add your favourite artists to your music library

Search for an artist...

Refresh artists



Fort Minor



Jay-Z and Linkin Park



Dead By Sunrise



Xero



Mike Shinoda



Three Days Grace

Your lib



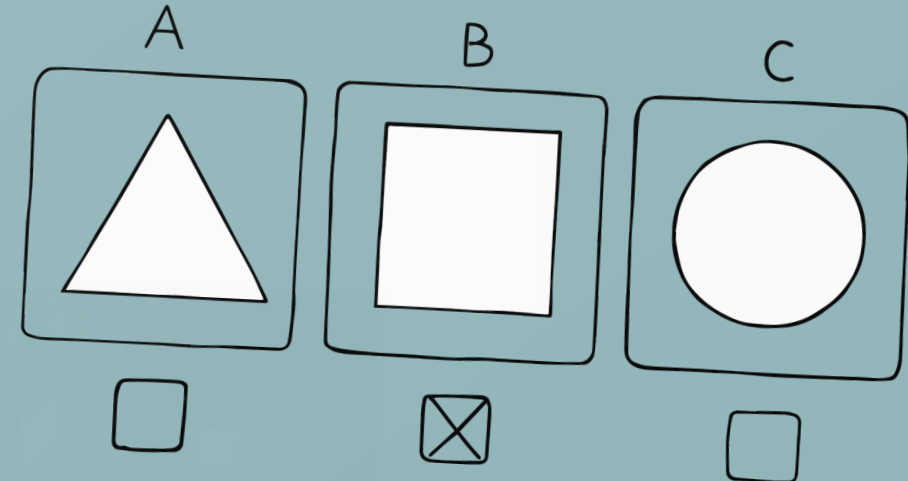
Linkin

System

Kendr

David

Recognition over Recall



We are better at recognizing things previously experienced than we are at recalling them from memory

Instead of asking users to recall data from their memory, present a list of items which each represent a certain category of data. Instead of asking users to list things from memory, try complementing or replacing empty form fields with defined, random, and intelligent choices to choose or rate. Use visual imagery, auto-complete, and multiple-choice options.

SEE ALSO Limited Choice³¹, Feedback Loops³⁹



Step 1 of 3

Tell us about your music taste

To give you great recommendations we need to know about your current music taste. Get started by adding your favourite artists to your music library.

Add your favourite artists to your music library

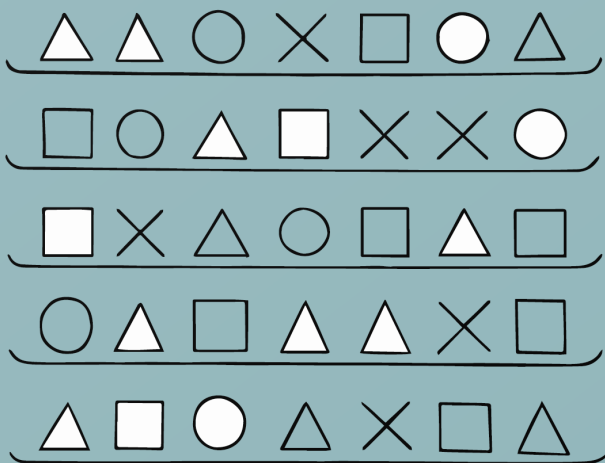
Refresh artists

Your library (4)

PERCEPTION AND COMPREHENSION

30

Pattern Recognition



Even when there is no pattern, we seek ways to organize and simplify complex information

Make a game of arranging things in a manner that sparks curiosity and encourages pattern-seeking behavior. We try to make sense of how information is grouped and presented. Use this behavioral pattern and consider playful ways to enable users to organize and label information and make sense of complex information.



Linkin Park



Dead By Sunrise



Three Days Grace



Linkin Park

System of a Down

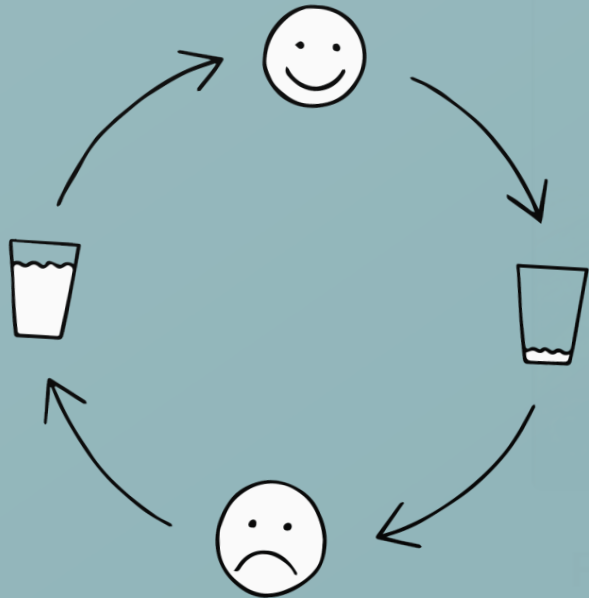
Kendrick Lamar

David Bowie

FEEDBACK AND TIMING

39

Feedback Loops



Communicate how our actions modify subsequent results

Allow people to play interactively with information so they can adjust their behavior and future actions toward reaching a greater goal. Use numeric data to show progress and translate data into analogous visual information.

SEE ALSO Appropriate Challenges⁴⁷, Status⁵⁶, Achievements⁵⁵, Sequencing³⁴

Expose your best parts

Falling in love

Reinforce behavior

Falling in love

Examples

Two effective ways
of reinforcing behavior



Page

Messages

Notifications 8

Insights

Publishing Tools

Export

Settings

Help ▾

Overview

Likes

Reach

Visits

Posts

Videos

People

Pages to Watch

Compare the performance of your Page and posts with similar

Add Pages

Page

1



Smashing Magazine

To

260

2



Webdesigner Depot

228.

3



Speckyboy Design Mag...

51.2K

4



UI-Patterns.com

12.1K

5



Usabilla

2.6K

6



Hacking UI

2.4K

▲3.7%

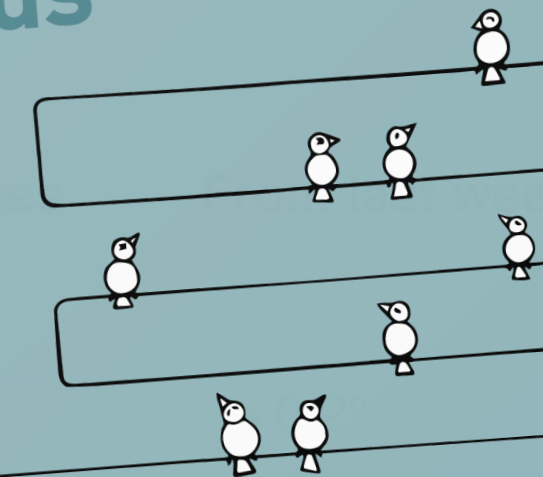
46

24

GAME MECHANICS

56

Status



We constantly assess our social or professional standing relative to others, seeing how interactions either enhance or diminish it

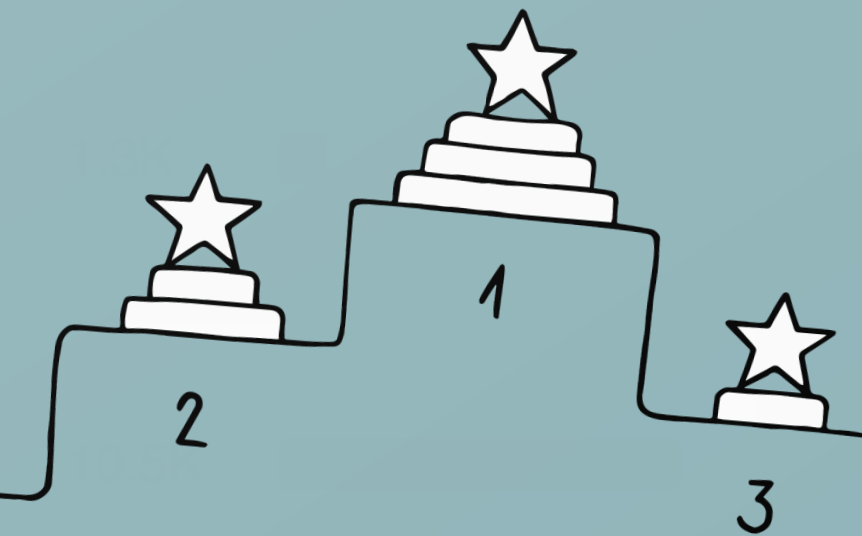
Provide feedback loops and measures that allow people to assess their standing and progress. Status relates to our standing relative to others or our personal best and can be both personal (income, performance, etc.) and public (scoring, recognition, etc.). We act when our status seems in jeopardy, be careful not to present status linked to undesired behavior.

SEE ALSO Self-Expression⁵⁸, Achievements⁵⁹, Storytelling⁴⁸

GAME MECHANICS

59

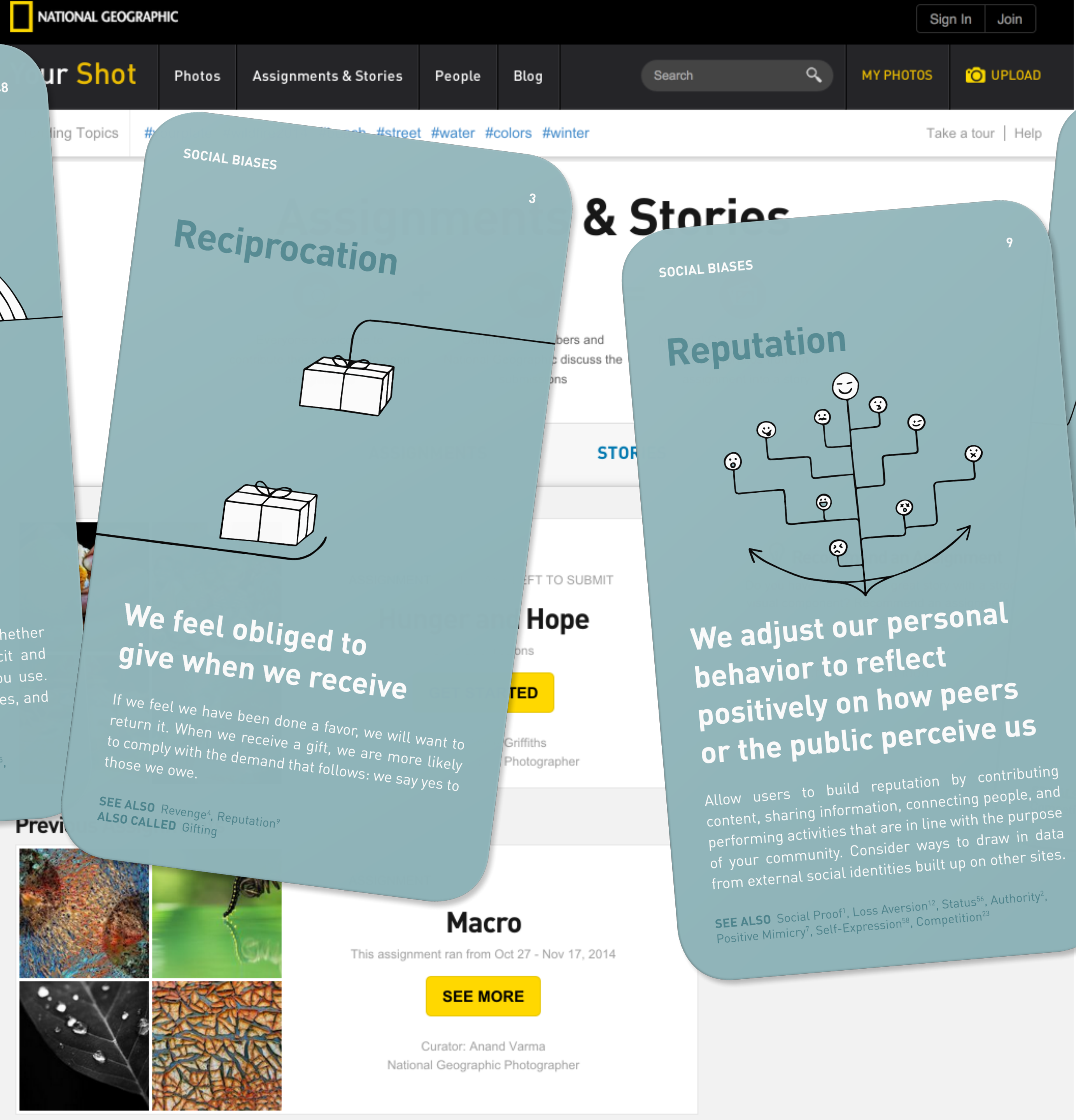
Achievements



We are engaged by activities in which meaningful achievements are recognized

What challenges and desired behavior do you have in place and how are they linked to achievements? We are motivated by achievements of personal or social significance. In gaming, achievements are shown through points, badges, and levels; in other contexts through promotions, memberships, privileges, and acquisitions.

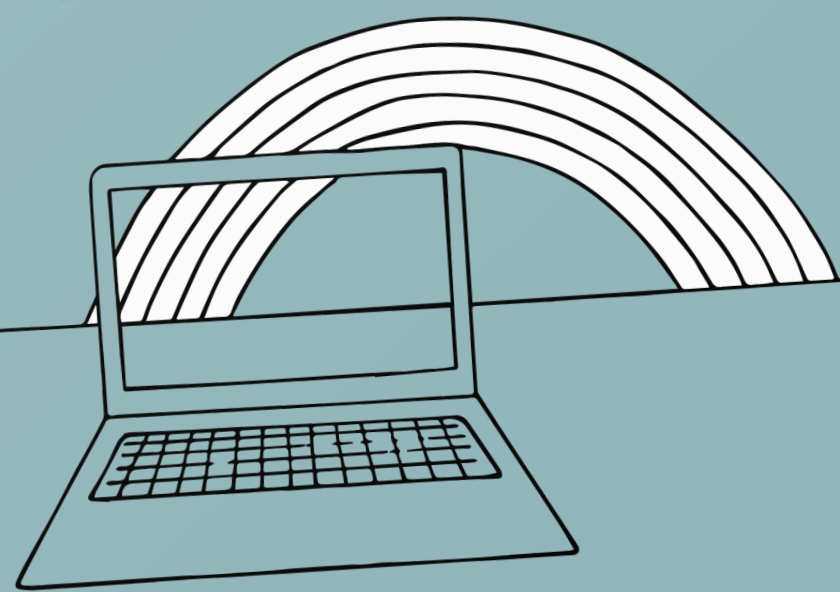
SEE ALSO Rewards⁵⁰, Self-Expression⁵⁸, Endowment Effect¹³



GAMEPLAY DESIGN

48

Storytelling



Use the narrative qualities of storytelling to let the user engage in a perspective

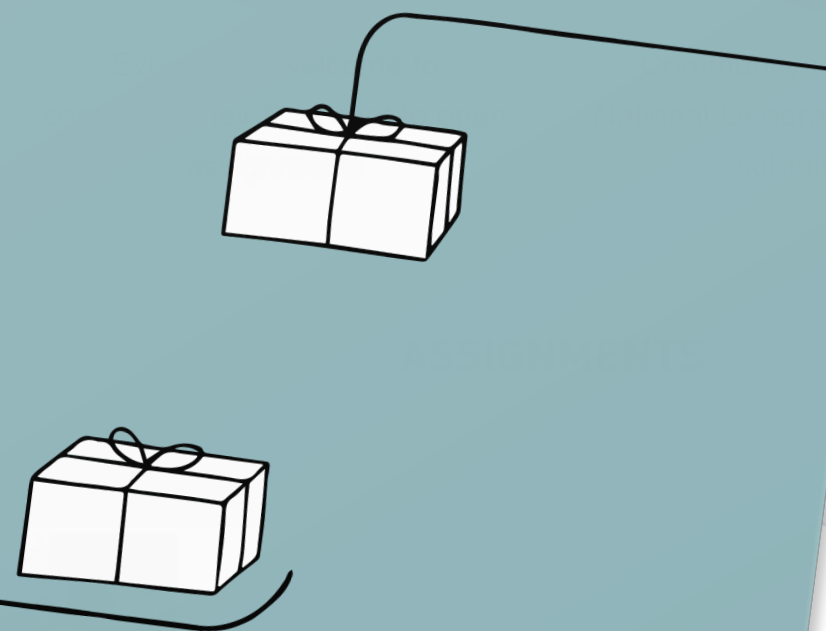
All our decisions are filtered through a story, whether it is real or imagined. Stories can be explicit and simple narratives or implied in the words you use. Suggest narrative elements like conflict, heroes, and villains.

SEE ALSO Authority², Conceptual Metaphor²⁸, Framing³⁵, Periodic Events⁴⁵, Value Attribution³⁶

SOCIAL BIASES

3

Reciprocation



We feel obliged to give when we receive

If we feel we have been done a favor, we will want to return it. When we receive a gift, we are more likely to comply with the demand that follows: we say yes to those we owe.

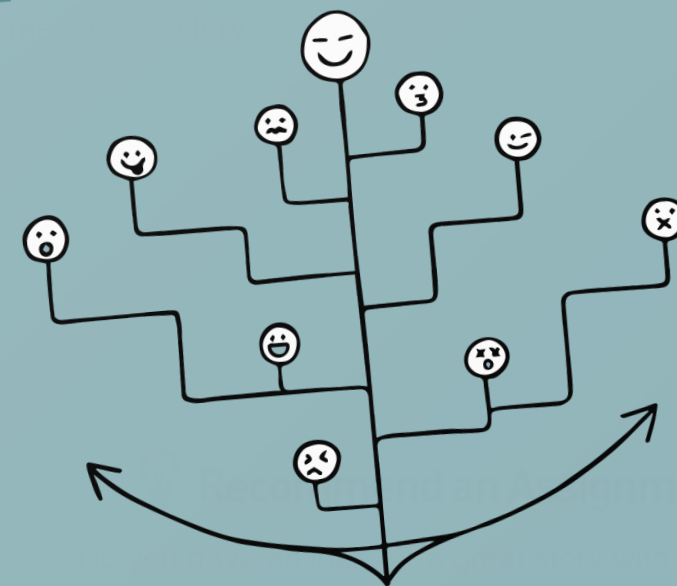
SEE ALSO Revenge⁴, Reputation⁹
ALSO CALLED Gifting

& Stories

SOCIAL BIASES

9

Reputation



We adjust our personal behavior to reflect positively on how peers or the public perceive us

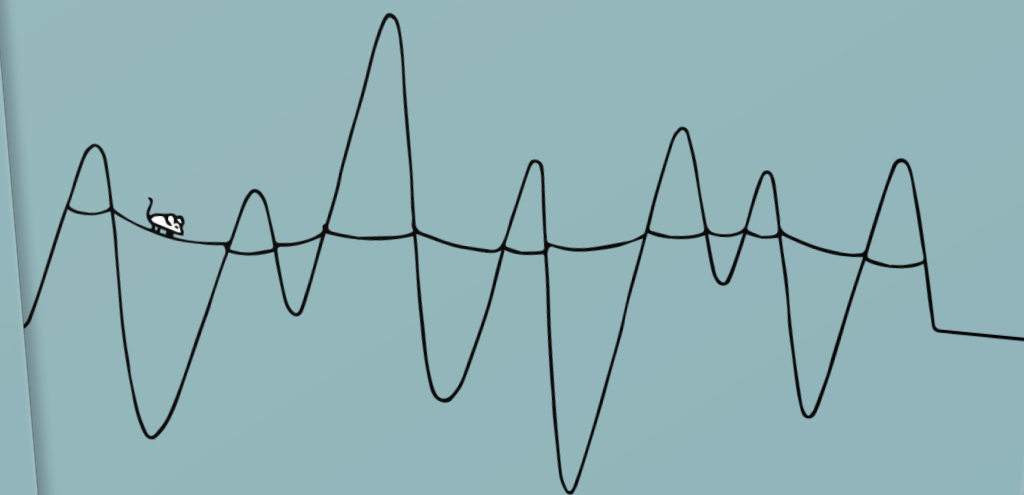
Allow users to build reputation by contributing content, sharing information, connecting people, and performing activities that are in line with the purpose of your community. Consider ways to draw in data from external social identities built up on other sites.

SEE ALSO Social Proof¹, Loss Aversion¹², Status⁵⁶, Authority², Positive Mimicry⁷, Self-Expression⁵⁸, Competition²³

GAMEPLAY DESIGN

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Appropriate Challenges



The user needs appropriate challenges to remain engaged

If the challenge is too hard, the user is going to feel frustration and anxiety. If the challenge is too easy, the user is going to feel bored. Keep users in flow by finding a careful balance between the difficulty of the challenge and the learning curve.

SEE ALSO Curiosity²¹, Set Completion²⁰, Reputation⁹, Feedback Loops³⁹

Good guidance
Falling in love



Search for people, jobs, companies, and more...



Advanced



Make your profile stand out with a custom background

Try an image that represents your school, profession, or cause you care about.

Recommended size: at least 1400 x 425 pixels

What's your current position?

People could be looking for someone with your experience.

Job Title

at

Company

GAMEPLAY DESIGN

49

Intentional Gaps

?



Create intentional gaps that users can't help but try to fill

Leave deliberate

Svend Svend

--

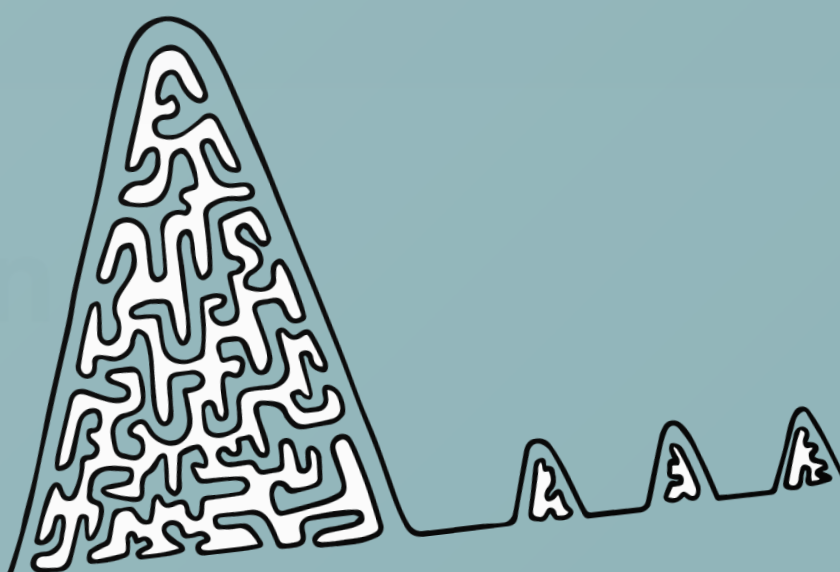
Denmark

ndsen/a9/7b/a07/

PERCEPTION AND COMPREHENSION

34

Sequencing



It is easier to take action when complex activities are broken down into smaller and more manageable tasks

Break down complex tasks into small and easily completed actions, and set expectations as to how many steps are left before the entire sequence has been completed.

Let's get started!

Here are some things

1

Experience

2

Skills & E

3

Education

4

Language

5

Basics



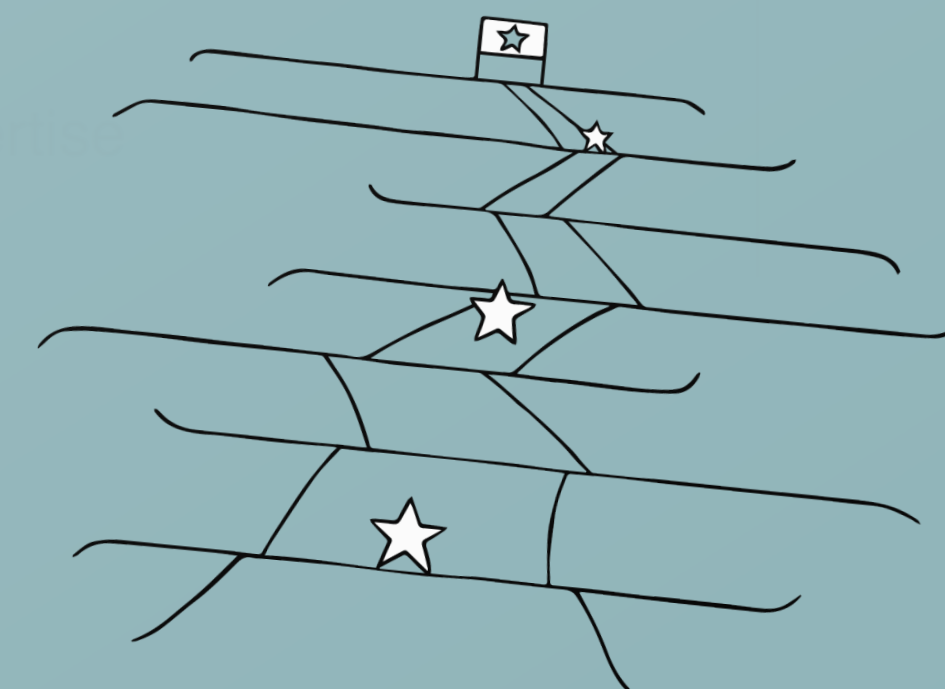
See y

Finish later ▶

GAME MECHANICS

52

Completion



Provide a feeling of closure by rewarding users at the completion of a goal

Our need for closure and completion drives us toward action. Find ways to celebrate completion in order to motivate and engage users to take action. Divide larger tasks into sub-tasks, and reward users for completion of each. Use the opportunity to set expectations and to communicate the overall progress and what is next.

SEE ALSO

**Support
practice**

**Facilitate
exploration**

**Achievable
goals**

**Prompt
feedback**

**Avoid the
obvious**

**Don't get
in the way**

**Avoid
repetition**

**Allow
escape**

Good guidance
Falling in love

Being seduced

Sign up
problem



Falling in love

First time use
problem



Staying in love

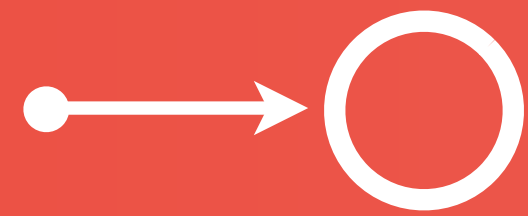
Ongoing
engagement
problem

Staying in love



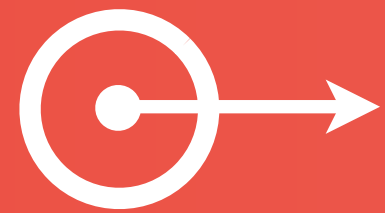
Tangent motivation

The behavior satisfies motives not directly related to the behavior



Extrinsic motivation

External incentives motivate the intended behavior



Intrinsic motivation

An activity is in and of itself motivating, it is its own end

Staying in love

Source: Sebastian Deterding

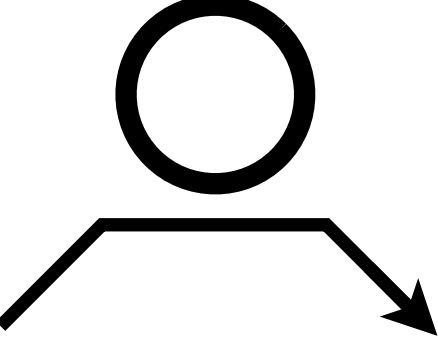


Tangient motivation

The behavior satisfies motives not directly related to the behavior

Staying in love

Source: Sebastian Deterding



Tangient motivation



25% profile completeness

Complete your profile quickly
Import your résumé to build a complete profile in minutes.

Profile Completion Tips (Why do this?)

- + Add a position (+15%)
- + Add your education (+15%)
- + Add a picture (+5%)
- + Add your summary (+5%)
- + Add your specialties (+5%)
- + Ask for a recommendation (+5%)

40% profile completeness

Complete your profile quickly
Import your résumé to build a complete profile in minutes.

Profile Completion Tips (Why do this?)

- + Add another position (+15%)
- + Add your education (+15%)
- + Add a picture (+5%)
- + Add your summary (+5%)
- + Add your specialties (+5%)
- + Ask for a recommendation (+5%)

55% profile completeness

Complete your profile quickly
Import your résumé to build a complete profile in minutes.

Profile Completion Tips (Why do this?)

- + Add another position (+15%)
- + Add a picture (+5%)
- + Add your summary (+5%)
- + Add your specialties (+5%)
- + Ask for a recommendation (+5%)

65% profile completeness

Complete your profile quickly
Import your résumé to build a complete profile in minutes.

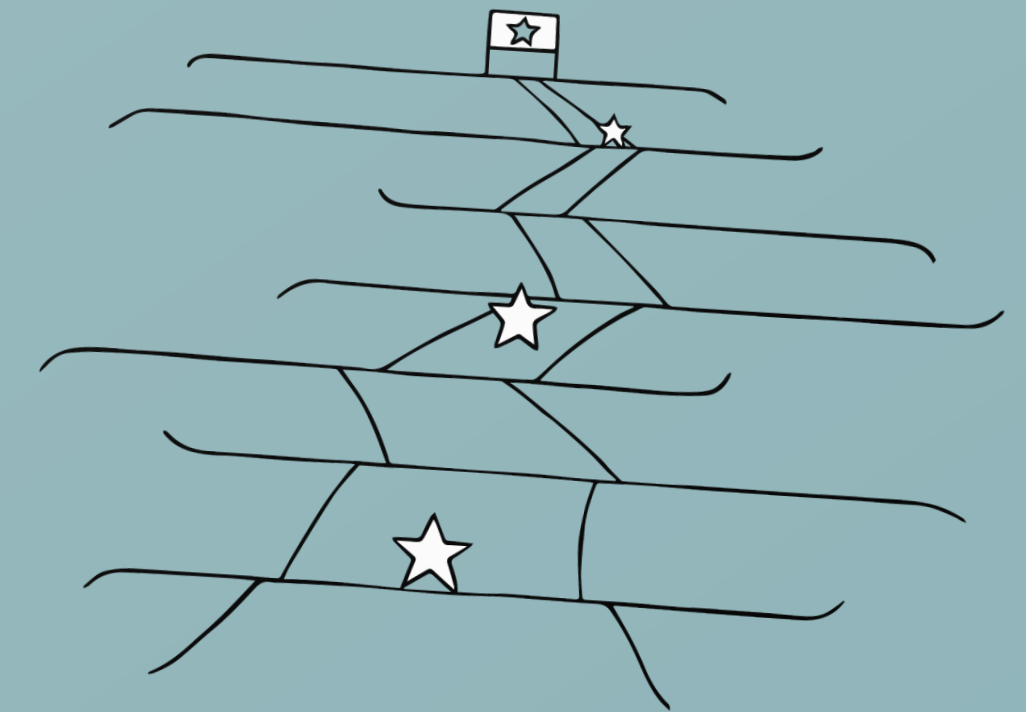
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GAME MECHANICS

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SEE ALSO Set Completion²⁰, Intentional Gaps⁴⁹, Storytelling⁴⁸

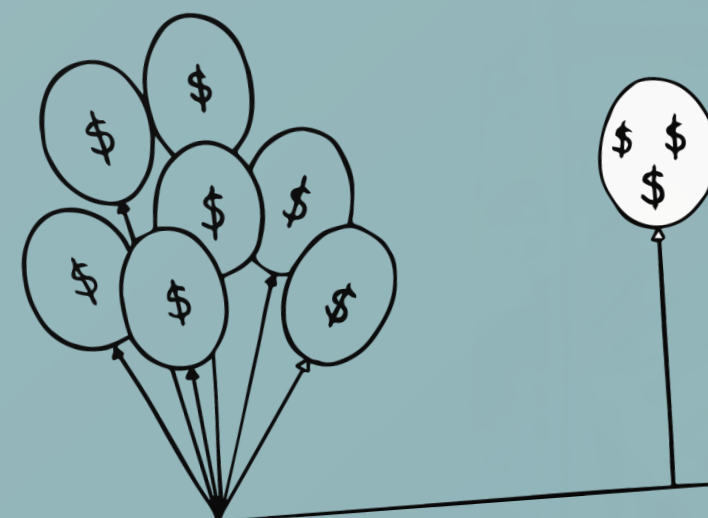


Tangient motivation

LOSS AVERSION

15

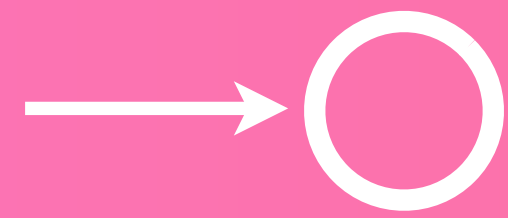
Scarcity



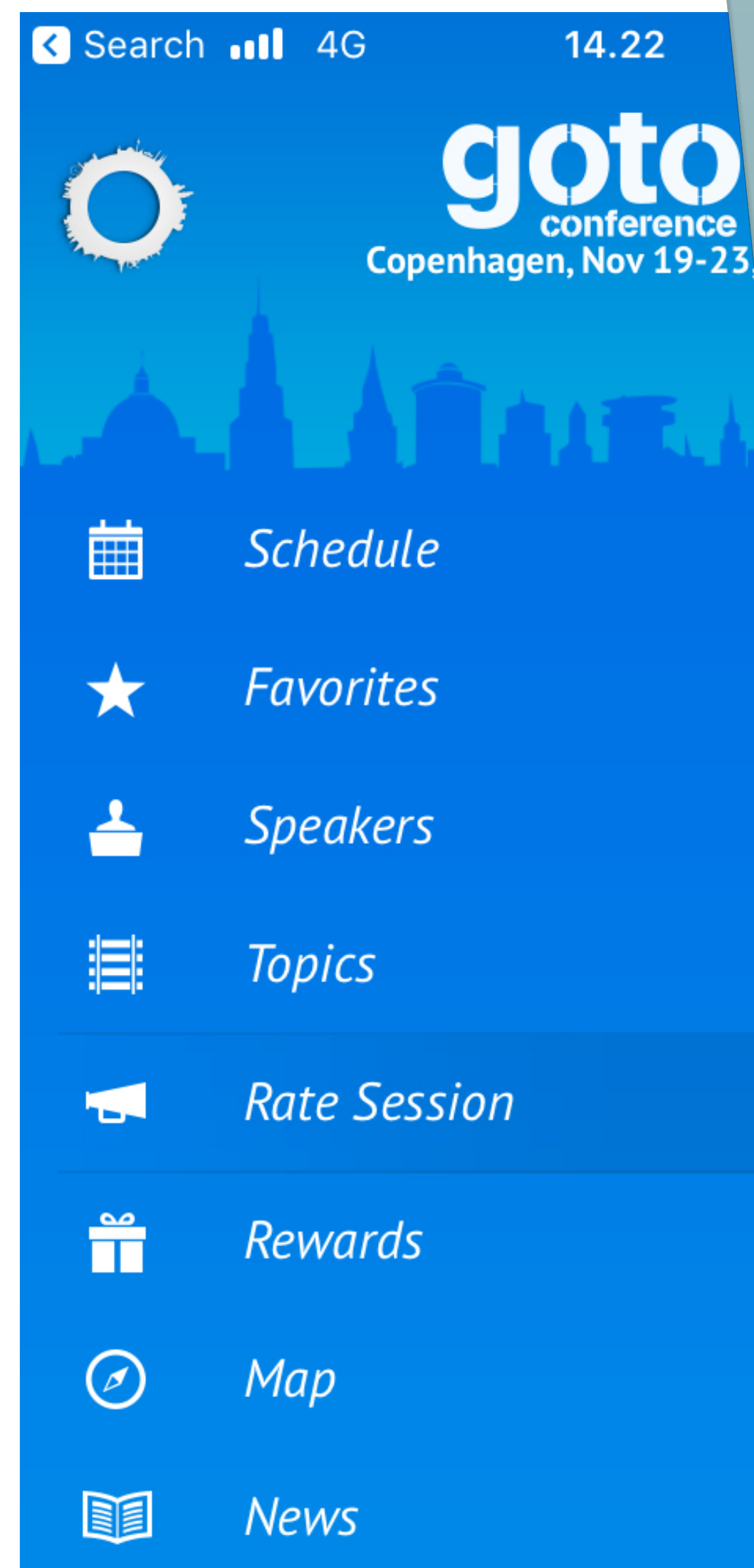
If something is promoted as being scarce, we perceive it as more desirable and more valuable

Scarcity is often used to encourage purchasing behaviors. It prevents customers from taking the time to think and instead pushes them into making a decision immediately. Limit resources, durations, or intervals to make users value an asset more (whether it is a potential purchase or an action which they can carry out).

SEE ALSO Loss Aversion¹², Social Proof¹



Tangient motivation



GAMEPLAY DESIGN

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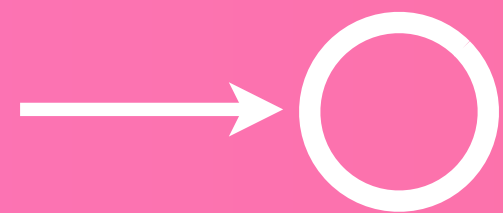
Rewards

Use rewards to encourage continuation of wanted behavior

The activity level of users is a function of how soon they expect a reward to be given. The more certain they are that something good or interesting will happen soon, the more activity they will produce. Rewards can be praise, virtual goods, redeemable points, reputation, status, powers, new features, or something else.

SEE ALSO Delighters⁶⁰, Sequencing³⁴, Periodic Events⁴⁵





Tangient
motivation



Reward expected

Activity level

Soon

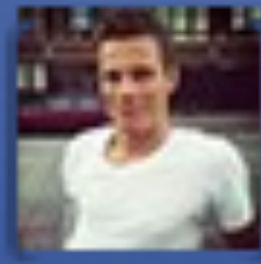
High

Long way from now

Low

Fixed reward

We know when it's coming



Anders

Home



1

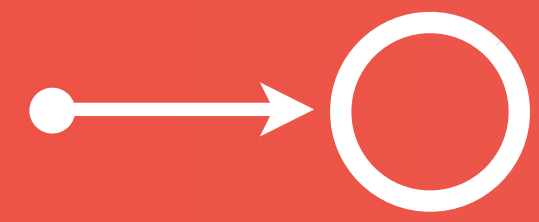


1



Variable rewards

Timing is randomised



Extrinsic motivation

External incentives motivate the intended behavior

Staying in love

Source: Sebastian Deterding

→ ○

Extrinsic motivation

Collective activity for Smart.fm yesterday



Study Leaders

Items mastered last 7 days

1		mitsuwo 2,753
2		exquisite-kiyomizu 1,932
3		Taecup 1,110
4		liora 1,079
5		Guitarff 981
6		sayori 964
7		Aunuki 926
8		im1947im 910
9		francedelayefortin 903
10		0-9999 897

Creation Leaders

Items created last 7 days

1		VirusFM 355
2		hamasukezan 271
3		cadair91 270
4		paskem 256
5		hanmabaki 255
6		smartsunshine 246
7		pau1ts 232
8		hazhki 225
9		auask 210
10		voy 205

Recent Comments on Goals

	SBC Y10 Family The one word list, it's just Kazoku LOL
	Chinese Characters: Drill Beta Drill Beta is a worthwhile exercise. However the must be ina...
	Korean Alphabet - H Why aint the "signs" works with japanese
	SBC Y11 Eating and shame tom
	SBC Y11 Eating and whasup? ;D
	Russian 1000 Most Common Words the course doesn't talk to me, i do not seem to hear the russian be...
	JR山手線 you should include the real train voice for station names. They are...

GAME MECHANICS

59

Achievements



We are engaged by activities in which meaningful achievements are recognized

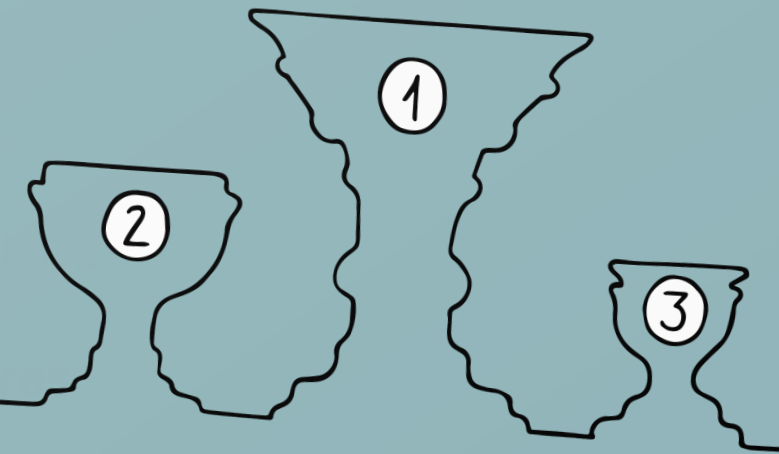
What challenges and desired behavior do you have in place and how are they linked to achievements? We are motivated by achievements of personal or social significance. In gaming, achievements are shown through points, badges, and levels; in other contexts through promotions, memberships, privileges, and acquisitions.

SEE ALSO Rewards⁵⁰, Self-Expression⁵⁰, Endowment Effect¹³

COMMUNITIES

23

Competition



We strive to attain things that cannot be shared

Competition is a great mechanism to provide incentives for self-improvement. Consider what people might be competing for within your system: attention or resources? Competition can be among individuals or groups, and goals can be opposing, shared, or even complementary.

SEE ALSO Status⁵⁶, Reputation⁹, Loss Aversion¹², Social Proof¹, Feedback Loops³⁹

→ ○

Extrinsic motivation

Badges

general

tags

As you use Stack Overflow to ask and answer questions, you'll earn badges, which appear on your user page and in your user card.

• Altruist × 577

First bounty you manually awarded on another person's question

• Announcer × 314

Shared a link to a question that was visited by 25 unique IP addresses in 3 days

• Autobiographer × 45292

Completed all user profile fields

• Benefactor × 5403

First bounty you manually awarded on your own question

• Beta × 2582

Actively participated in the Stack Overflow private beta

• Booster × 22

Shared a link to a question that was visited by 300 unique IP addresses in 4 days

• Citizen Patrol × 16865

First flagged post

• Civic Duty × 7864

Voted 300 or more times

• Cleanup × 6377

First rollback

• Commentator × 68302

Left 10 comments

• Convention × 556

10 posts with score of 2 on meta

• Copy Editor × 130

Edited 500 posts

• Critic × 41527

First down vote

• Deputy × 309

Achieved a flag weight of 500 by [reviewing](#) and flagging appropriately

• Disciplined × 2437

Deleted own post with score of 3 or higher

• Editor × 142360

First edit

• Electorate × 823

Voted on 600 questions and 25% or more of total votes are on questions

Legend

• Gold Badge

Gold Badges are rare. You'll have to actively work toward these. They're something of an accomplishment!

GAME MECHANICS

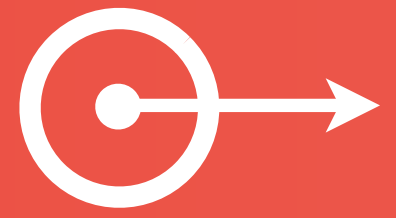
59

Achievements

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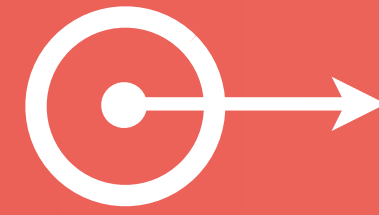
SEE ALSO [Rewards⁵⁰](#), [Self-Expression⁵⁸](#), [Endowment Effect¹³](#)



Intrinsic motivation

An activity is in and of itself motivating, it is its own end

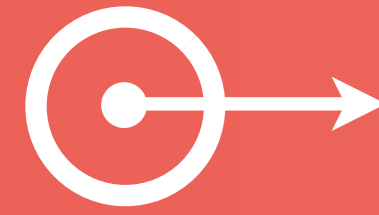
Staying in love



Intrinsic motivation

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Staying in love

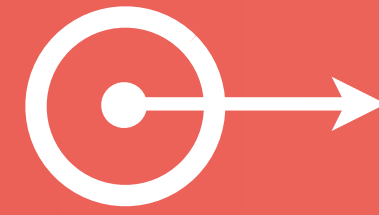


Intrinsic motivation

An activity is in and of itself motivating, it is its own end

Learning challenges

Staying in love



Intrinsic motivation

An activity is in and of itself
motivating, it is its own end

The experience over time

Staying in love

Easy

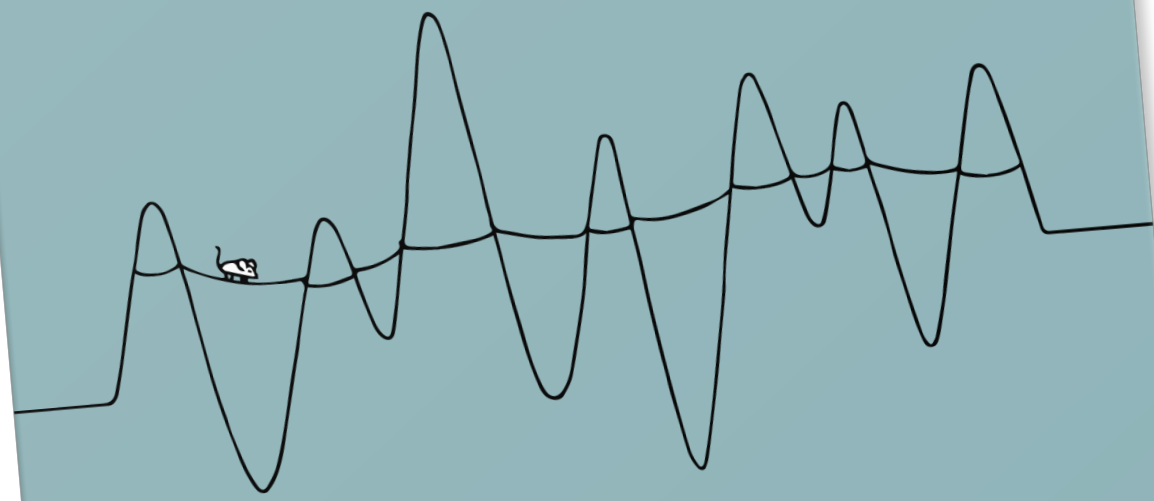
Medium

Hard

Expert

Set difficulty

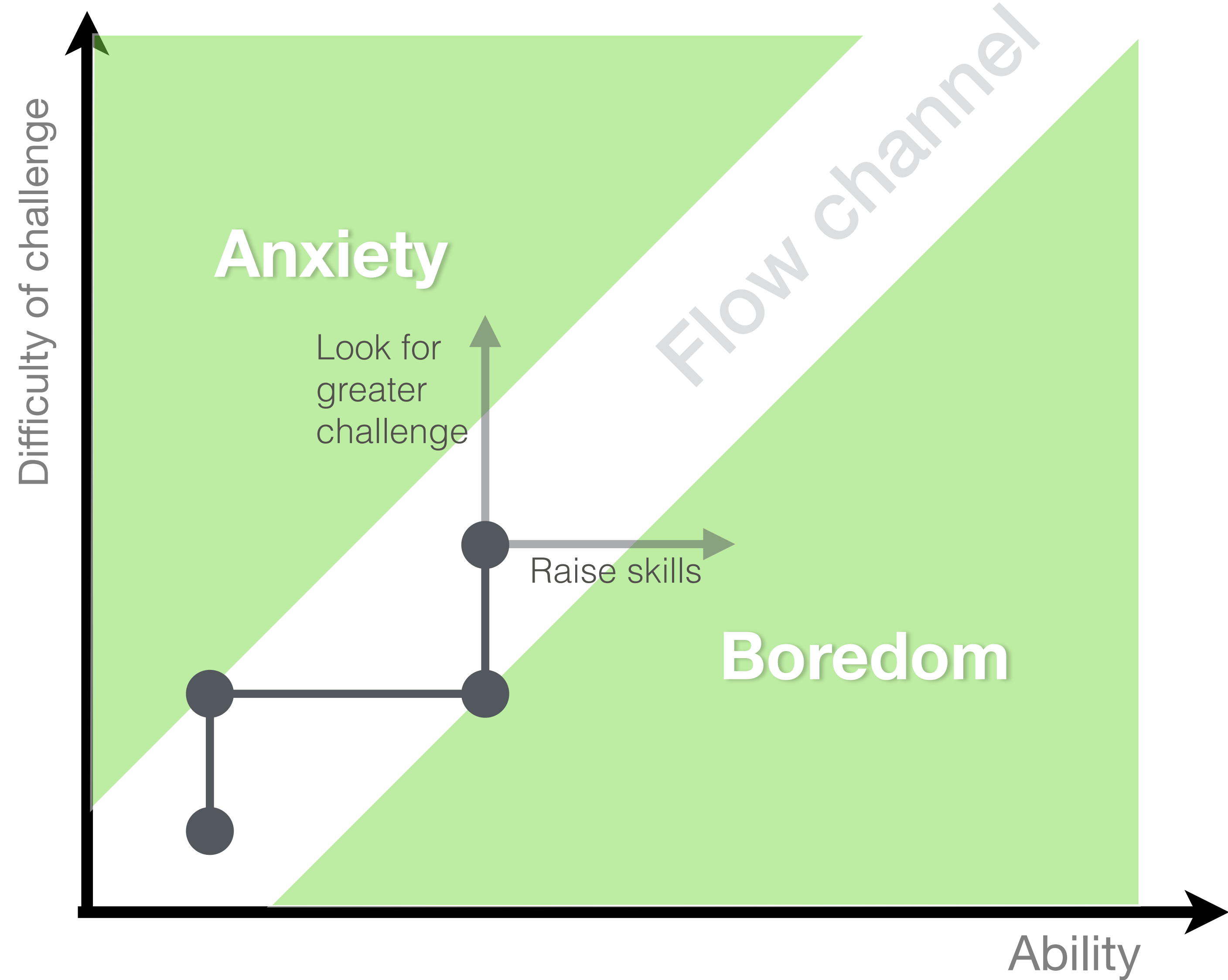
Appropriate Challenges

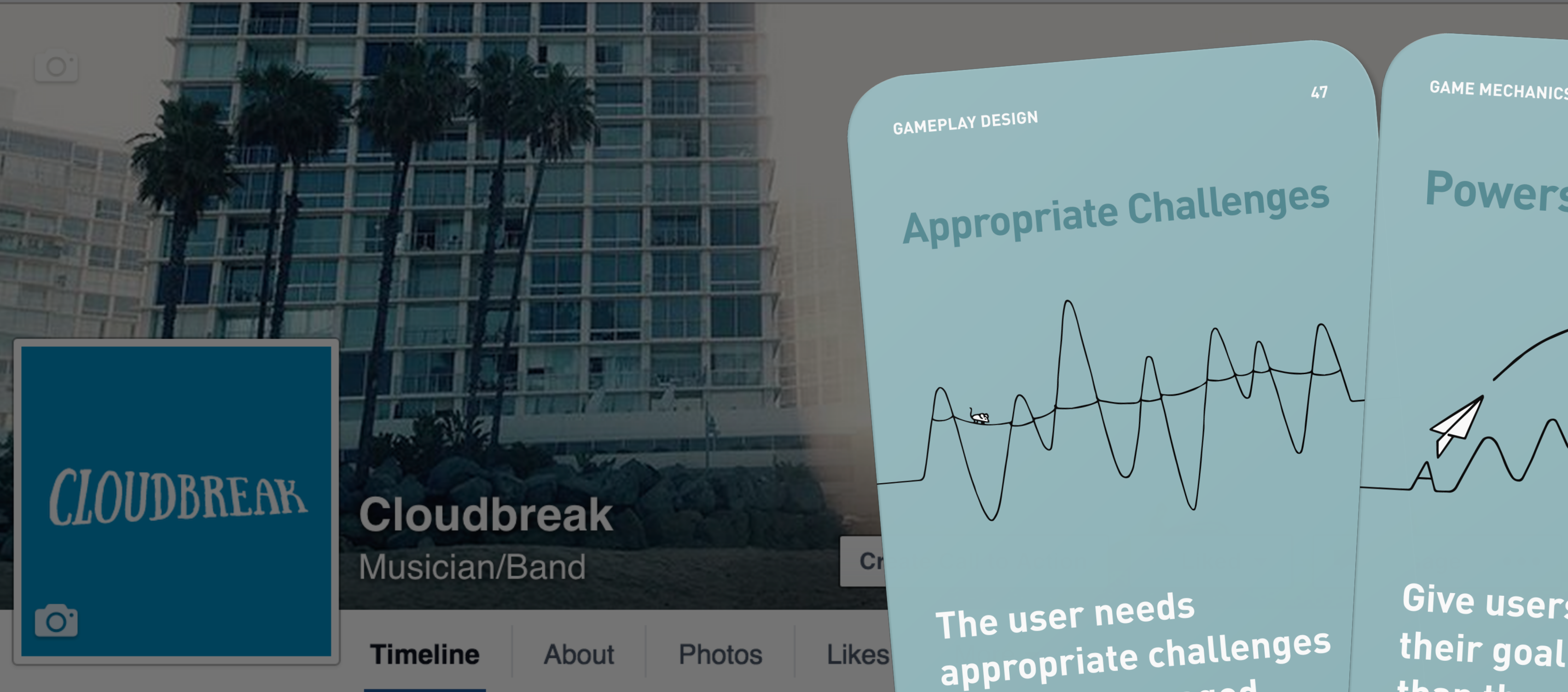
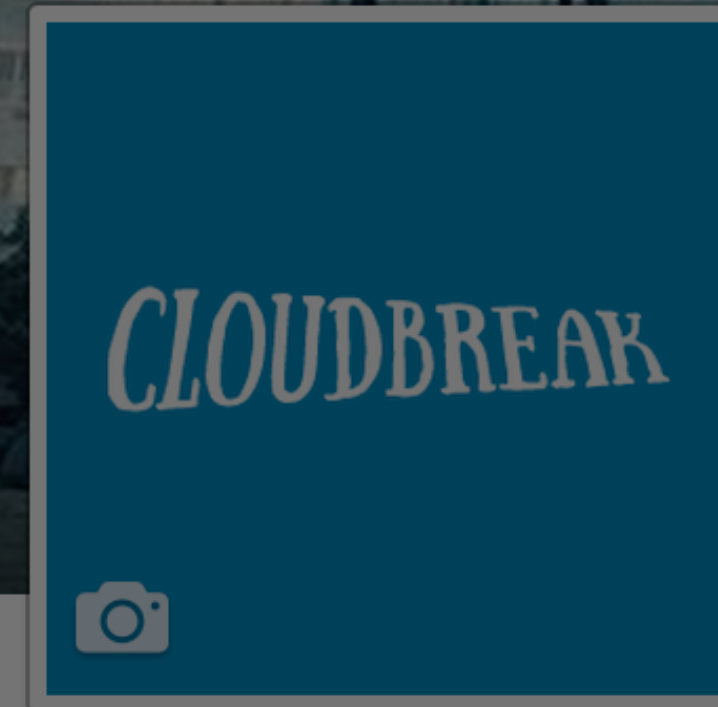


The user needs appropriate challenges to remain engaged

If a challenge is too hard, the user is going to feel stress and anxiety. If the challenge is too easy, the user is going to feel bored. Keep users in flow by ensuring a careful balance between the difficulty curve and the learning curve.

SEE ALSO Curiosity²¹, Set Completion²⁰, Reputation⁹, Competition²³, Feedback Loops³⁹





Cloudbreak
Musician/Band

Timeline

About

Photos

Likes



Invite friends to like this Page



Reach a new milestone
100 Likes

Promote Page

ABOUT



Status



Photo



Write something



Cloudbreak at DROTHINN

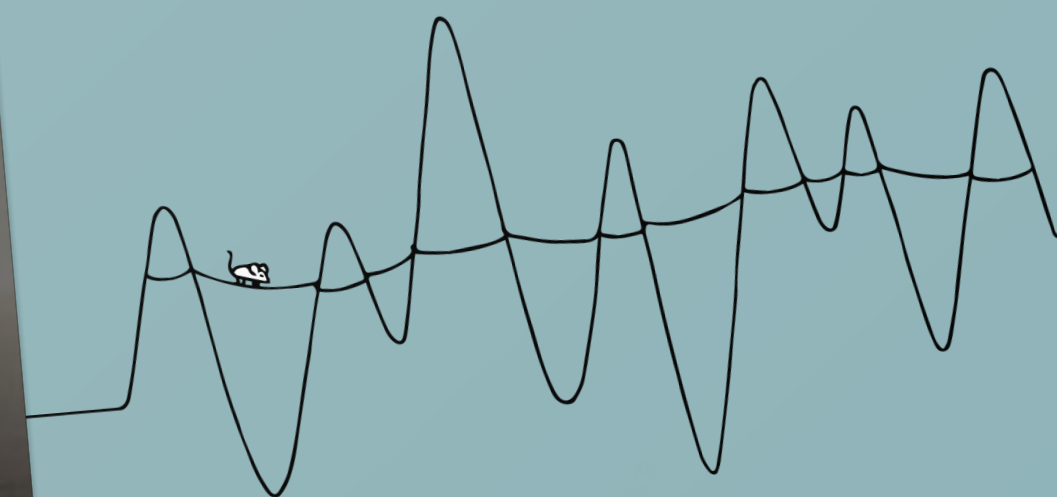
Written by Jakob Lindehammer Sørensen [?] · 9 hrs · 🌐

Tak for i aften - det var fedt, I kiggede forbi 😊 her er åbningsnummeret "Aisle"

GAMEPLAY DESIGN

47

Appropriate Challenges



The user needs appropriate challenges to remain engaged

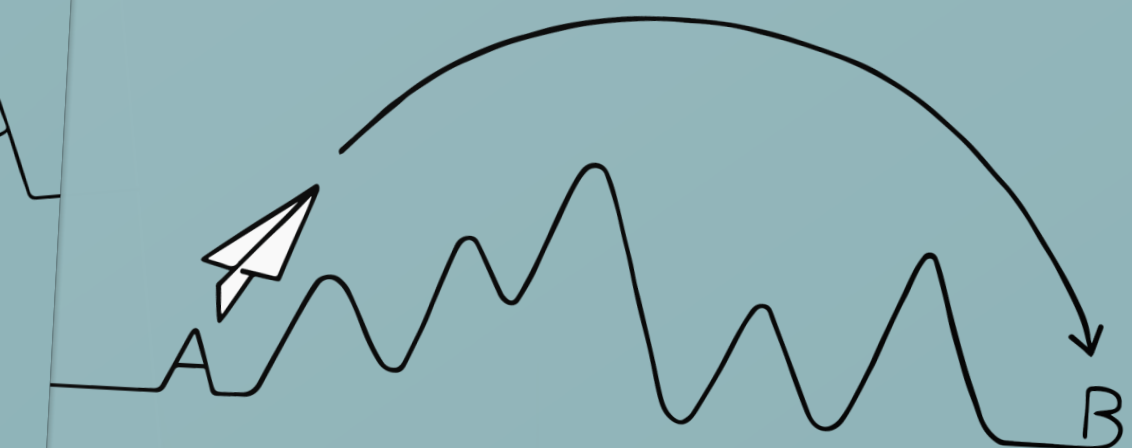
If a challenge is too hard, the user is going to stress and anxiety. If the challenge is too easy, the user is going to feel bored. Keep users in flow by ensuring a careful balance between the difficulty of the challenge and the user's skill level.

SEE ALSO Curiosity²¹, Set Completion²⁰, Reputation⁹, Competition²³, Feedback Loops³⁹

GAME MECHANICS

53

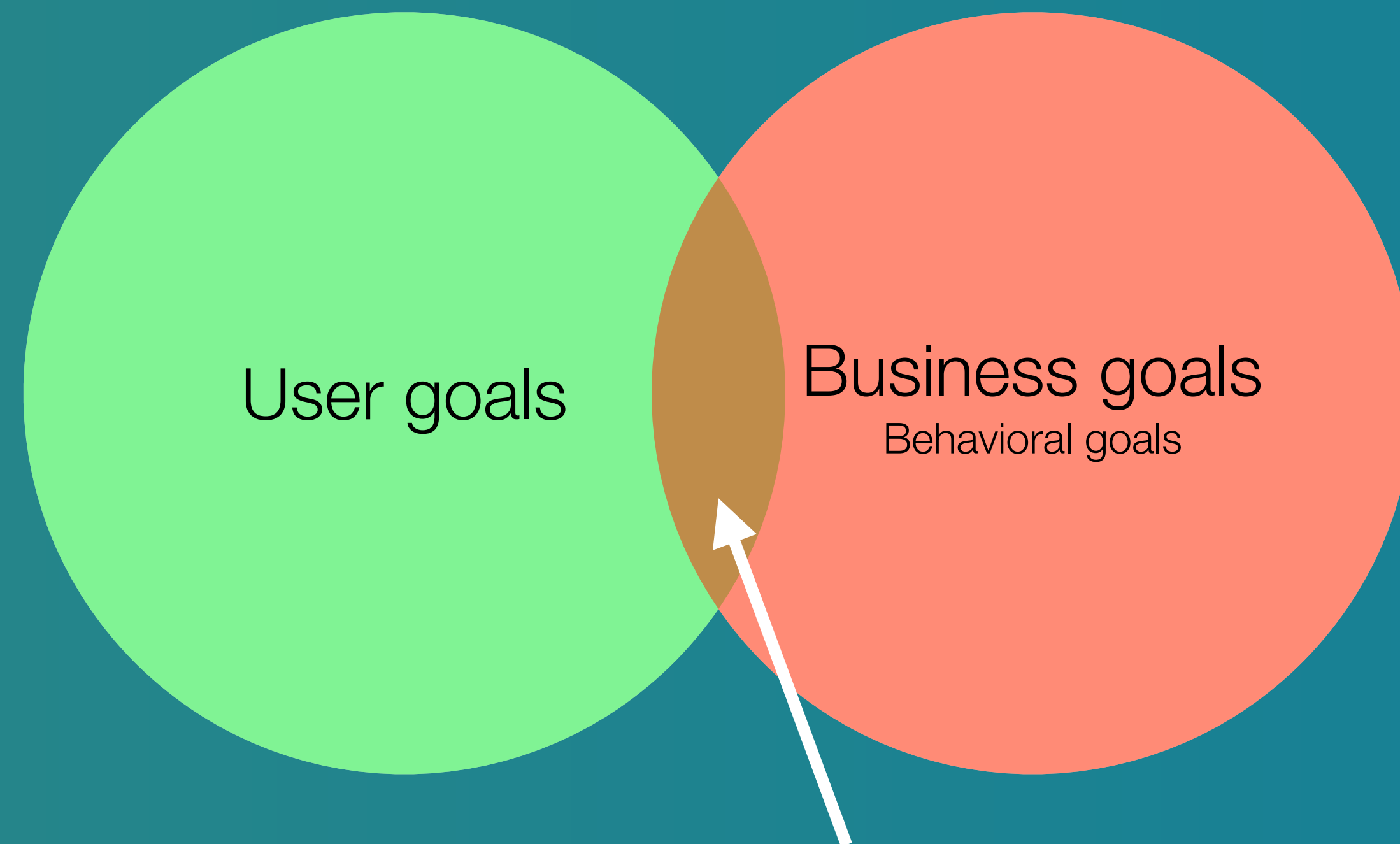
Powers

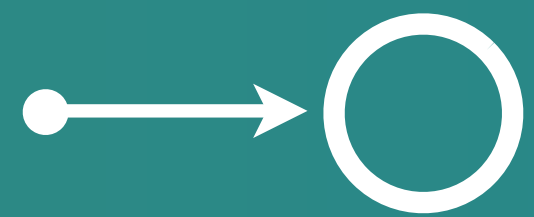


Give users a way to reach their goal more quickly than they could before

Empower users who do good deeds by giving them more powers than normal. Being given special powers, no matter in what form, stirs our sense of reputation and status in a community and sparks and facilitates intrinsically motivated actions.

SEE ALSO Prolonged Play⁵⁴, Unlock Features⁵⁵, Rewards⁵⁰, Status⁵⁶, Reputation⁹

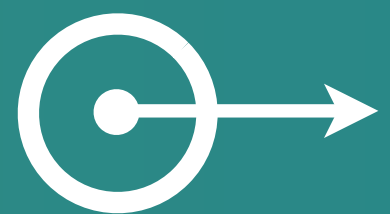




Extrinsic motivation

External incentives motivate the intended behavior

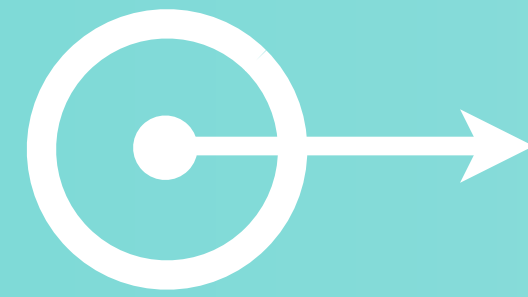
Points, levels, scoreboards, achievements, badges, assignments



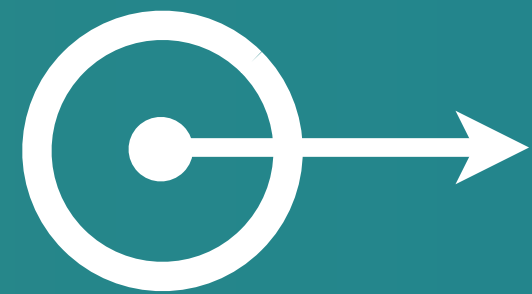
Intrinsic motivation

An activity is in and of itself motivating, it is its own end

Reputation & identity, social proof, surprise, status, feedback loops

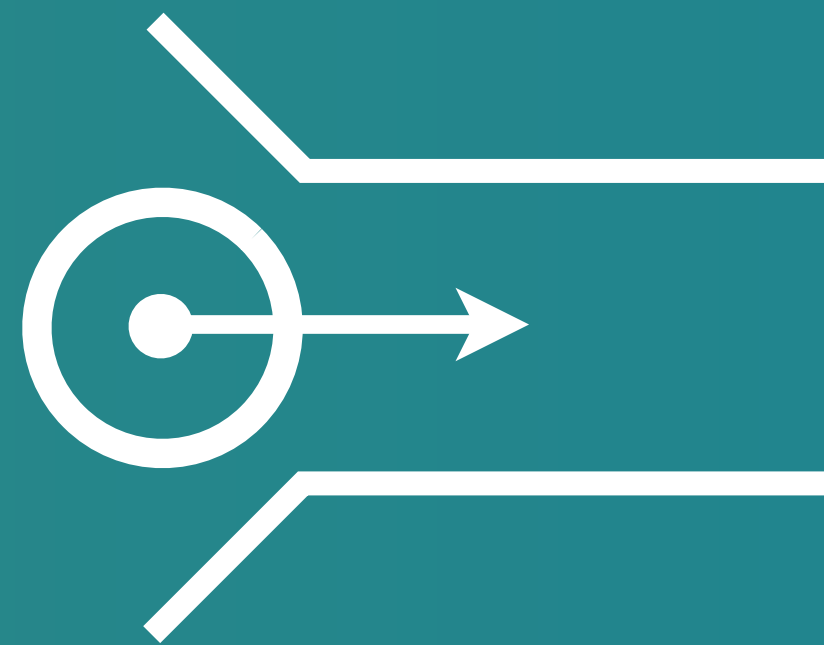


**Intrinsic motivation lies within the user.
Its amplification can be *facilitated by
persuasive design patterns.***



Intrinsic motivation

An activity is in and of itself
motivating, it is its own end



Constraints

Limit possible behaviors,
exclude unwanted behaviors

All-in-one Analytics and Feedback.

Hotjar is a new and easy way to truly understand your web and mobile site visitors.
Identify your hottest opportunities for improvement using:

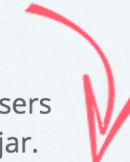


[SIGN UP NOW \(It's free!\)](#)

No credit card



See what our users
say about Hotjar.



PERCEPTION AND COMPREHENSION

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Tunneling

Guiding users through
a process or experience
provides opportunities to
persuade along the way

Close off detours from the desired behavior without taking away the user's sense of control. Tunnel users through a decision-making process by removing all unnecessary functions that can possibly distract their attention from completing the process. The tunnel provides users to information

Create new account

hotjar

Step 1

Step 2

FULL NAME *

e.g. John Smith

EMAIL *

PASSWORD *

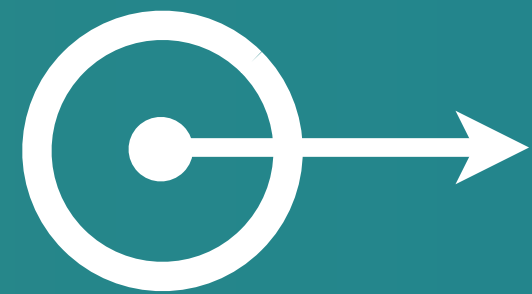
Select a password

ROLE *

Please select...

CONTINUE

[Already have an account? Sign in](#)



Intrinsic motivation

An activity is in and of itself
motivating, it is its own end



Facilitation

Ease the translation of the user's intentions into behaviors and habits

Being seduced

Sign up
problem



Falling in love

First time use
problem



Staying in love

Ongoing
engagement
problem

Being seduced

Persuasive design patterns can be used to seduce users to *sign up* for your product and *start using it*, but you can only facilitate *intrinsic motivation* for real engaged ongoing use.

Falling in love

Staying in love

Facilitation
Persuasion

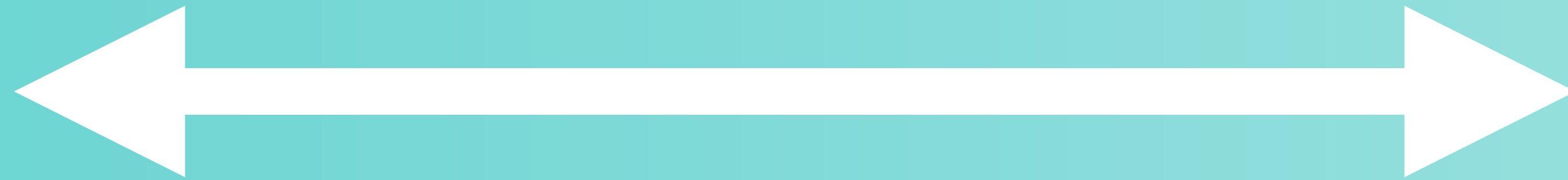


Coercion
Manipulation

**You now
have the power**

Persuasion Continuum

Facilitation
Persuasion



Coercion
Manipulation

**You now
have the power**

What kind of world
do you want to build?



Please

**Remember to
rate this session**

Thank you!

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