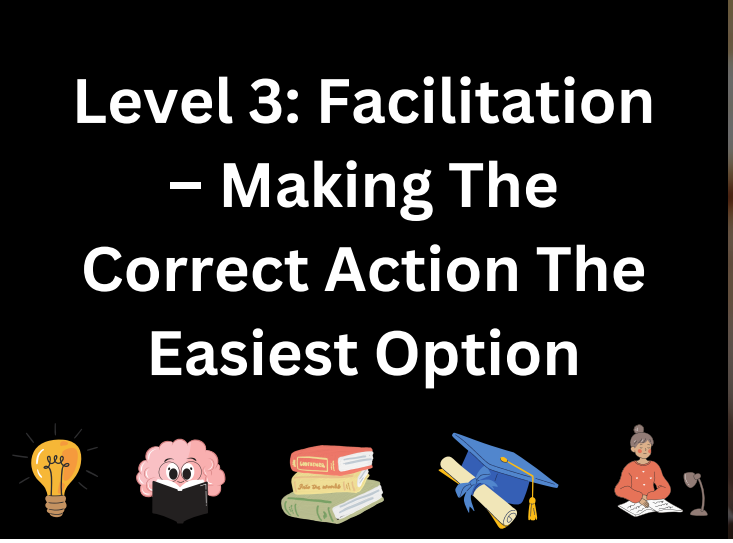
Level 3: Facilitation – Making The Correct Action The Easiest Option



KEY LEARNINGS: LEVEL 3: FACILITATION – MAKING THE CORRECT ACTION THE EASIEST OPTION

Overview

- While Replacement reduces error by automation, Facilitation ensures that the right action becomes the easiest, most natural one.
- It's about guiding behavior through design—not forcing decisions but shaping them.

What Is Facilitation?

- A service mistake-proofing approach that:
  - Makes the correct action the path of least resistance.
  - Uses smart design, visual cues, and experience flow to prevent errors.
- It doesn't remove human decisions, but supports better ones.

Examples of Facilitation in Action

- Hotel keycard lights: Insert card, lights turn on—no switches to find.
- Assignment platforms: Incomplete answers are auto-flagged in red, blocking submission until corrected.
- Streaming services: Auto-reminders and trial cancellations prevent accidental charges.

How Facilitation Works: Three Core Tactics

1. Reducing Effort

- Target: Tasks that are tedious or confusing.
- Example:
  - Patient portals preload past medical info—patients just confirm instead of retyping.
- Result: The right action is easier than the wrong one.

2. Making Mistakes Inconvenient

- Target: Situations where users might skip critical steps.
- Example:
  - Online banking blocks progress until mobile number is verified.
- Result: Users follow the secure path because avoiding it is harder.

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3. Using Physical or Visual Guidance

- Target: Tasks where users lack clarity or direction.
- Example:
  - Airports use color-coded signage for security lines, making navigation intuitive.
- Result: People follow the right path without needing instructions.

Key Insight

- Facilitation is about experience-driven prevention.
- When the process is intuitive, effortless, and self-correcting, users naturally avoid mistakes.
- It reduces the mental load and makes success the default outcome.

Conclusion

- Facilitation minimizes the chance of error by:
  - Reducing complexity
  - Increasing clarity
  - Designing frictionless interactions
- When implemented well, it eliminates the need to correct errors—because they rarely happen at all.