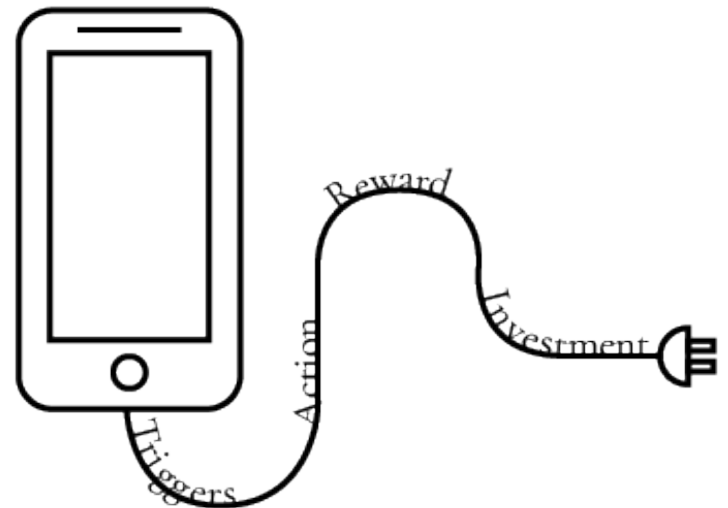


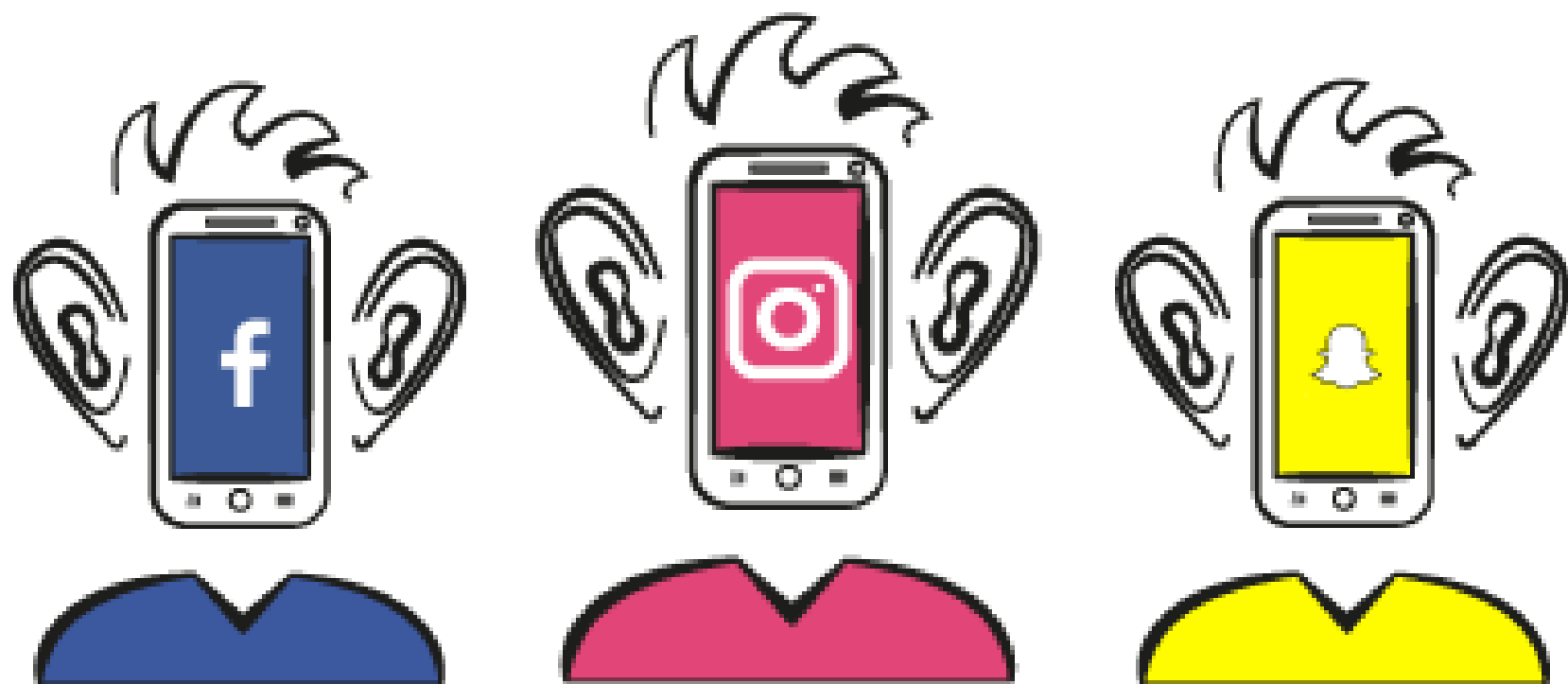


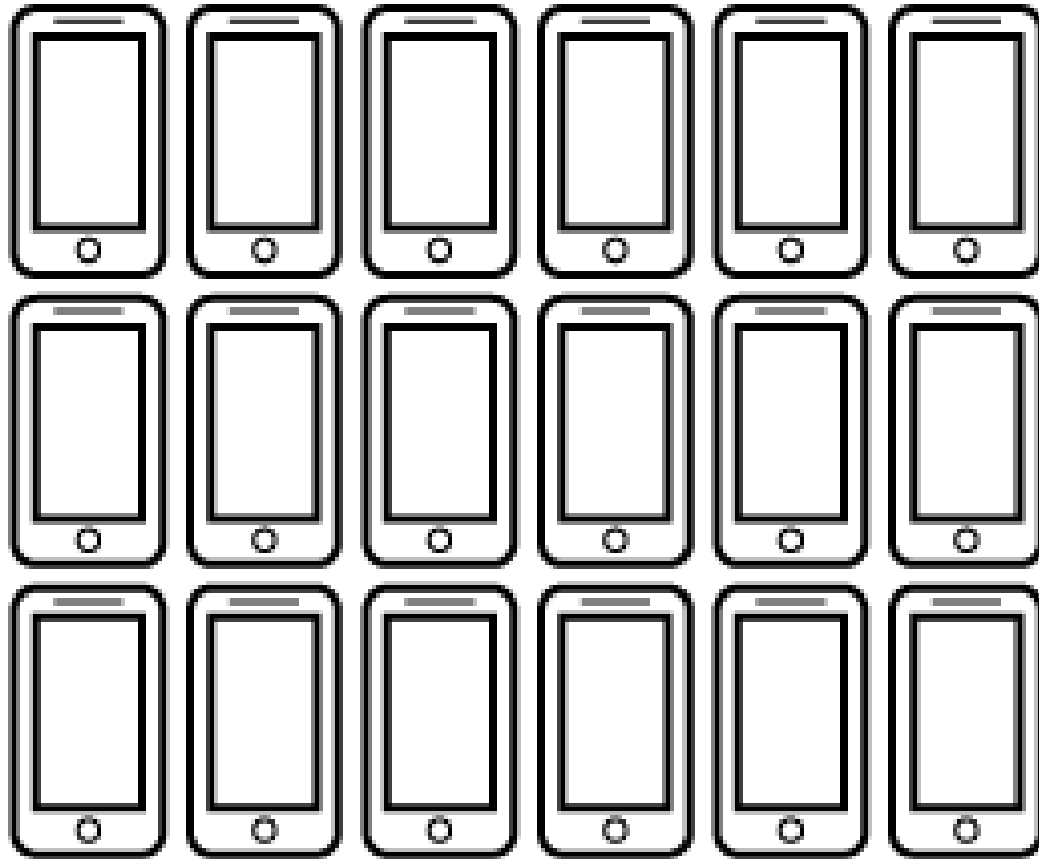
Persuasive Design:

De paradox van de smartphone-detox

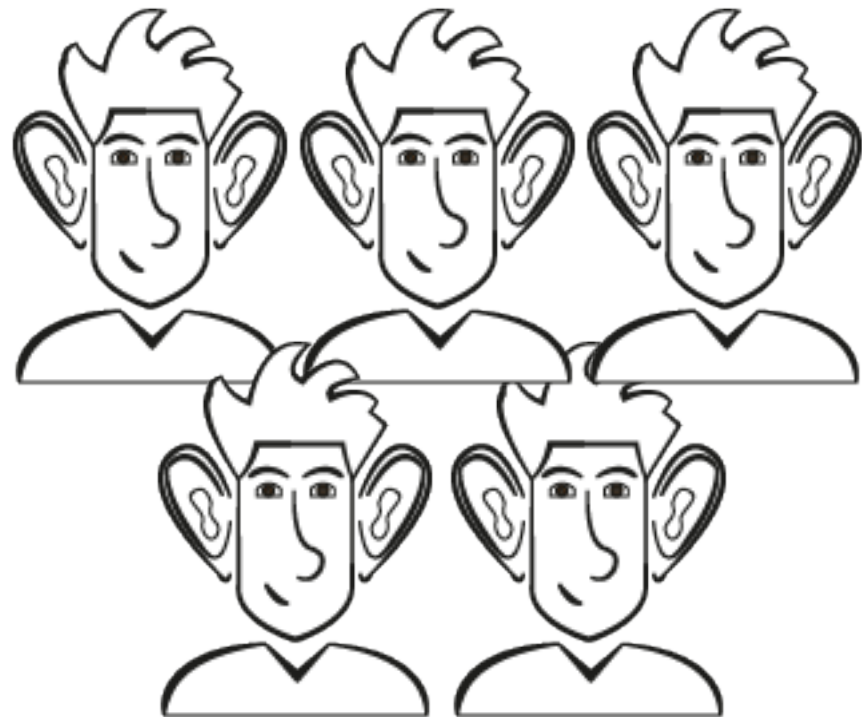








11,1 miljoen Nederlanders



2015



2017



Hoe kan Persuasive design invloed uitoefenen op het gebruikersgedrag van de smartphone / social media, met het uiteindelijke doel het gebruik hiervan te verminderen?



Persuasive Design:

‘Ontwerpen om houding en gedrag van de gebruikers te veranderen door middel van overreding en sociale invloed.’



Begrijpen *hoe* we verslaafd worden

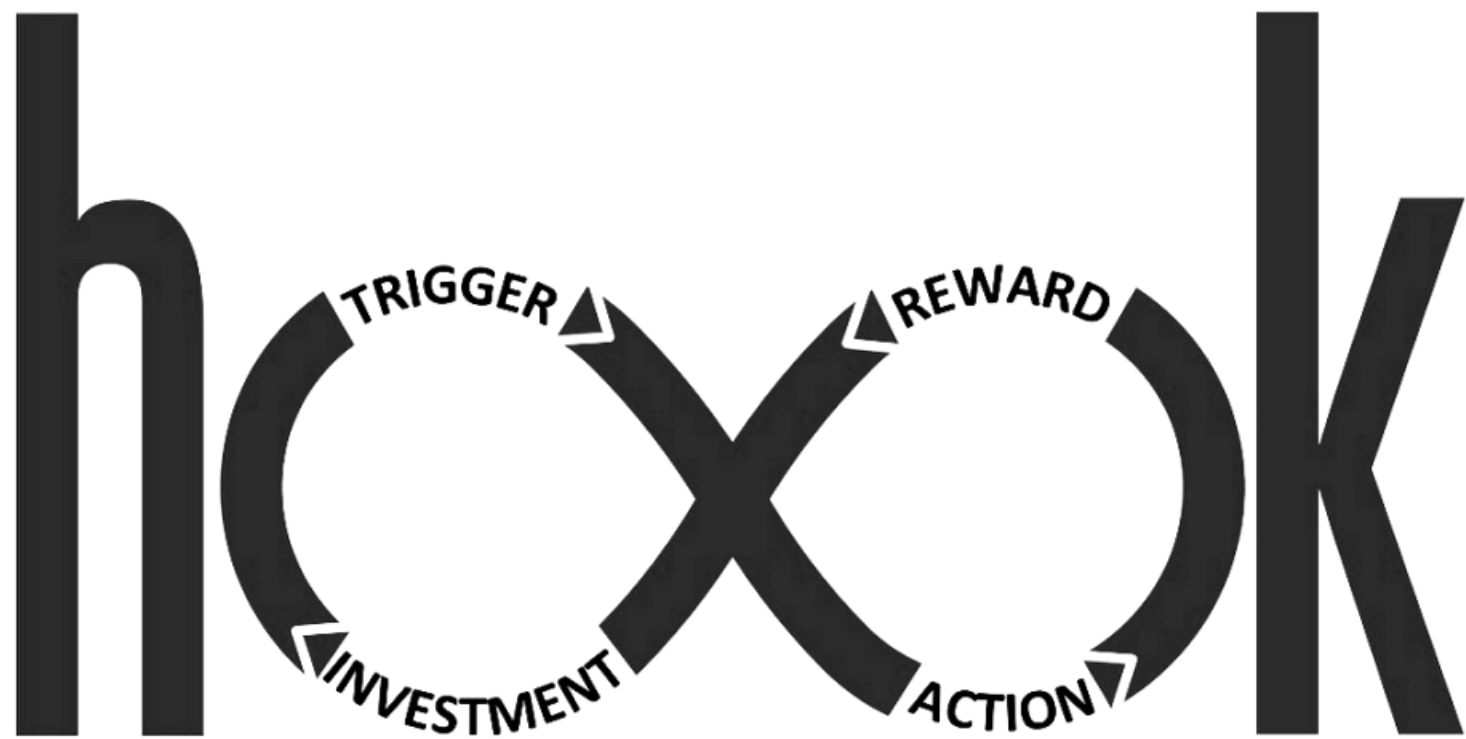


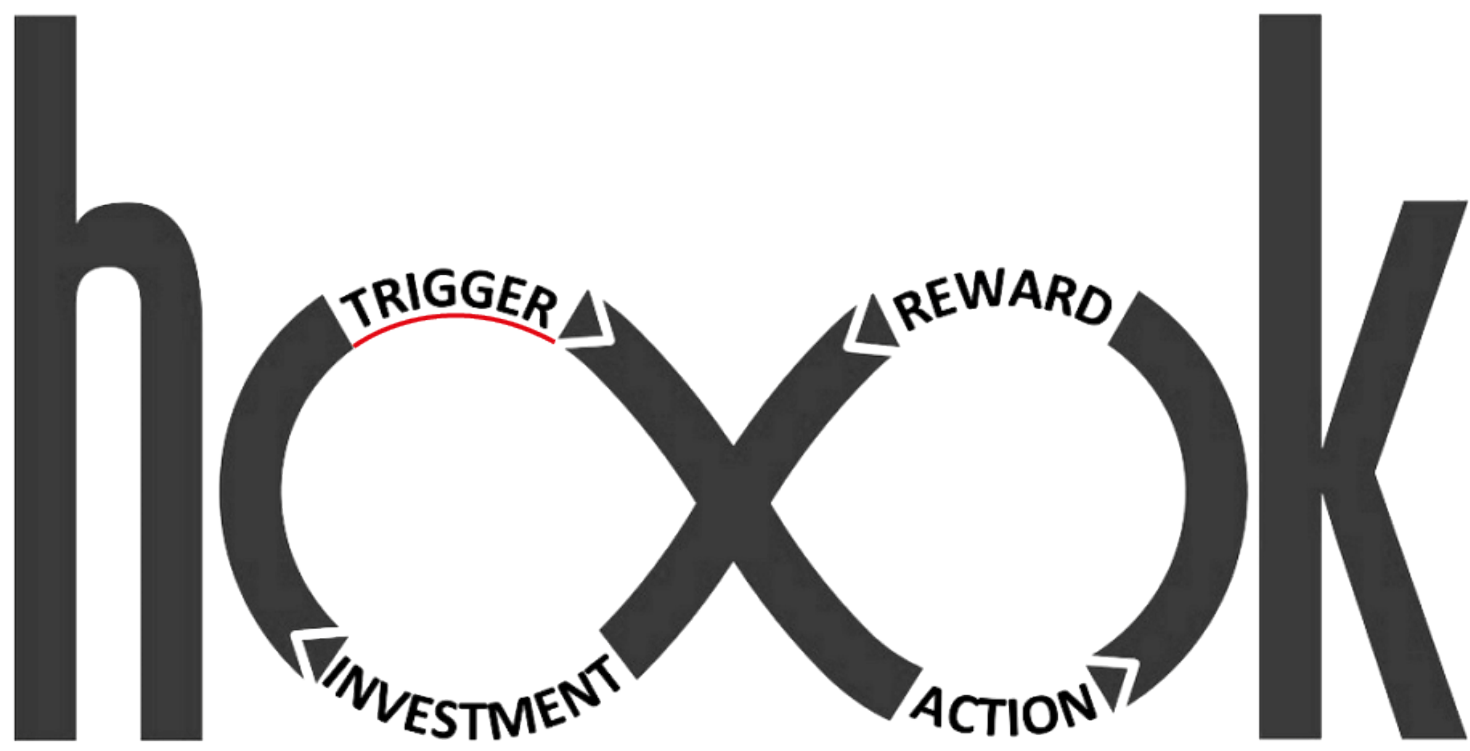


The Hook:

“An experience designed to connect the user’s problem to your solution, with enough frequency to form a habit”

- Nir Eyal



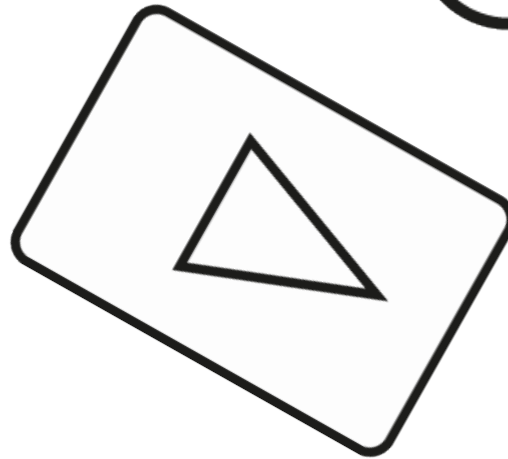




Externe triggers

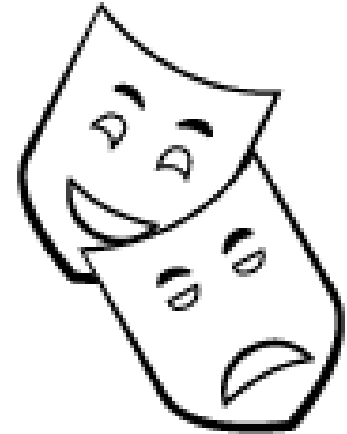
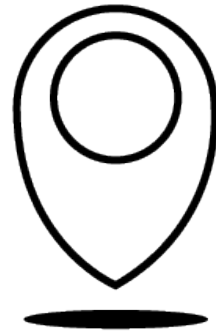
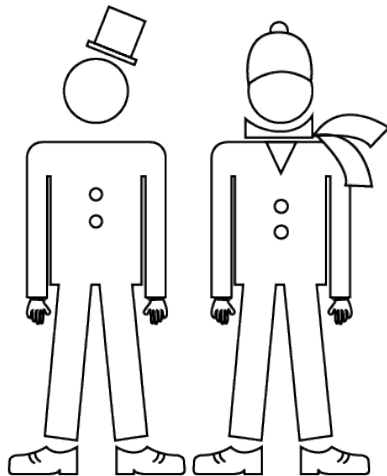
Reserveer nu

Betalen



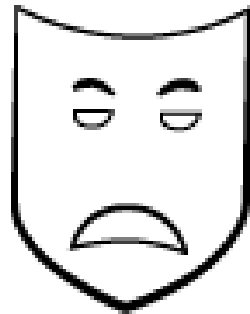


Interne triggers





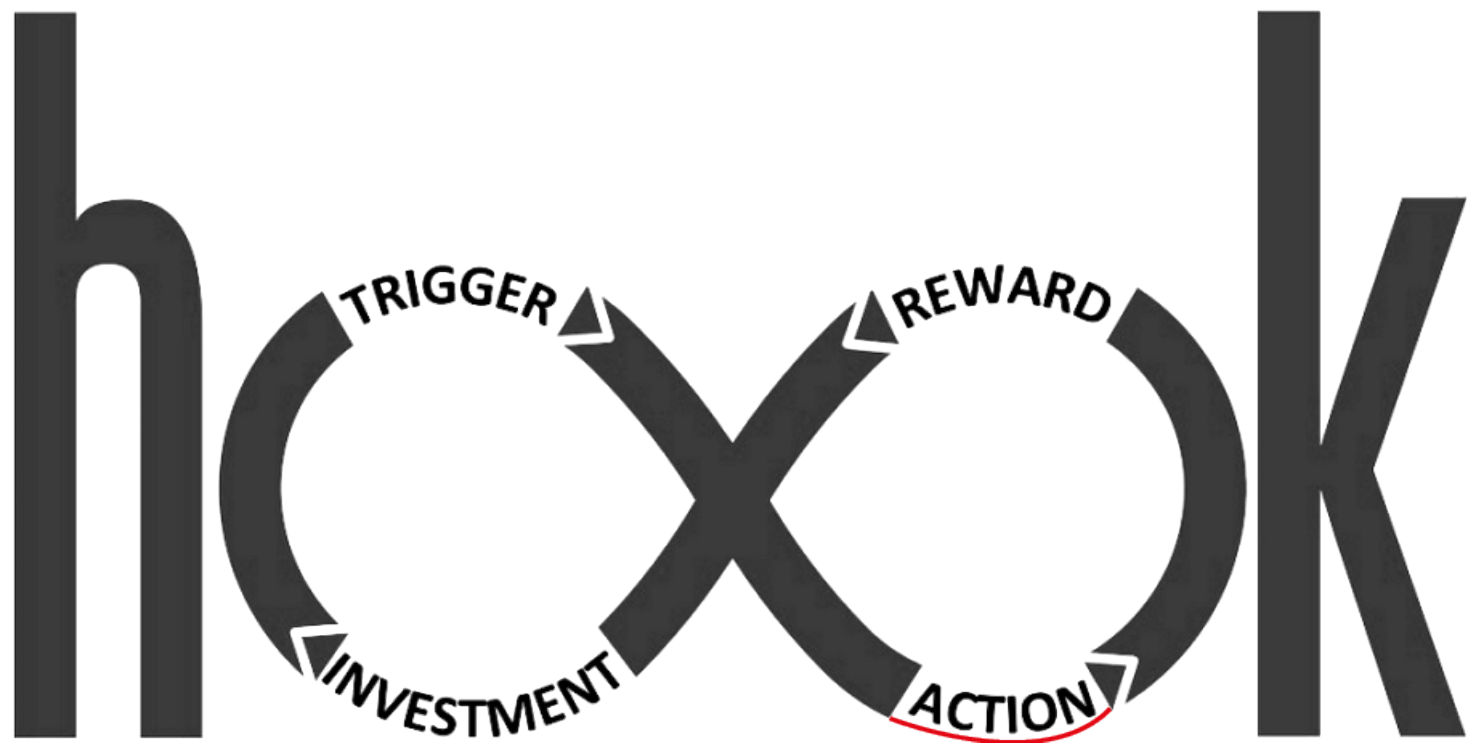
Emoties



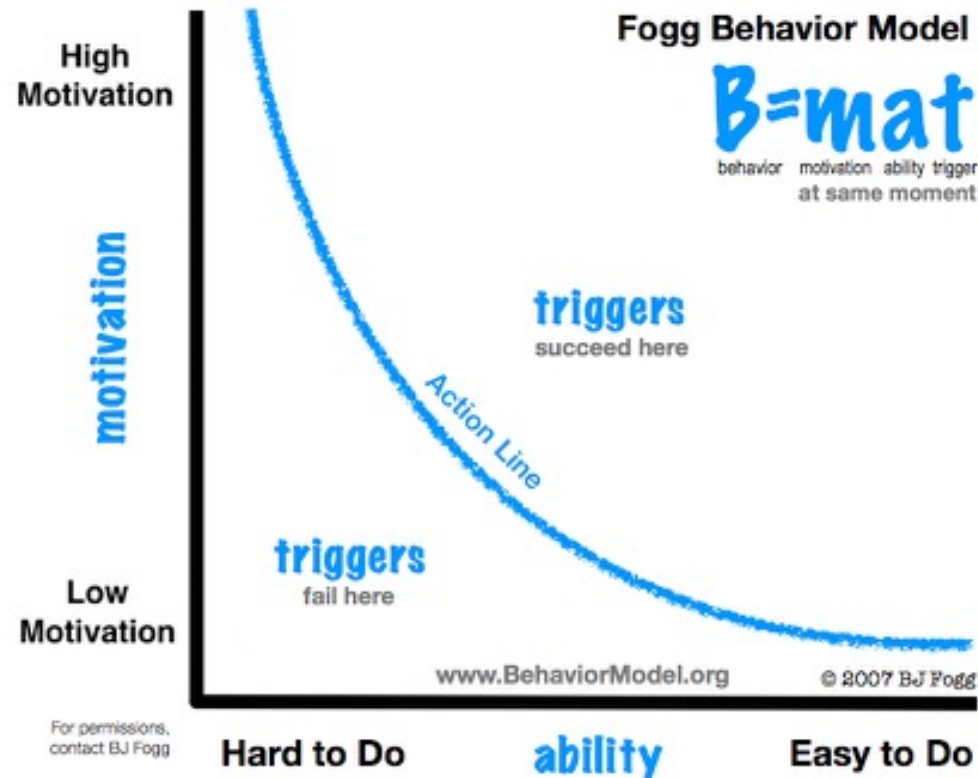
Volgende stap?



Mensen met depressie grijpen sneller naar de smartphone



BJ Fogg Behaviour model





Behaviour = Motivation, Ability + Trigger



Behaviour = Motivation, Ability + Trigger

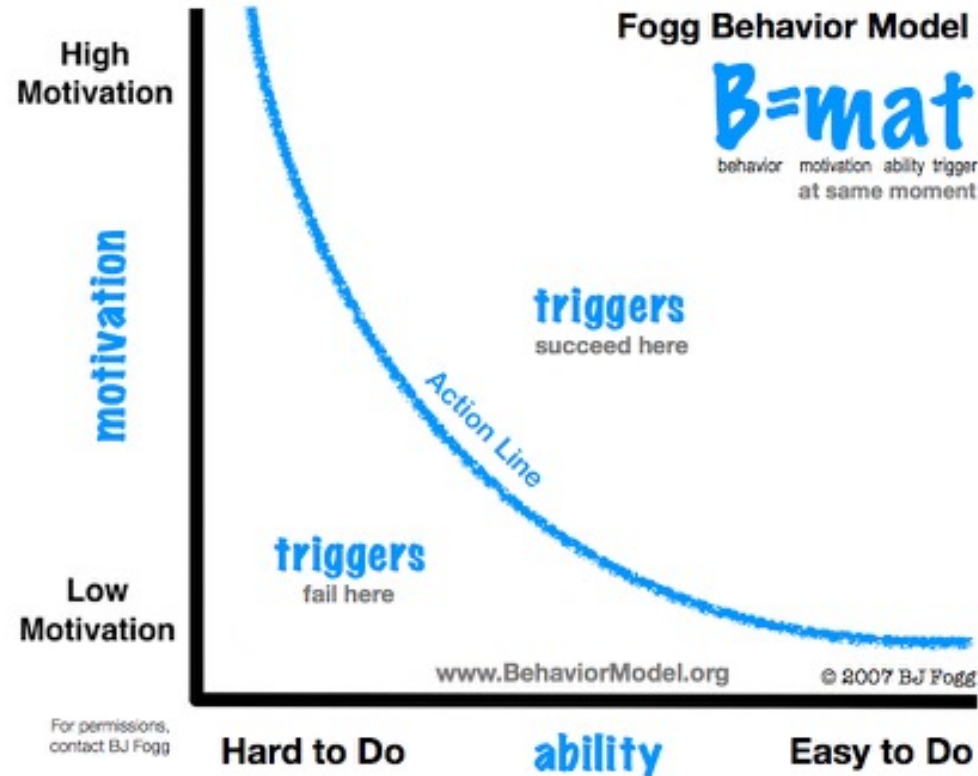


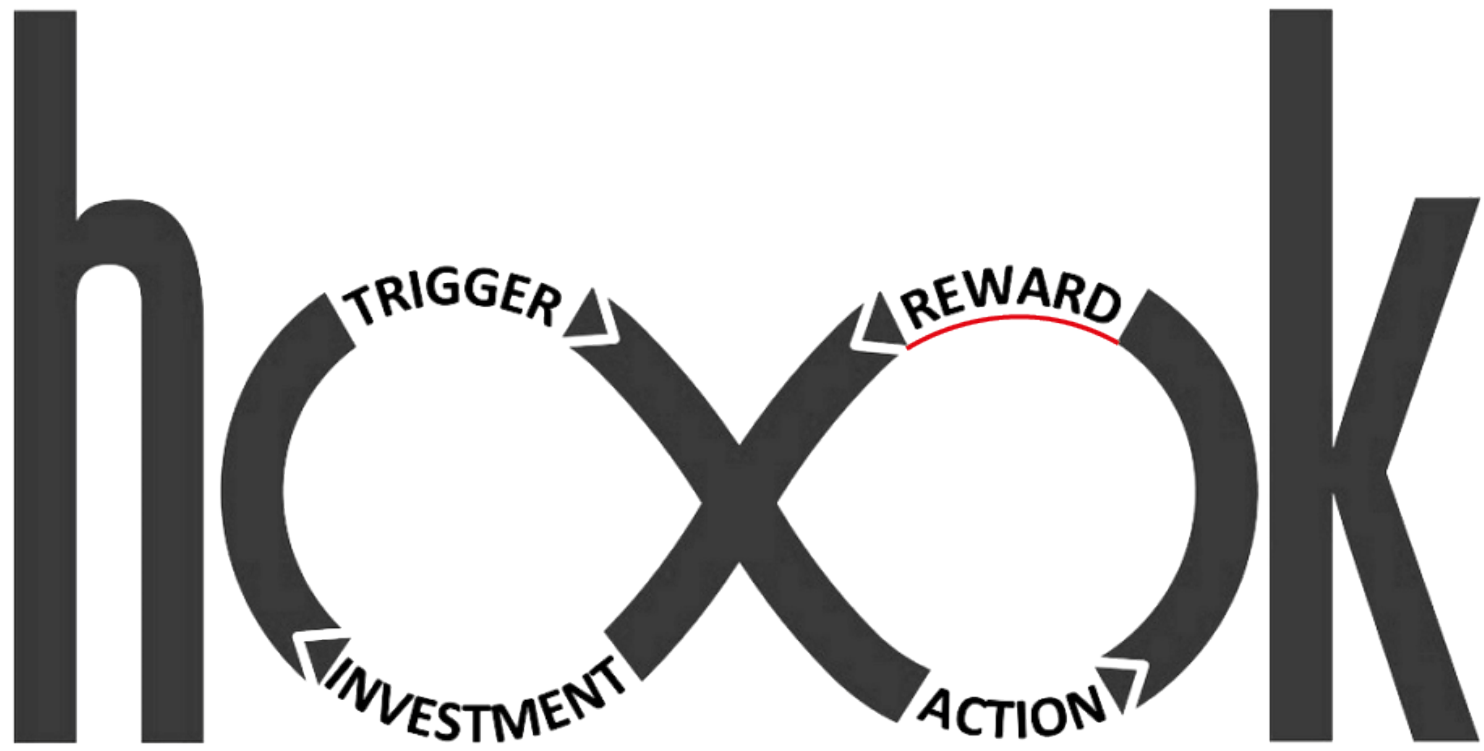
Behaviour = Motivation, Ability + Trigger



Behaviour = Motivation, Ability + Trigger

BJ Fogg Behaviour model







A

P



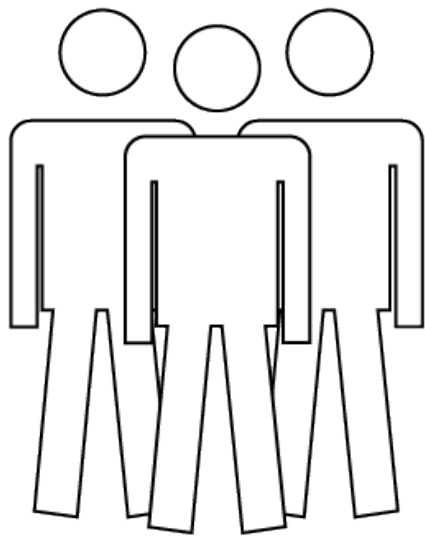


*“De nucleus accumbens is het genotcentrum
in het brein en wordt in dit geval actief
wanneer we naar iets verlangen”*

- Dr. Roeland Dietvorst



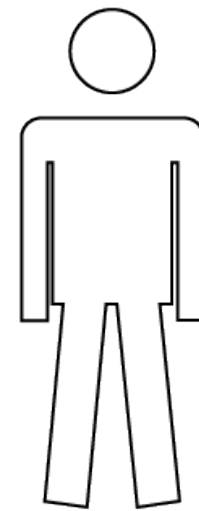
Supercharge de nucleus accumbens



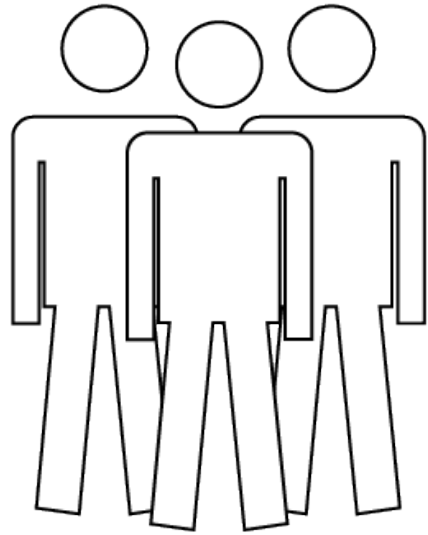
Tribe



Hunt



Self



Tribe

Empathie

Facebook

Likes

Samenwerking

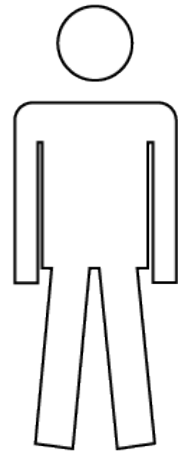


Hunt

Scrollen

Pinterest

Twitter



Self

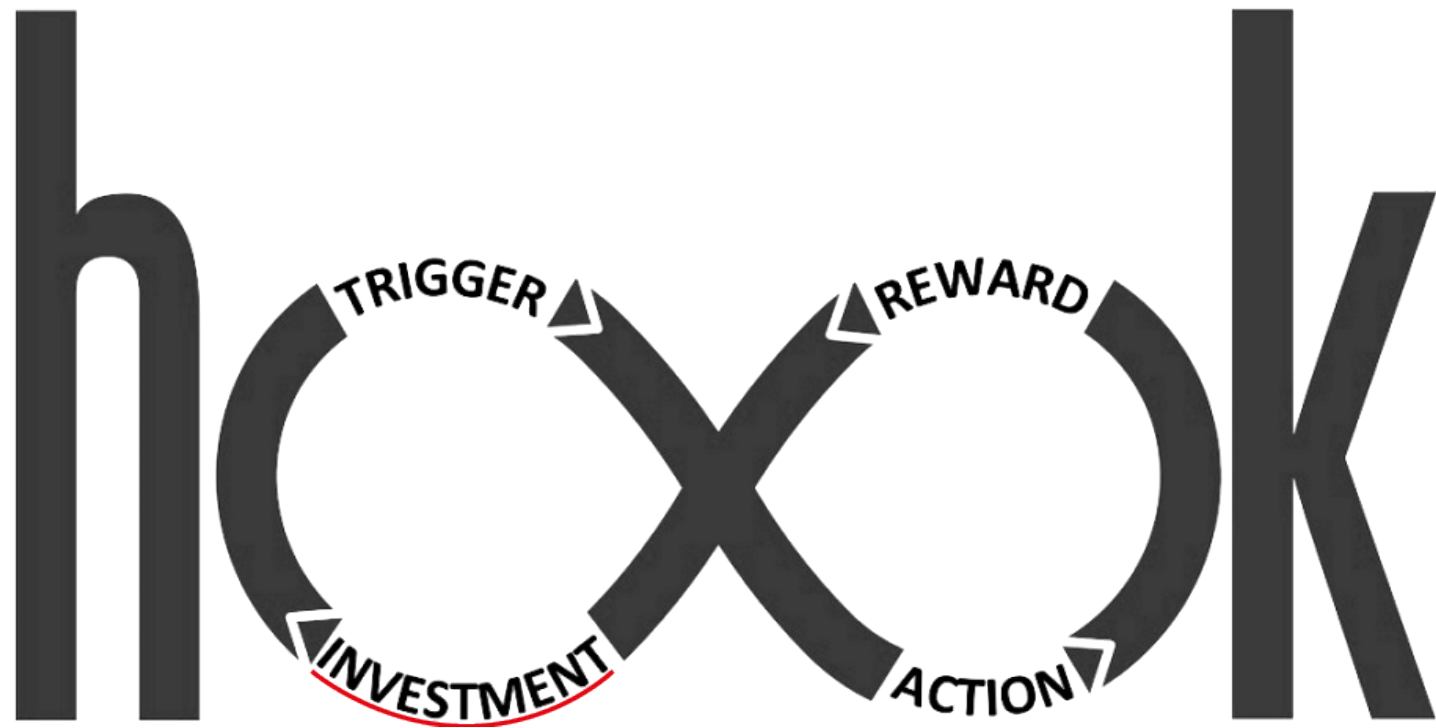
Spelletjes

Code Cademy

Nieuwe email



1. *Liken = goed gevoel*
2. *Veel contacten = goed gevoel*
3. *Niet online = vervelend*
4. *Fear Of Missing Out*
5. *Meteen willen kijken*





“Hoe intensiever gebruikers tijd en moeite steken in een product of dienst, hoe meer waarde ze eraan hechten”

- Nir Eyal



Voorbeeld



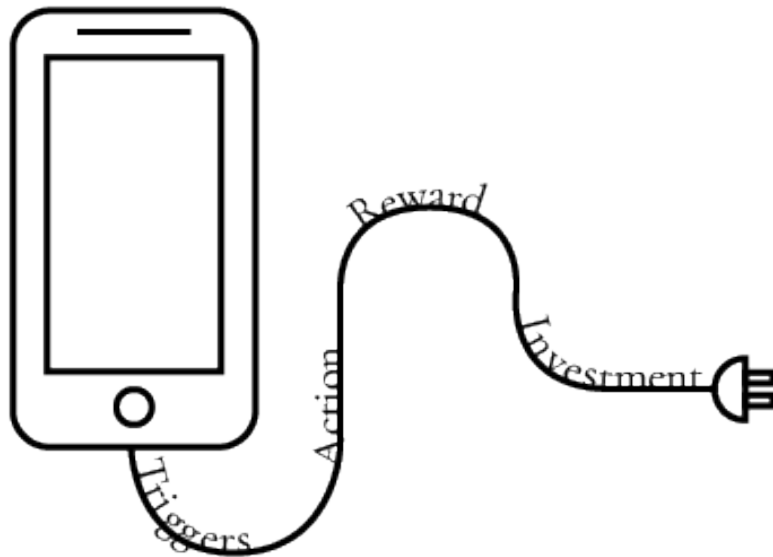
Hoe kan Persuasive design invloed uitoefenen op het gebruikersgedrag van de smartphone / social media, met het uiteindelijke doel het gebruik hiervan te verminderen?



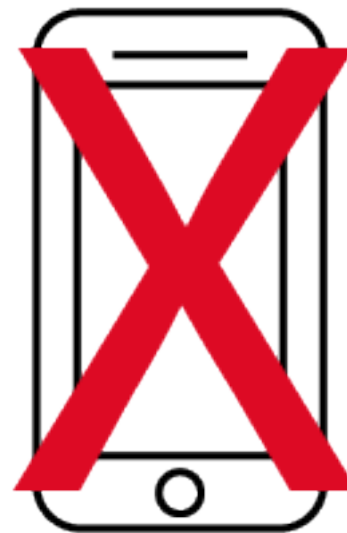
Begrijpen *hoe* *we* *ervan* *af* komen



Elementen uit het Hook model verwijderen



*Verwijder de
Trigger!*







*Producten ontwikkelen om de gewoonte/verslaving
tegen te gaan*

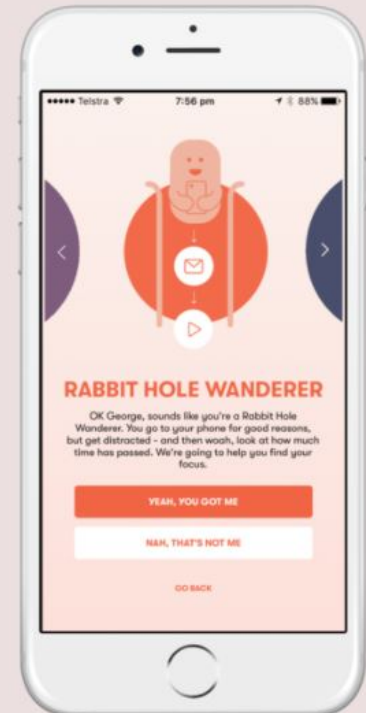


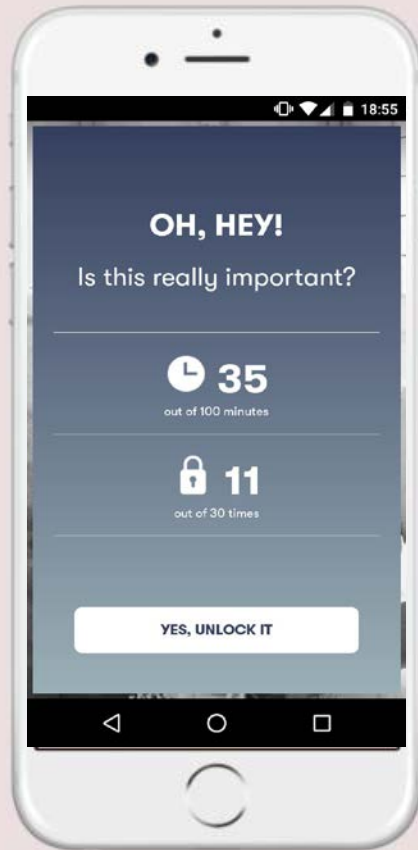
Space



UNDERSTAND YOUR EMOTIONAL TRIGGERS

Start by taking our quiz to understand what type of phone user you are and why you might be reaching for your phone. We'll help you to think positively about how your phone might enhance your life, rather than control it.





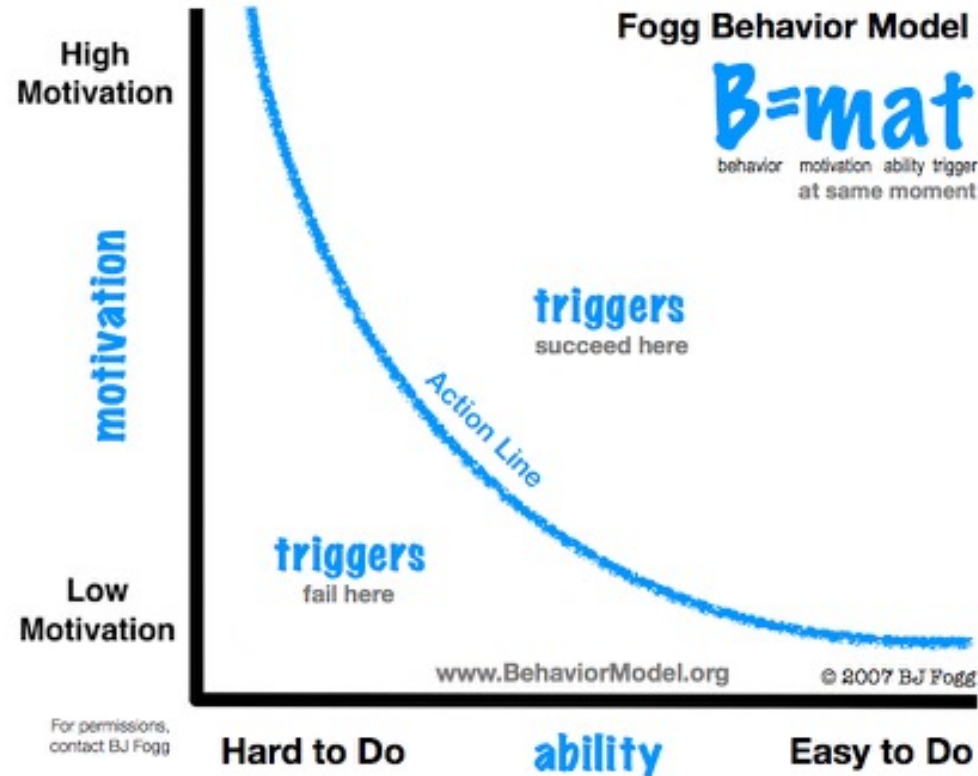
Trigger?

Extern of Intern?

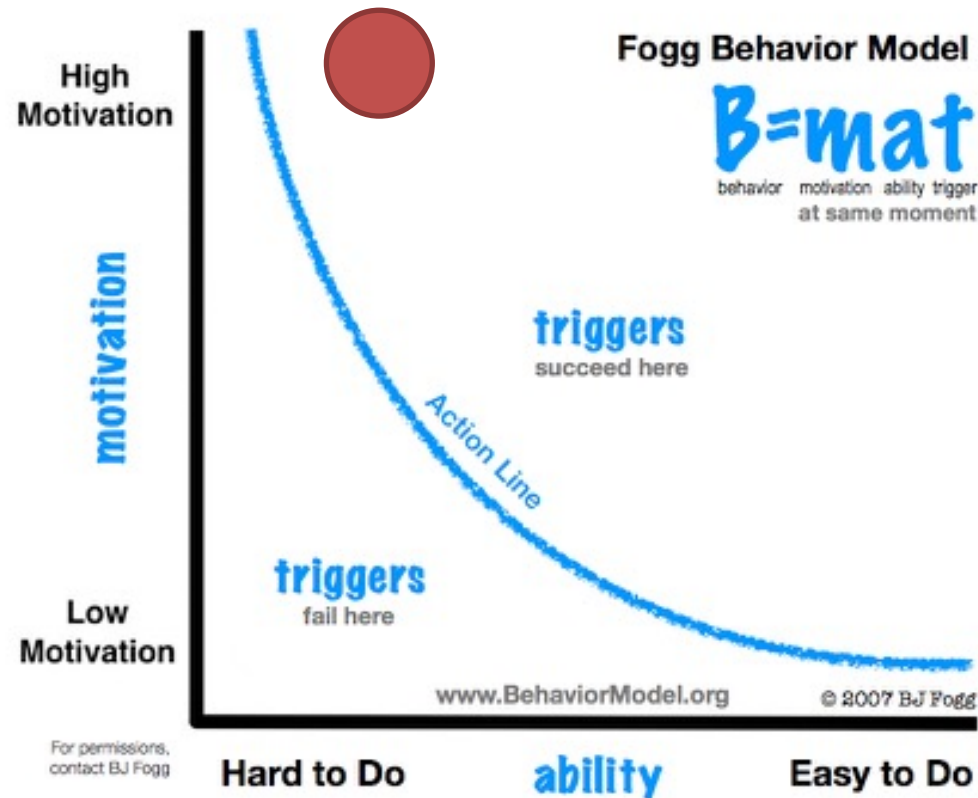


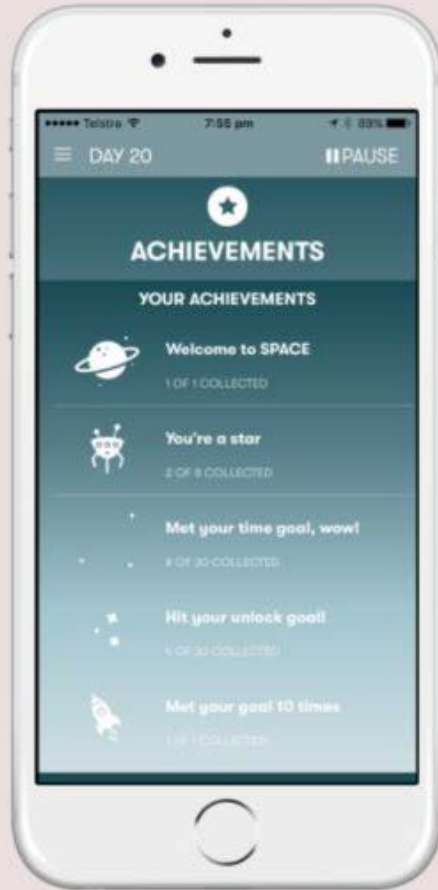
Action?

BJ Fogg Behaviour model



BJ Fogg Behaviour model

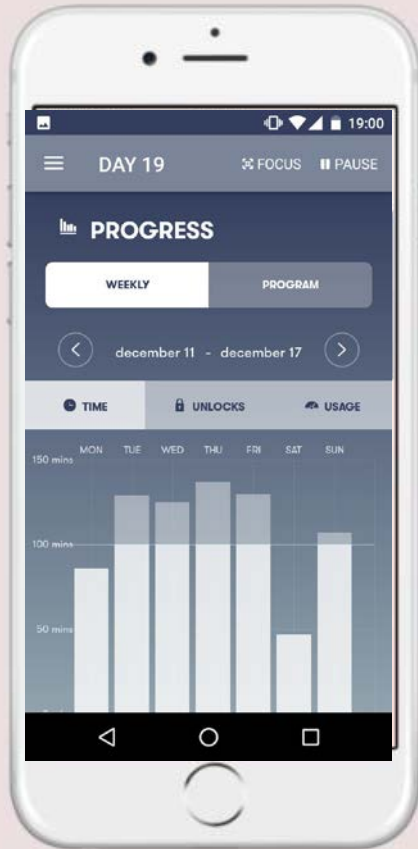




Reward

Tribe?

Self?



Investment



Hoe kan Persuasive design invloed uitoefenen op het gebruikersgedrag van de smartphone / social media, met het uiteindelijke doel het gebruik hiervan te verminderen?



Zet triggers uit

Installeer behaviour changing apps

Cold Turkey



Uitdaging

Thank you!

