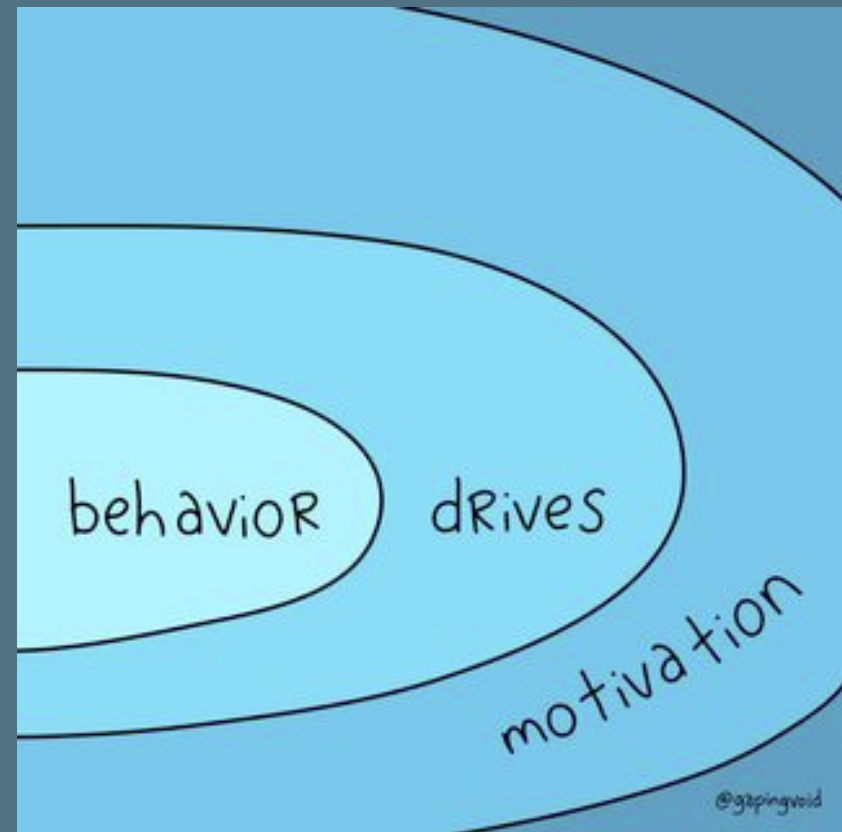


Motivation and Social Belonging

Week 9

Overview:

- Models of Motivation
- Key Design Principles for Motivation
- Social Belonging and Awareness



Self-Determination Theory

Week 9

First, let's talk about human needs.

(Then we'll talk about how design can help meet these needs.)



Self Determination Theory

identifies three essential needs for self-motivation and wellbeing; neglecting these needs can result in distress.

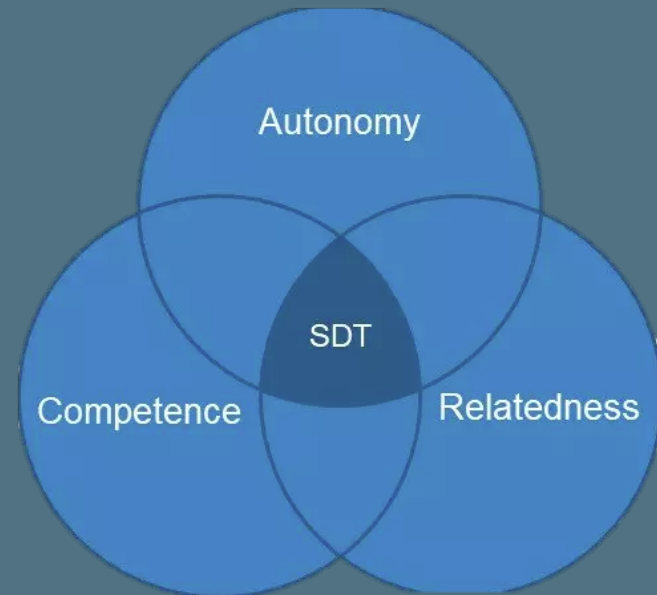
Self-Determination Theory

Week 9

SDT's three essential needs are:

- **Autonomy** (feeling agency, acting in accordance with one's goals and values)
- **Competence** (feeling able and effective)
- **Relatedness** (feeling connected to others, a sense of belonging)

These needs are inherently rewarding and motivating, and function across cultures and lifestages.



SDT and User Experience

Week 9

The METUX Model:

Design can influence our basic psychological needs...

- Autonomy
- Competence
- Relatedness

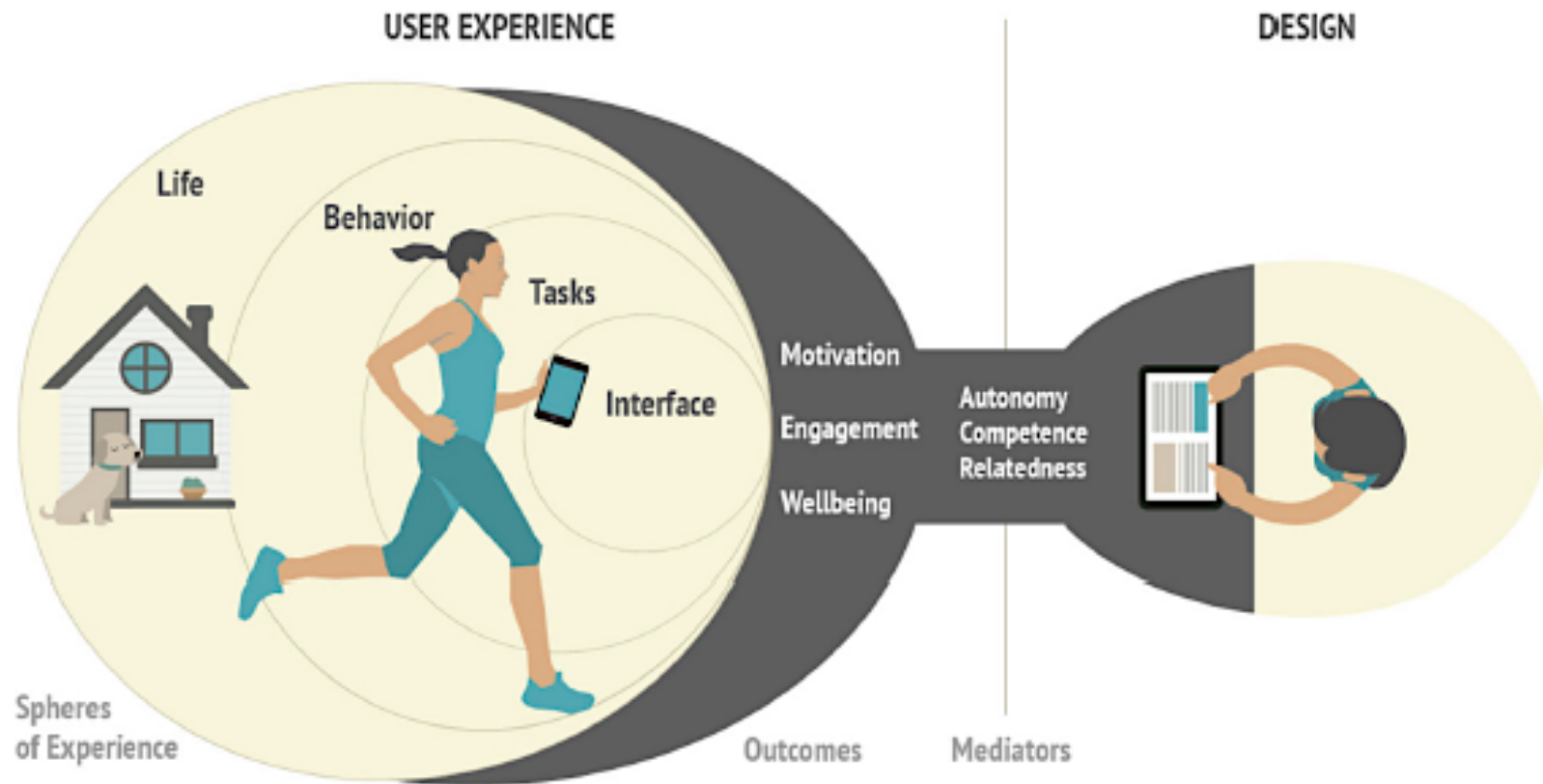
... Which can in turn lead to positive UX outcomes:

- Engagement
- **Motivation**
- Thriving



Motivation and User Experience

Week 9



Intrinsic vs. Extrinsic Motivation

Week 9

Rewarding, punishing. Short term effect, no fulfillment of intrinsic needs



Extrinsic

"If you don't have a motor insurance you can get a fine"

"without a life insurance, you can't get a mortgage"

"You have only 5 days left to enjoy discount"

"Buy now, pay in 2 years"

"Get our bundled product for extra discount"



Intrinsic



Enhancing Relatedness, Competency and Autonomy

"I can view all my insurance products in one app"

"I can change my policy anytime"

"I have instant access to advice, my information and updates"

"I understand the pricing model and T&C"

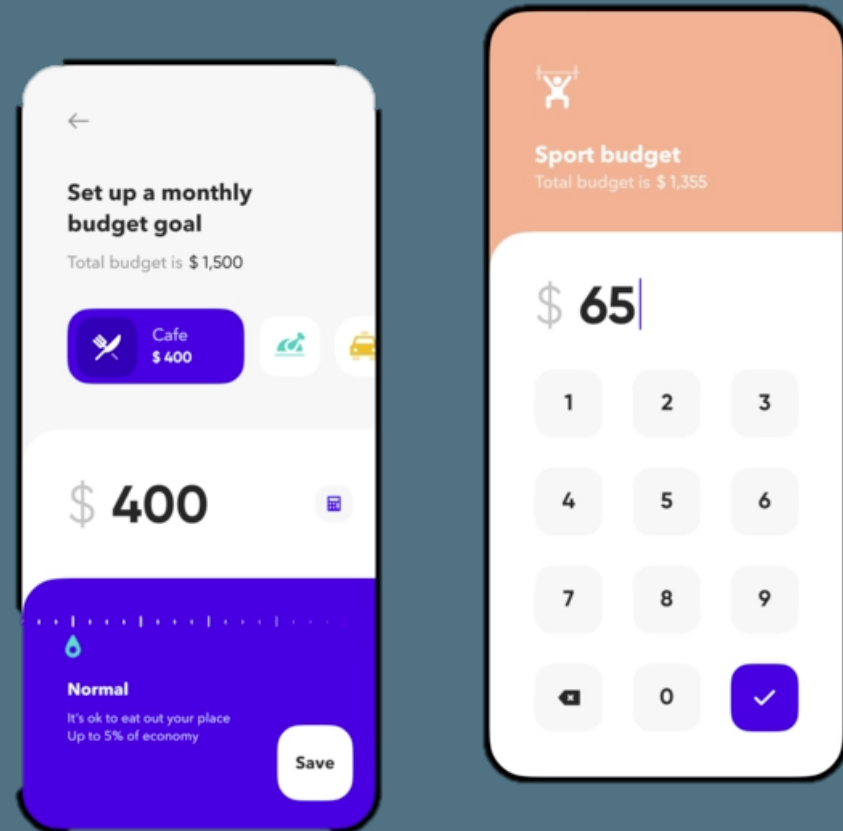
"My friends and I are going to crowdfund our own insurance"

SDT Applied to Design

Week 9

Design for Autonomy

- Offer options and choices
(*but not too many... remember Hicks' Law?*)
- Do not demand actions without users' assent
- Allow for personalization
- Remove obstacles, allow for self-determined goals



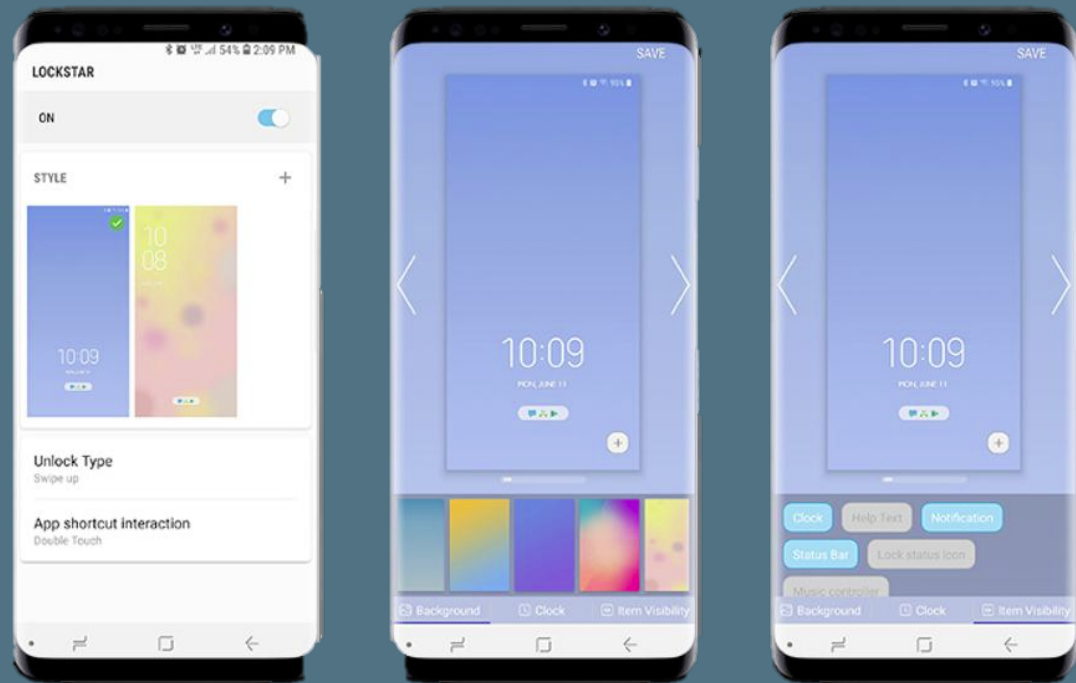
SDT Applied to Design

Week 9

Design for Autonomy

Samsung allows users to customize their own routines, lock screen, and task list.

Because Android provides extensive opportunity for customization and configuration, Android users may report more **autonomy** than iPhone users.



SDT Applied to Design

Week 9

Design for Competence

- Intuitive controls, clear feedback
- Balance between difficult/easy; predictable/novel



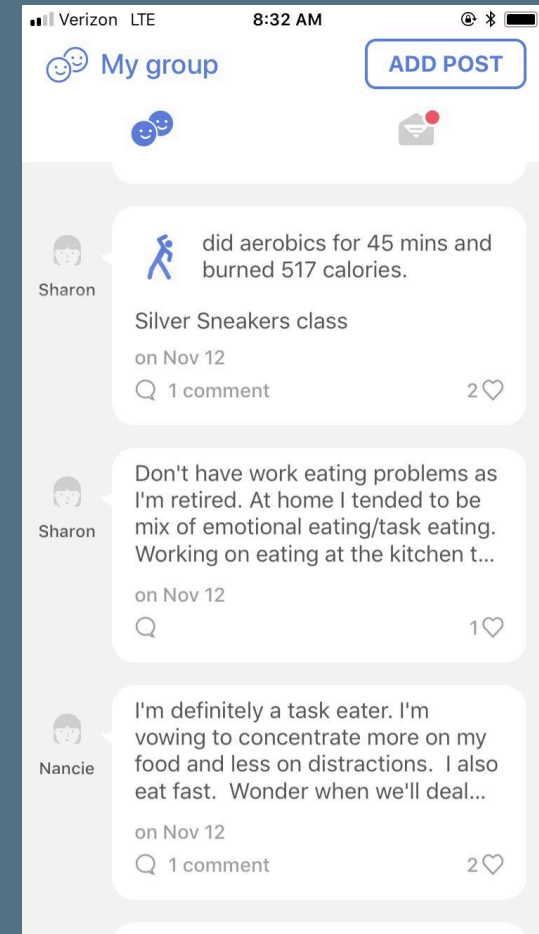
SDT Applied to Design

Week 9

Design for Relatedness

- Create genuine, meaningful connections (rather than the semblance of connection)
- Encourage authentic self-representations

Noom (a weight loss / lifestyle app) employs many motivation principles, including relatedness. By joining users within a small support group, users experience peer support and connection.



SDT Applied to Design

Week 9

Gamification (a hot UX topic) appeals to our self-determination needs. Researchers identified the following game elements and their SDT counterparts. You'll explore this in the readings this week!

Game elements by self-determination theory concepts in [Aparicio et al.'s \(2012\)](#) framework.

Autonomy	Competence	Relation
Profiles, avatars, macros, configurable interface, alternative activities, privacy control, notification control.	Positive feedback, optimal challenge, progressive information, intuitive controls, points, levels, leaderboards.	Groups, messages, blogs, connection to social networks, chat.