

GEN AI + Behavioral Design Fest

Using AI + Behavioural Design to create great user experience

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Quick Recap of Behavioural Design and AI

Behavioral Design Principles

Behavioral design principles help designers create products that are more effective and engaging by a deep understanding of user behavior. e.g. Octalysis

Generative AI

Generative AI is a powerful tool that can help designers create unique and engaging designs. By leveraging the power of AI, designers can create products that can create new content or data instances similar to human-generated ones. This includes text, images, music, and even complex structures like 3D models or simulations. The key characteristic of generative AI is its ability to learn from existing data and then generate new, original outputs based on what it has learned.

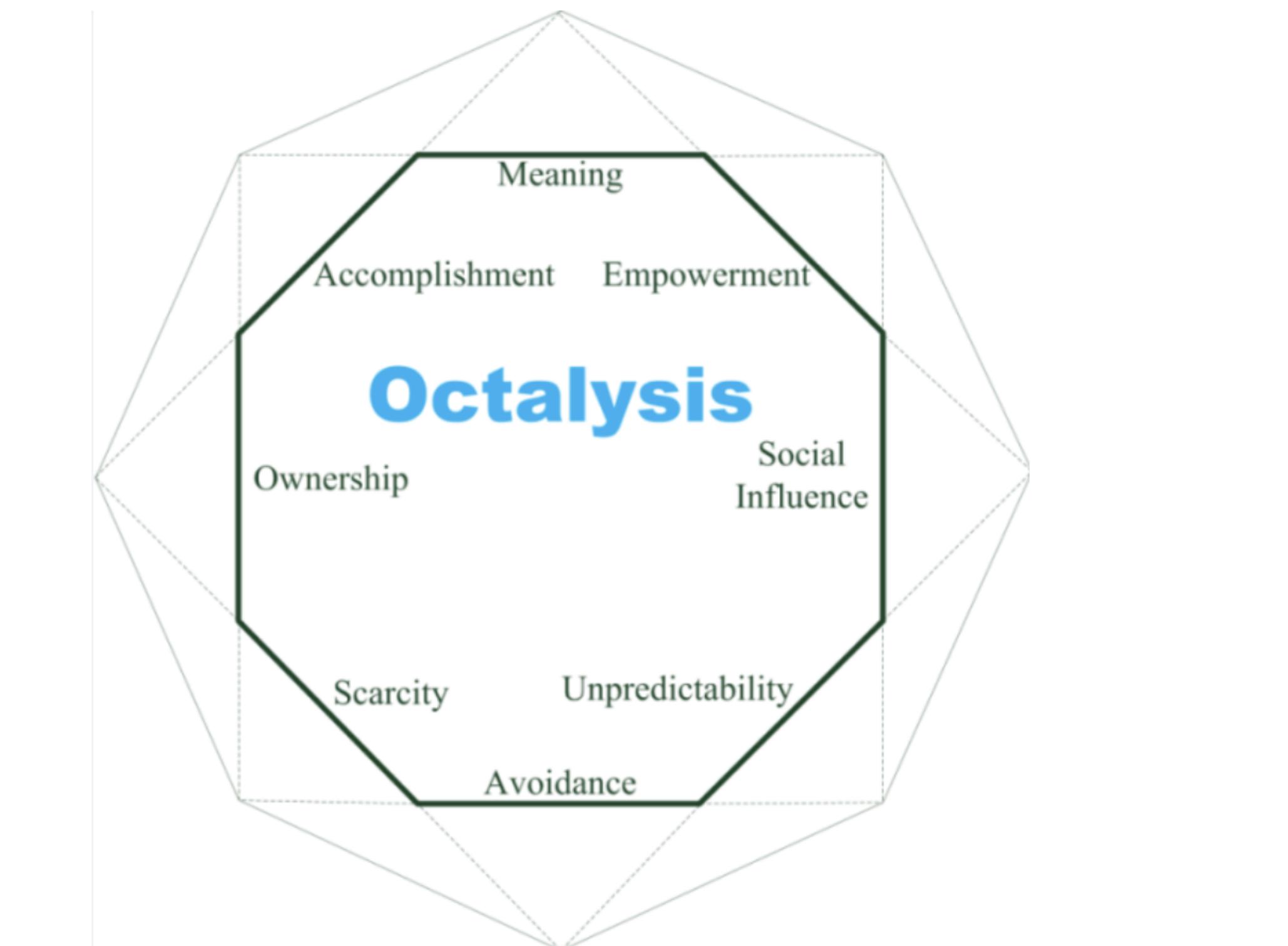
Key terms you will hear a lot in this presentation...

8 Core drivers

Epic meaning
Empowerment
Social Influence
Unpredictability
Avoidance
Scarcity
Ownership
Accomplishment

AI terms

Predictive analytics
Content summarization
Content creation
Personalization
Anomaly detection
Virtual Chatbots
Ethical considerations



Noom : Health and wellness app

User goals

Lose weight for good

Noom positions itself as not just a weight loss app but a means to a healthier and happier life.

[Epic meaning and Calling](#)

Build good eating habits

Noom uses goal setting, daily tasks, celebrating milestones with continuous feedback.

[Accomplishment . Feedback](#)

Peer support and coaching

Engaging in community support and personalized coaching allows users to stay motivated via their social connections.

[Social Influence and Relatedness](#)



BD + AI at work...

Quiz to create your plan

Gather data to understand your demographic profile, psychographic profile and determine your overall habits and lifestyle.

[Empowerment](#) . [Epic meaning and Calling](#) . [Social influence](#) .

Provide knowledge tidbits

They intersperse the quiz with intermittent tips and health guidance along the way to educate you on the go on the basics.

[Development](#) . [Social influence](#) . [Loss and Avoidance](#) .

Encouraging messaging

Humans make mistakes. They recognise that and use a very encouraging and forgiving tone throughout. Great use of visuals too.

[Unpredictability and curiosity](#) . [Social influence](#) .

WEIGHT LOSS GOALS

What area do you want to focus on in your plan?

- Nutrition
- Physical activity
- Building good habits
- Other

Next

Behavioral Profile Quiz

- ◆ Next, let's find out what kind of **weight loss approach will work best for you!**
- ◆ Your behavioral profile will help us better understand how you're thinking about your weight loss journey.

Start Your Quiz

THE LAST WEIGHT LOSS PROGRAM YOU'LL EVER NEED

WE PREDICT YOU'LL BE
60 kg by 22 November
And lose ~5 kg by the birthday!

70
68
66
64
62
60

Jul Aug Sep Oct Nov

BIRTHDAY (65 KG)
GOAL 60 KG

Great news! Based on Noom users like you, we predict you'll be able to conservatively hit your weight loss goal by 22 November.

Next, tell us a bit about your habits and behavior so we can determine if you can reach your goal sooner.

You've set a good goal for yourself

Continue

70.6 JUL 4 Add Note

You Lost Weight!

Showing up is half the battle. Changing is the other half. You've done both—revel in that feeling of accomplishment.

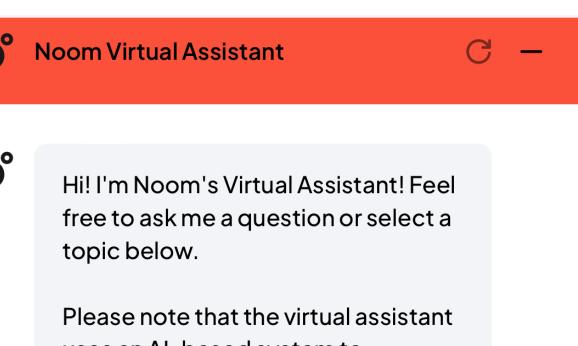
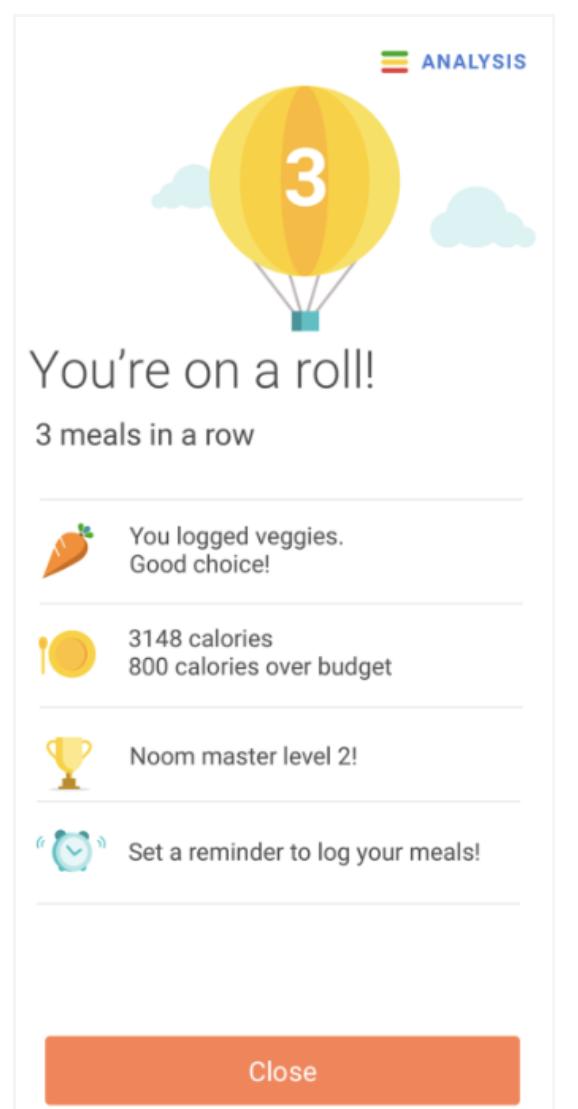
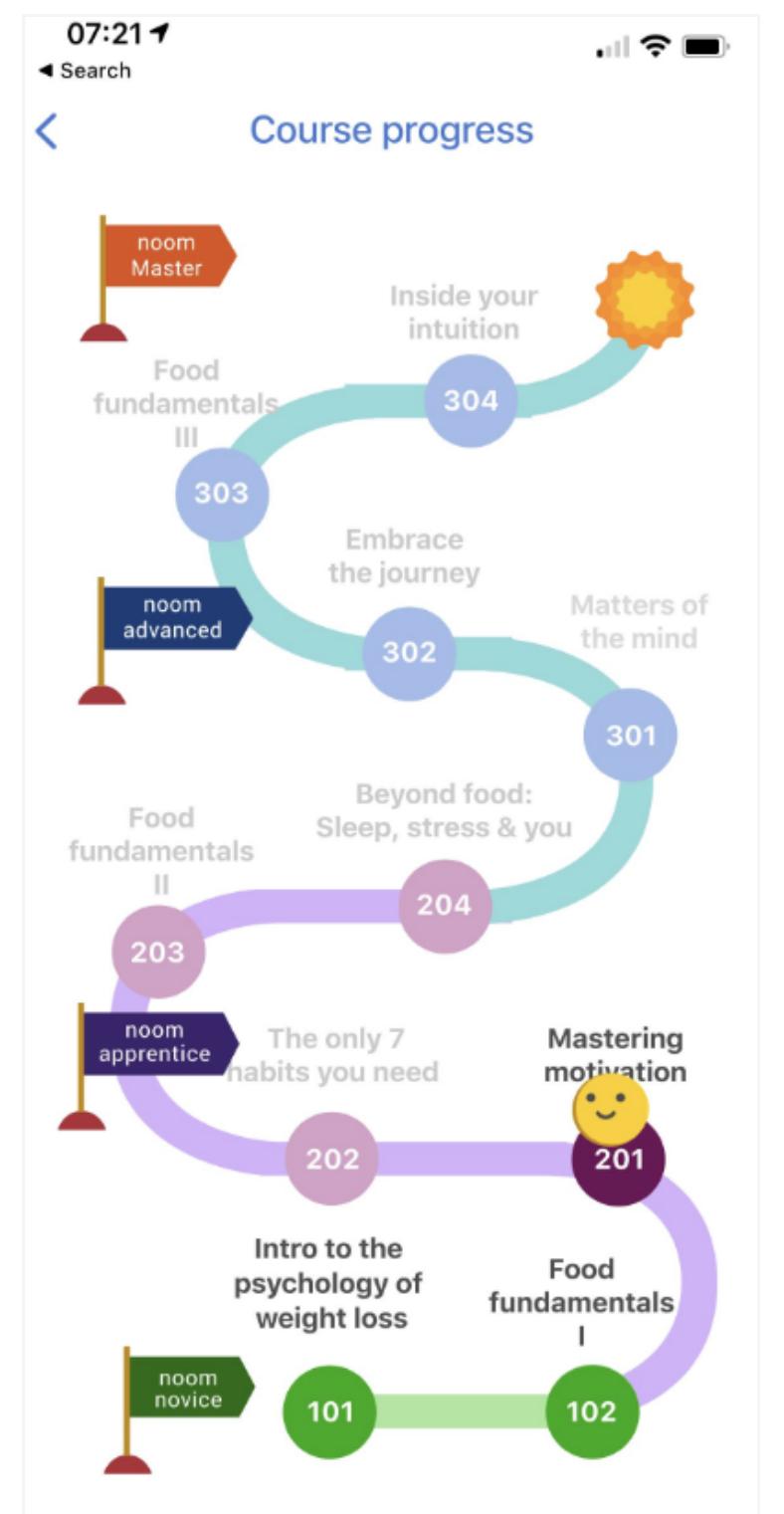
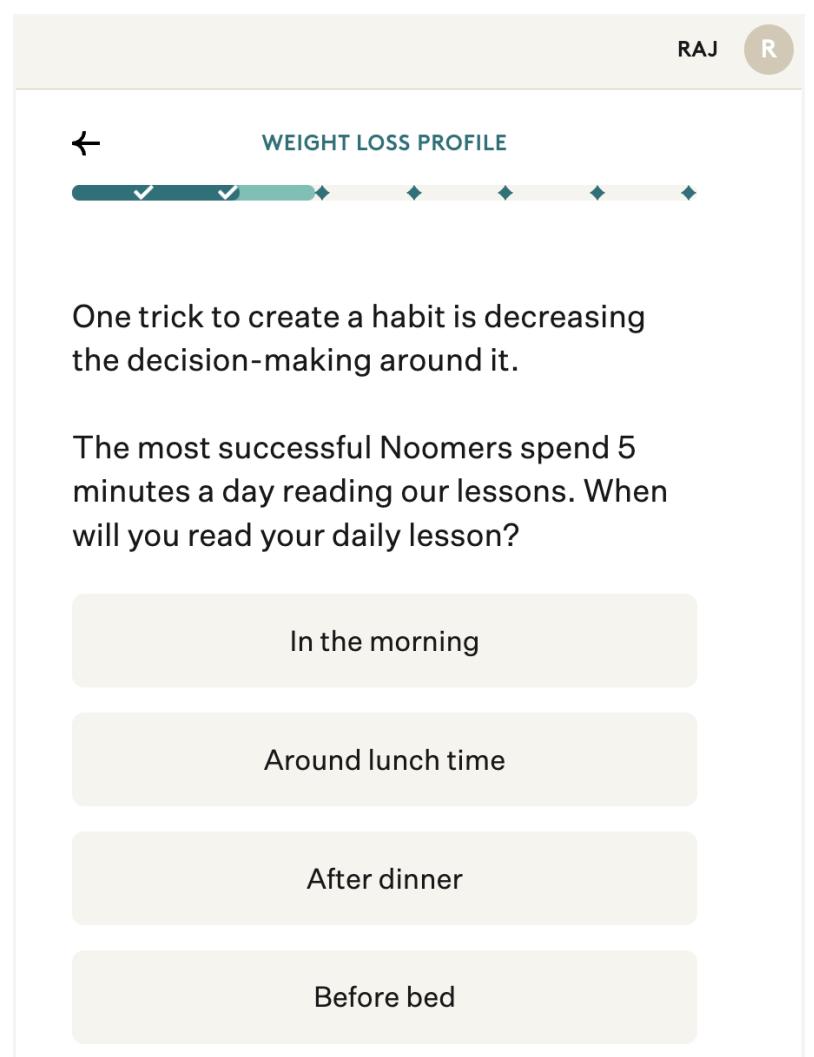
Next

BD + AI at work...

Nudges

Timely interventions based on logging patterns of the user to keep engaging with the app.

[Empowerment . Epic meaning and Calling . Loss Avoidance](#)

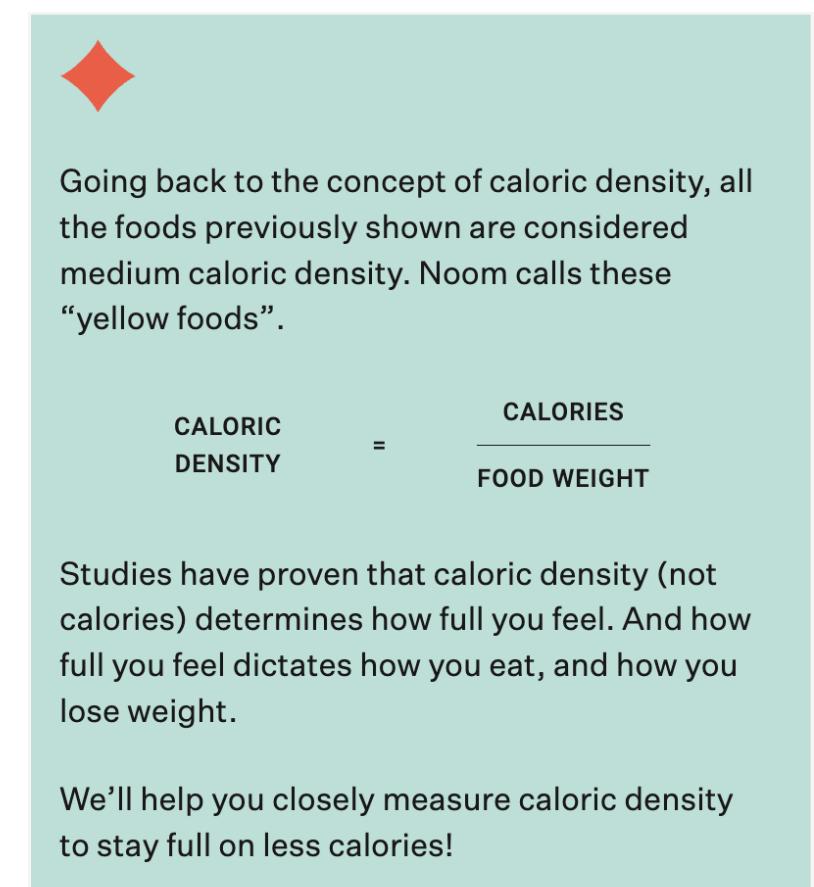


- [Canceling Your Subscription](#)
 - [Refund Requests](#) | [Treat Days](#)
 - [Changing Your Subscription Plan](#)
 - [Billing Questions and Renewals](#) | [NoomMed](#)
 - [Connecting a Device to the Noom App](#)
 - [Sign Up and Log In Issues](#) | [Daily Calorie Goal](#)
 - [Recipes](#) | [Redeeming Your Promo Code](#)
 - [... More](#)
- Type here

Dynamic Content via Daily Digest

Deliver educational content that is scientifically grounded and highly personalised based on user log.

[Development . Social influence . Loss and Avoidance .](#)



Continuous Feedback Loops

Use positive reinforcement based on logging patterns of the user to keep them motivated on their journey.

[Unpredictability and curiosity . Social influence .](#)

Beware of dark patterns!

Mental Fatigue

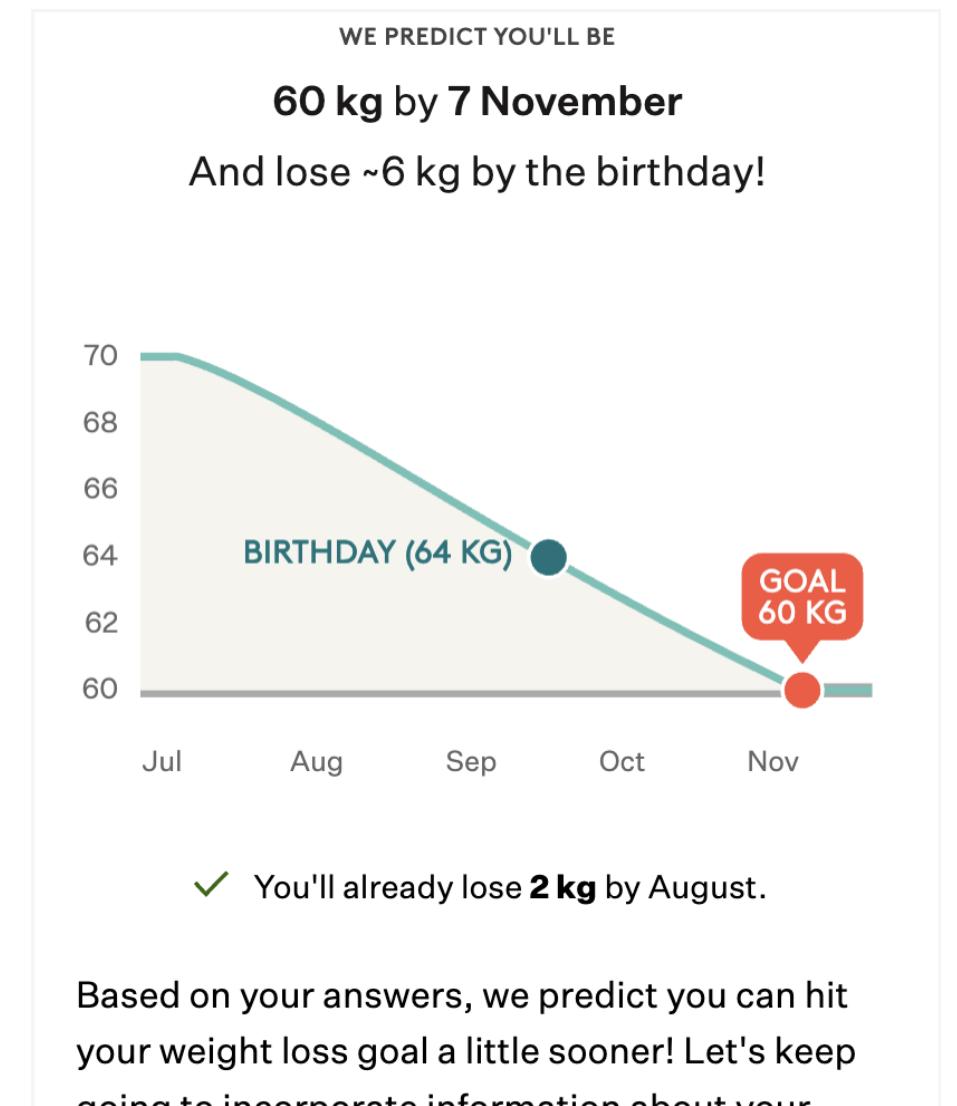
The exhausting process of signing up to Noom also creates a sense of commitment – by the time you get to the end you feel a sense of obligation to sign up, because you've spent so much time inputting answers.

Trick wording

Using false statements about the level of financial outlay required – such as “RISK FREE 100% GUARANTEED”.

Forced Continuity

Important information regarding auto-enrolment is presented in low-prominence text making it difficult to cancel the subscription.



RAJ
Try Noom for 2 weeks.
Money shouldn't stand in the way of finding a plan that finally works.
It costs us approximately \$10* to offer a 14-day trial. Please pick an amount that's reasonable for you.
Choose a price for your 14-day trial.
\$0.50 \$3 \$10 \$18.37
This option will help us support those who need to select the lowest trial prices!
Continue
*Cost of trial as of Sept 2021

Predicting Future Results..
DEMOGRAPHIC PROFILE 100%
WEIGHT LOSS GOALS 100%
WEIGHT LOSS HISTORY 100%
EATING & NUTRITION 100%
FITNESS & HEALTH 100%
HOLISTIC HEALTH CONNECTION 100%
UNDERSTANDING BEHAVIOR CHANGE 100%
✓✓✓✓✓✓✓✓

Sit tight! We're building your perfect plan based on millions of data points from successful Noom users

IND Money : Financial Well Being

User goals

Tracking my money

I want to be able to track my financials effectively in an integrated manner by reading my email, PAN details, etc.

[Accomplishment . Empowerment .](#)

Financial advice

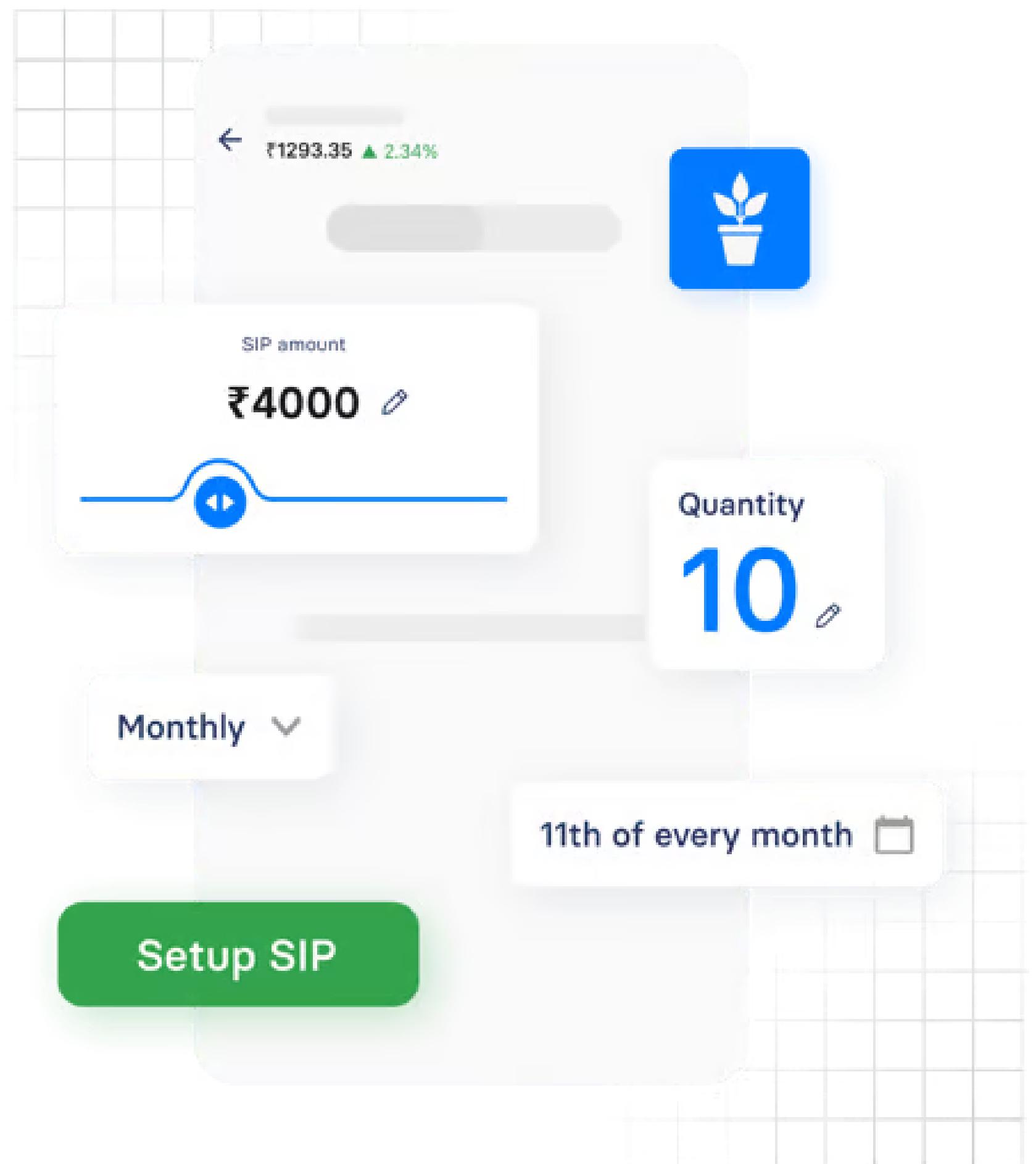
Get sound (and hopefully free) financial advice.

[Accomplishment . Feedback . Social Influence .](#)

Stay on top of my finances

Be proactively nudged about upcoming payments, any potential fraud or financial loss.

[Ownership . Empowerment . Loss and avoidance .](#)

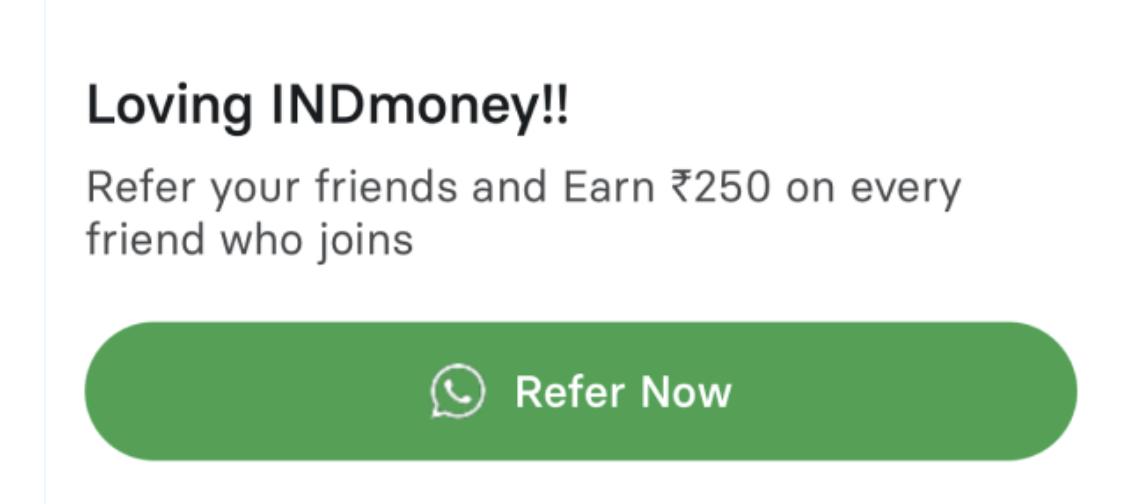
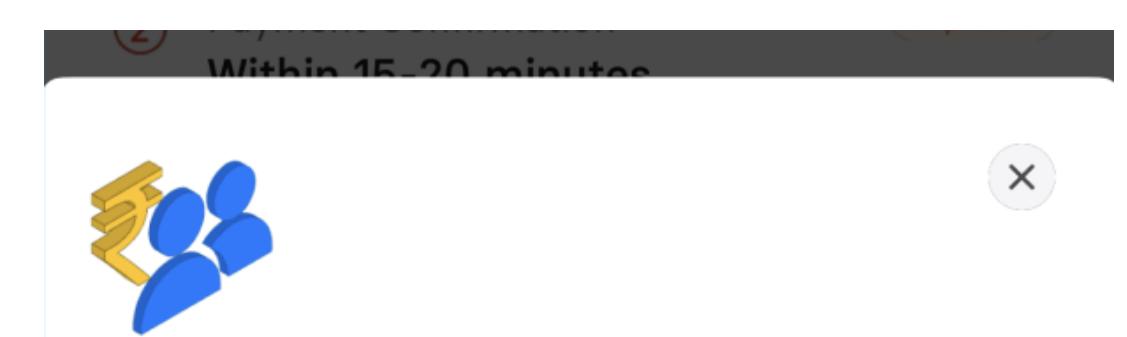
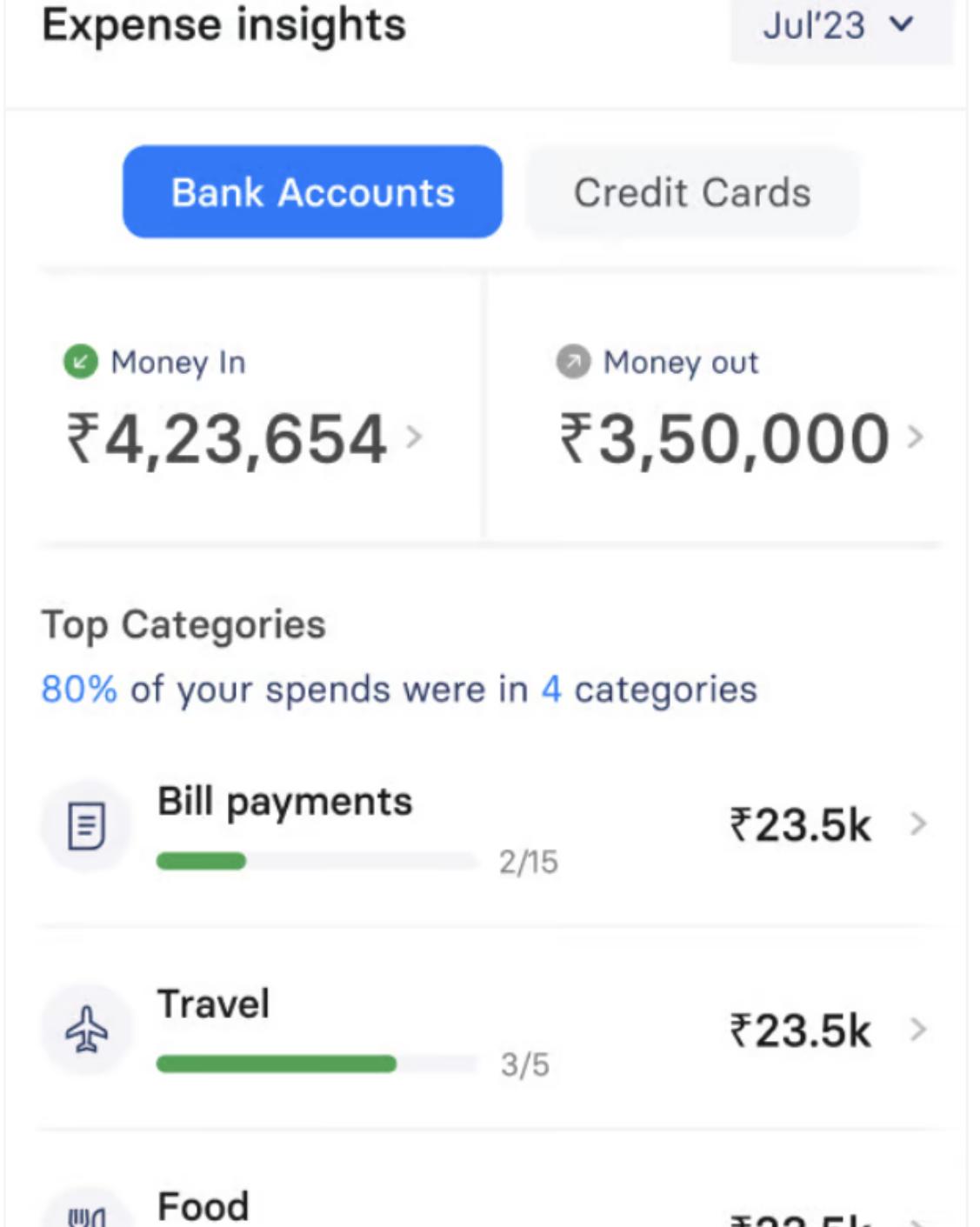
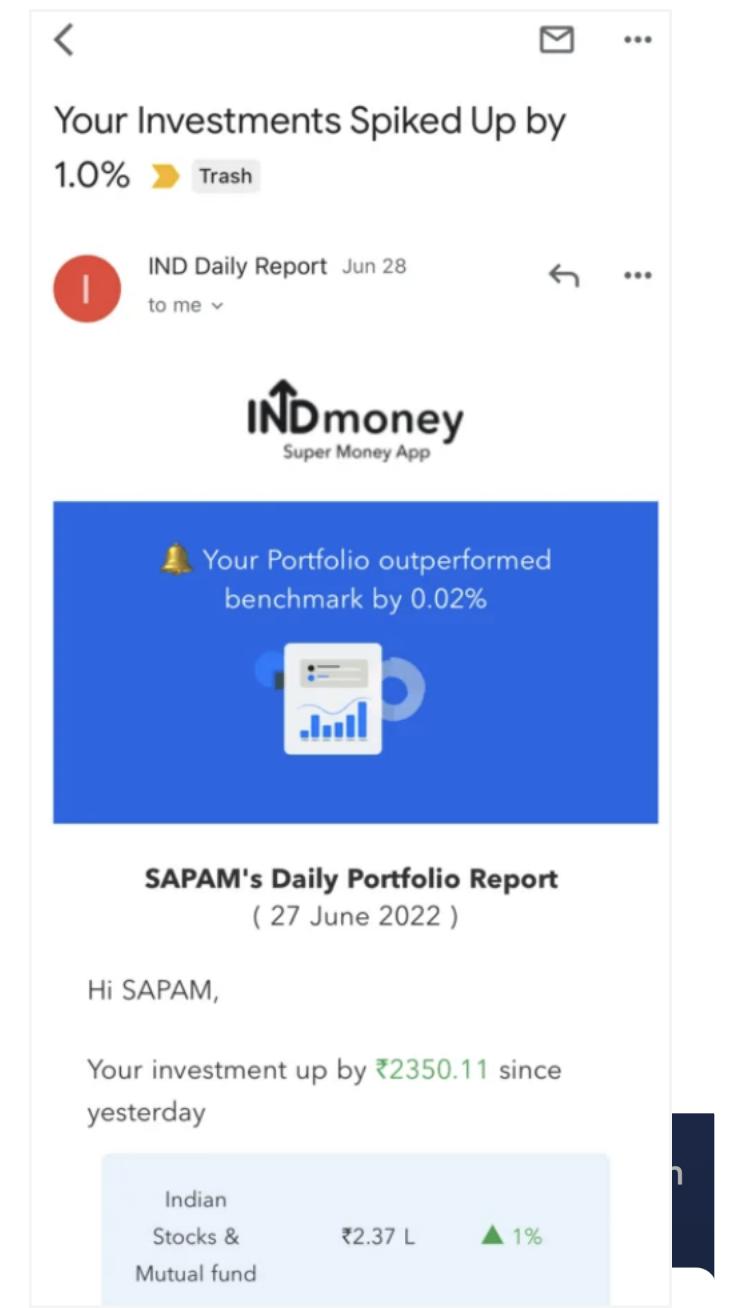


BD + AI at work...

Nudges

Timely interventions for upcoming automated payments for SIPs, or rebalancing the portfolio by using AI to analyse financial data on income, expenses, investments and goals.

[Empowerment . Epic meaning and Calling . Loss Avoidance](#)



Dynamic Visually Rich Content

Deliver educational content that is fueled by AI analytics predictions and past data on performance.

[Accomplishment . Social influence . Loss Avoidance .](#)

Refer your friends

Provide a way to bring in your social network into the fold.

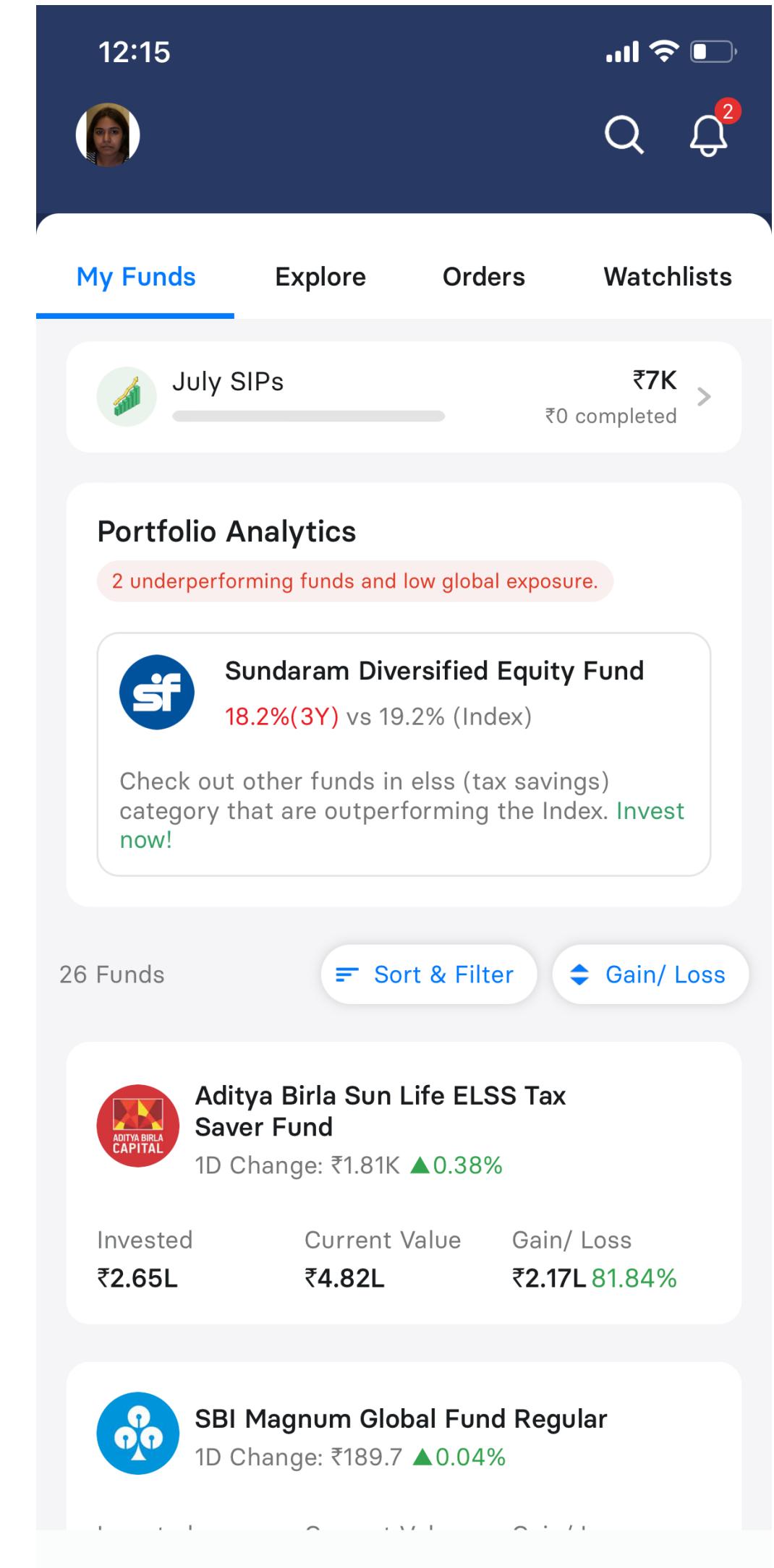
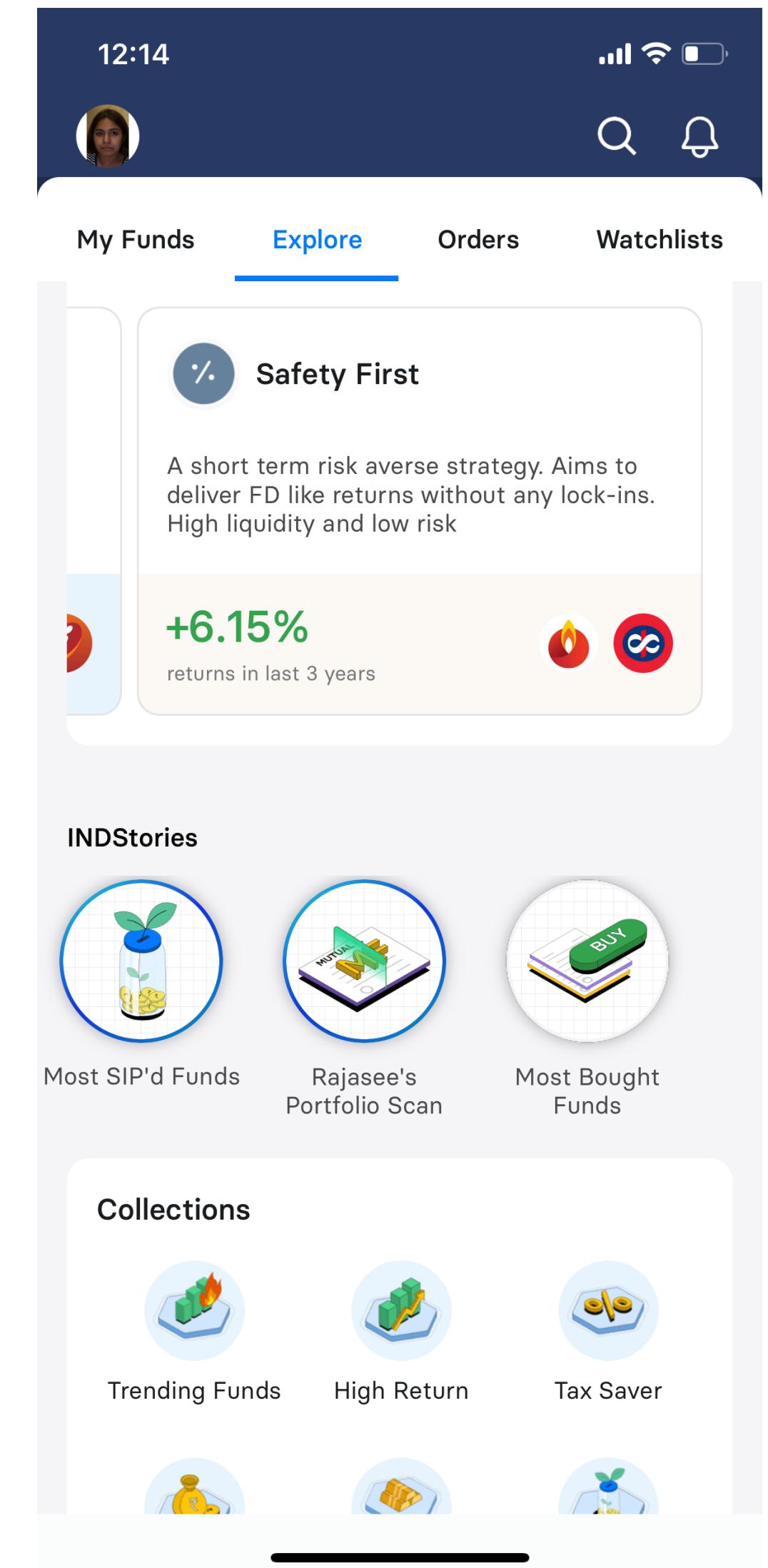
[Accomplishment . Social influence .](#)

BD + AI at work...

Investment Advice

IND app provides guidance you to switch from commission heavy funds to direct growth funds by portfolio analytics using AI and usage patterns.

[Empowerment . Loss Avoidance .](#)



IND Stories and Collections

Deliver educational content that is fueled by AI analytics predictions, user interactions and past data on performance.

[Social influence . Accomplishment . Loss Avoidance .](#)

Explore

Provide a way to bring in your social network into the fold. it uses social influence in the feature 'Most bought funds', etc.

[Accomplishment . Social influence .](#)

Beware of dark patterns in Fintech!

Disguised ads

Sponsored content can be sometimes disguised as financial advice.

Bait and switch/Hidden fees

Not clearly disclosing all fees associated with a transaction or investment.



Key pointers to remember ...



Key pointers to remember...

Leverage AI to craft hyper personalized experiences and use behavioral principles to understand underlying user motivations and behavioral patterns.

Communicate transparently to users how their data is collected, stored and used, to meet their needs without violation of privacy and safety. This will enable a trustworthy and engaging experience for users.

Create a tailored experience with content and transactions that results in a **highly dynamic interface** that evolves alongside the user's interactions with the system over time.

Use generative AI to provide summarised views to the users that simplify complexity for users.

Thank You



Have an idea in mind and looking to apply behavioral science and generative AI? Get in touch.

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