1. The idea of using psychology to build products is simple.

The findings came from **Robertson**, who was inspired by B.F Skinner and shared his findings as **"The 21st Century Skinner Box"**.

He shared that you can influence someone's decisions based on the order in which you present the information.

2. This means, arranging information on web-based platforms can influence your decisions such as -
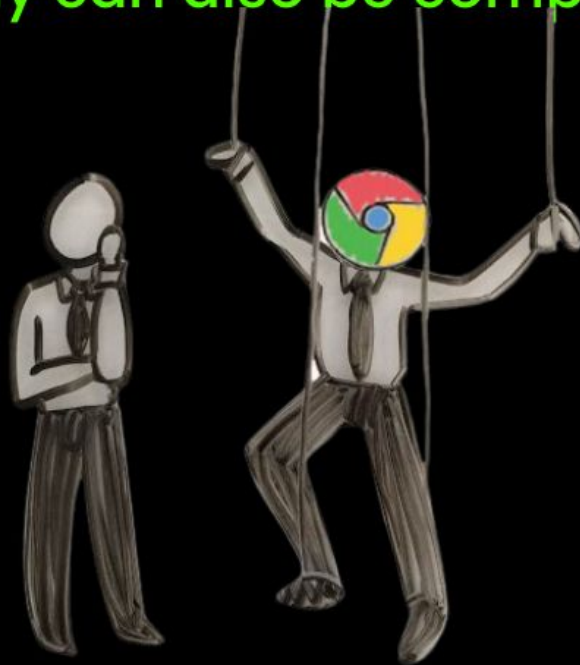

Which hotel you book

The music you rate

The Lanuage you use

3. Robertson called this phenomenon the Search Engine Manipulation Effect (SEME).

The apps we use daily can also be compared to Skinner's box.

These applications give you a sense of control, but they also influence your thoughts and choices.

4. A great example would be the Uber app, the interface is designed as **Gamification** and it keeps the drivers on the road longer than they would.

You may have experienced something similar from an app that keeps sending you a notification to bring you back. In most cases, we are unaware of the impact these applications have on us.
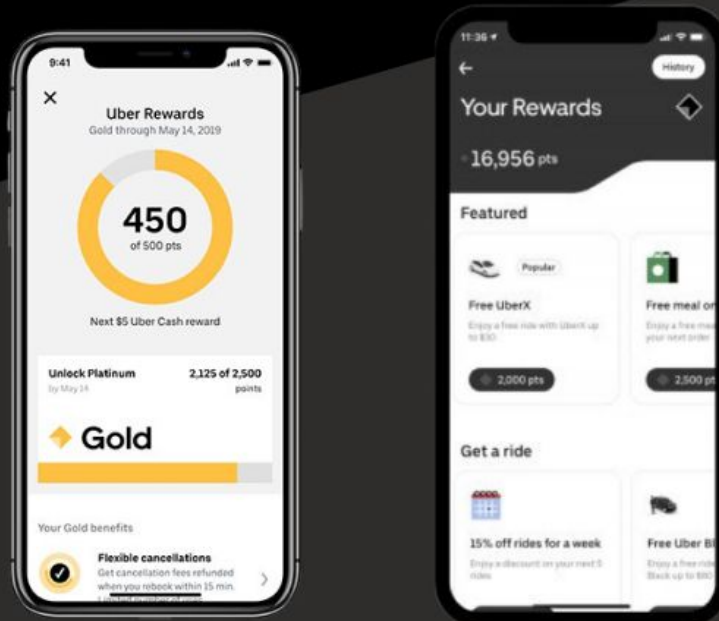
5. Since these apps have an enormous amount of **data,** they can conduct every experiment on the go.

These experiments will collect important information about user preferences, such as — the color and shape of the button they press, the timing of each notification, and the information that reaches you.

6.Apps that we use on a daily basis have a huge impact on the world —

- Google and Facebook help us find information quickly.

- Headspace allows us to mediate and make our life clutter-free.

- Running and fitness apps use gamification to make us work out more

7. This is the power of **Psychology.** If a single principle can affect users this much, product managers and growth teams must invest their time in learning and understanding this subject **while designing products.**

8. Psychology is a tricky thing to explain, but you can understand it via a quote from star wars.

"The Force is a mysterious energy field created by life that binds the galaxy together. Harnessing the power of the Force gives the Jedi, the Sith, and others sensitive to this spiritual energy extraordinary abilities, such as tricking minds, and seeing things before they happen."

Think of psychology as the **Force**.

9. You can use behavioral science to build successful products and improve the odds of succeeding in the market.

Behavior science will allow you to understand what motivates the customers, and help you understand their needs, desires, hopes, fears, and frustrations

10. This is how psychology will make a difference and help you develop products that succeed.