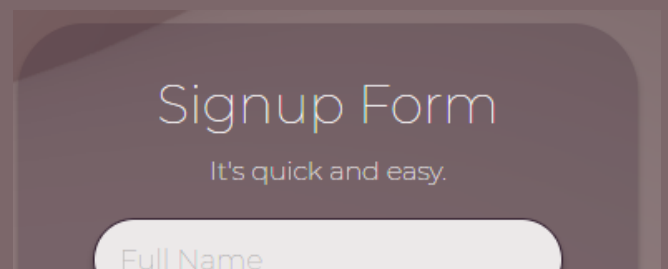


# PERSUASIVE DESIGN

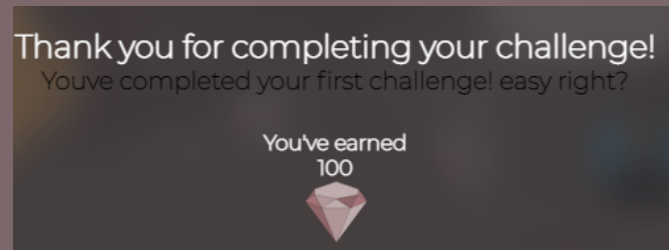
Looking at our website I have taken some examples of persuasive design used in our pages, you can view the website yourself ! [i430712.hera.fhict.nl/PHP/](http://i430712.hera.fhict.nl/PHP/)

## Persuasive messages



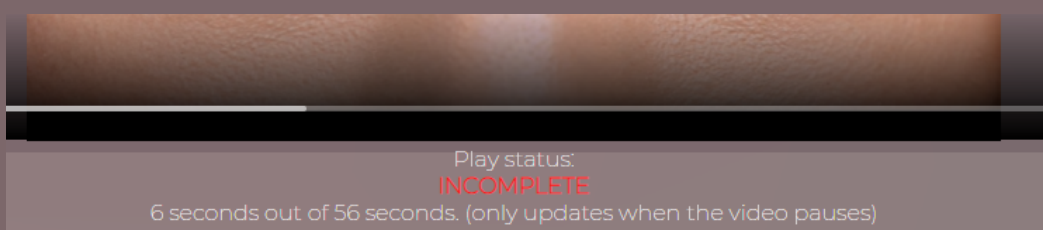
## Reward people with positive feedback

Everytime a challenge is completed the website will you a positive message congratulation you!



## Commitment/consistency Self-monitoring

When watching a video it will you your watch time and how much more you need to watch to complete the challenge



## Social influence

Showing overall ranking of everybody using the website creates this social environment of competitiveness. Influencing you to do better and use the website more.



## Foot-in-the-door phenomenon:

