

Use tech to help change behaviour

• Translational Model

5 stages in behaviour change

1. precontemplation : unaware
没想/没意 \Rightarrow focus on raise awareness
2. Contemplation : aware, desired to change
Don't know options
 \Rightarrow focus on finding available options
3. preparation : intends to take action.
 \Rightarrow identify the actions to take
4. Action : Have tried to take action.
 \Rightarrow Support / Motivate.
5. Maintain \Rightarrow Help user to keep the behaviour

Why changing behaviour is difficult?

- Dual Process theories : 2 systems in deciding Actions
Sys 1 : Automatic fast; Don't need to trigger
Sys 2 : Rational thinking lead to decisions

Most behavior changing \Rightarrow Rational side

^{反的} Reactance "Don't like being told" \rightarrow Disruptive cue
Effortful.
Motivation decrease
Abandon app. \rightarrow behavior back

- Crossing Road \times
- piano on stairs \rightarrow less elevator

- Create Automatic behavior
Habit (auto) location
Habit: Automatic Responses \rightarrow time Routine
• created by repeating
• Repeat only Not enough.
 \rightarrow Do they Remember to repeat etc.
- Context trigger events : More likely to repeat
• Use events as prompt
(eg). 5 pushup after brushing teeth daily
[IF teethbrush THEN 5 pushup]
- Positive Reinforcement
• Satisfaction / Reward.
• intrinsic Reward
• extrinsic Reward.
(eg) Get money \leftarrow Drawback :
May not be habit

Tech support habit formation.

- Repeat until habits formed.

\rightarrow problems: effectiveness decay

Stop paying attention

If device are removed.

\Rightarrow Remind the trigger and behaviour
default based cue

Case study

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- Discussion:
- Eventbased cues → Automaticity
 - time reminder, → stay engaged. More repetition.
 - Reminders no incentives

Design guidelines for habit formation apps

- Support trigger events
- Reminders use to reinforce implementation
↳ Reminders send before the trigger event
- Avoid features that teach users rely on tech.