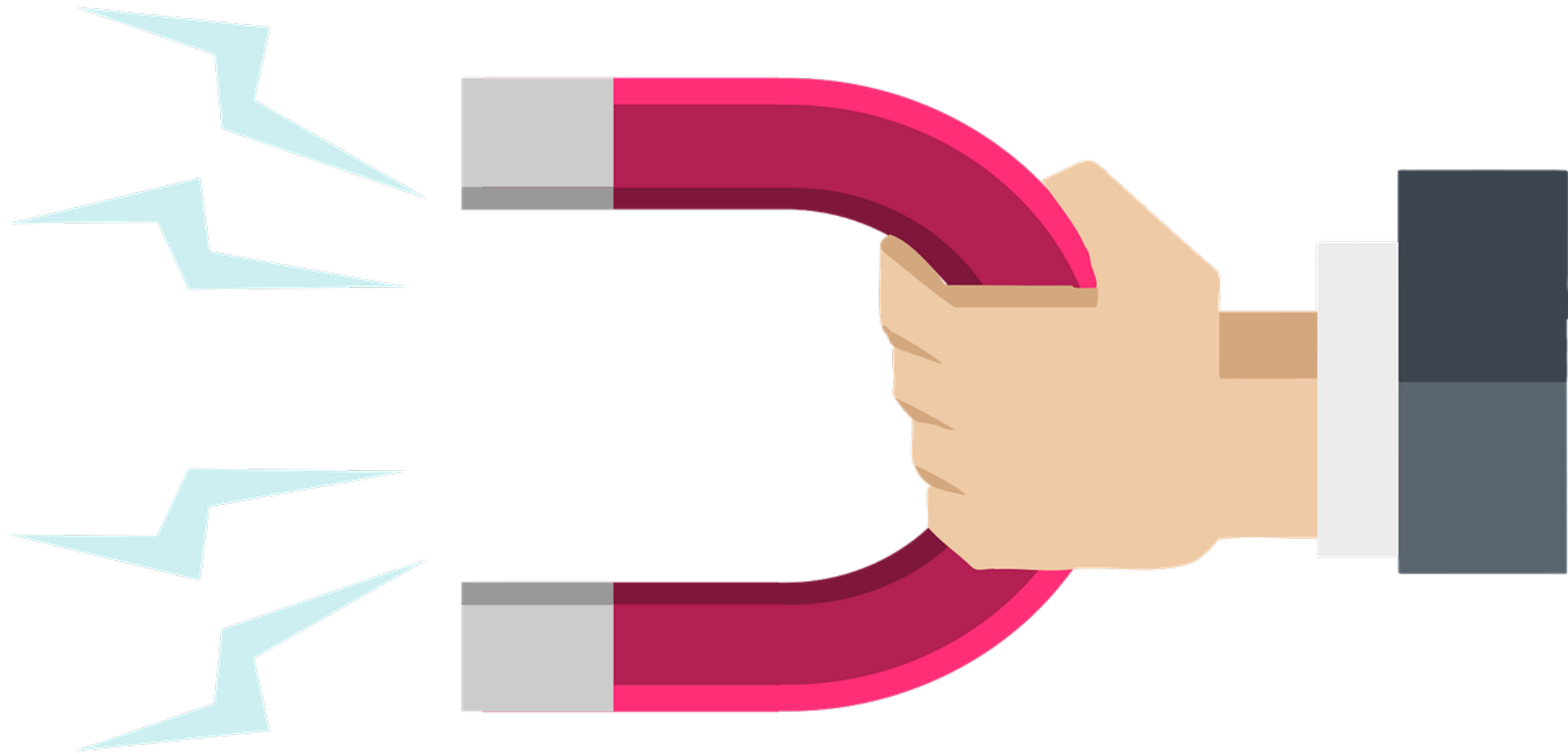


Seductive Interaction Design resit 2020-2021



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10-05-2021
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Table of content

Debrief..... 1

Customer journey..... 2

Postulates..... 3

Persuasive Systems Design..... 10

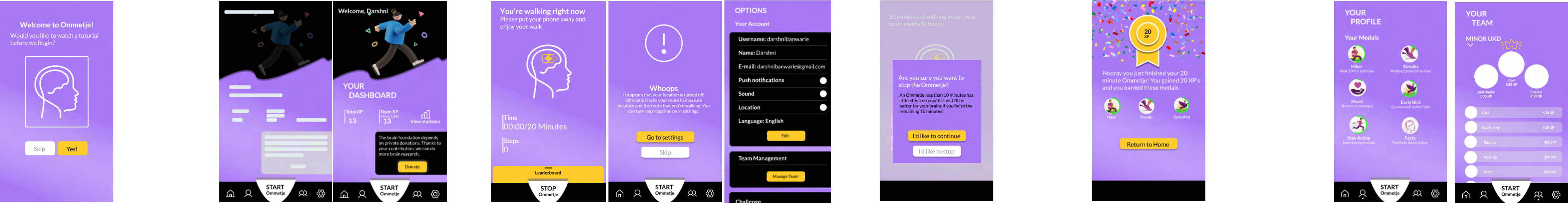
Debrief

The Dutch Brain Foundation created Ommetje to encourage people to go on walks daily. It's based on research that 20 minutes of walking each day keeps a person mentally healthy. It became quite a success and currently has 550.000 users. But it turns out most daily users are above 40. They want to improve the experience for people below 40 years old.

With the help of Seduction Interaction Design, I have to use seductive patterns to help users achieve their goals.

Customer Journey

Redesigned screen flow



Activity

User receives a recommodation about “Ommetje” and downloads it.

The user goes through the tutorial to receive info about the app.

User waits until the homescreen stops loading. They click start Ommetje.

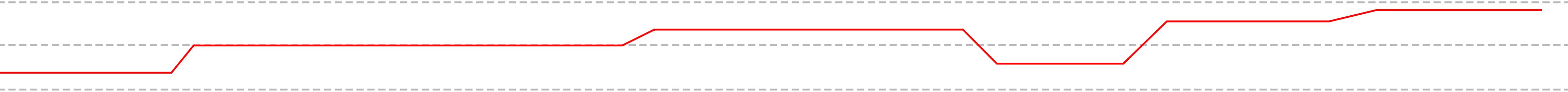
User starts their walk but their location is off, so they turn it on.

User feels discouraged and decides to stop the Ommetje.

User still goes on with their walk and finishes it. They earn medals.

User is curious about their friends’ and their progress.

Motivation line



Tasks

Navigate to the app store and find Ommetje.

Open the Ommetje app.

User turns location on so their steps can be measured.

User presses on stop Ommetje.

Motivation

User wants to leave the house.

User wants to know what the fuss is about this app.

User wants to start walking.

User is tired of walking.

User wants to be fitter than their friends.

End-/behavior goal

User wants to be outside.

Fresh air.

View personal progress and their friends’.

Life goal

Become a mentally healthy person.

Mentally healthy.

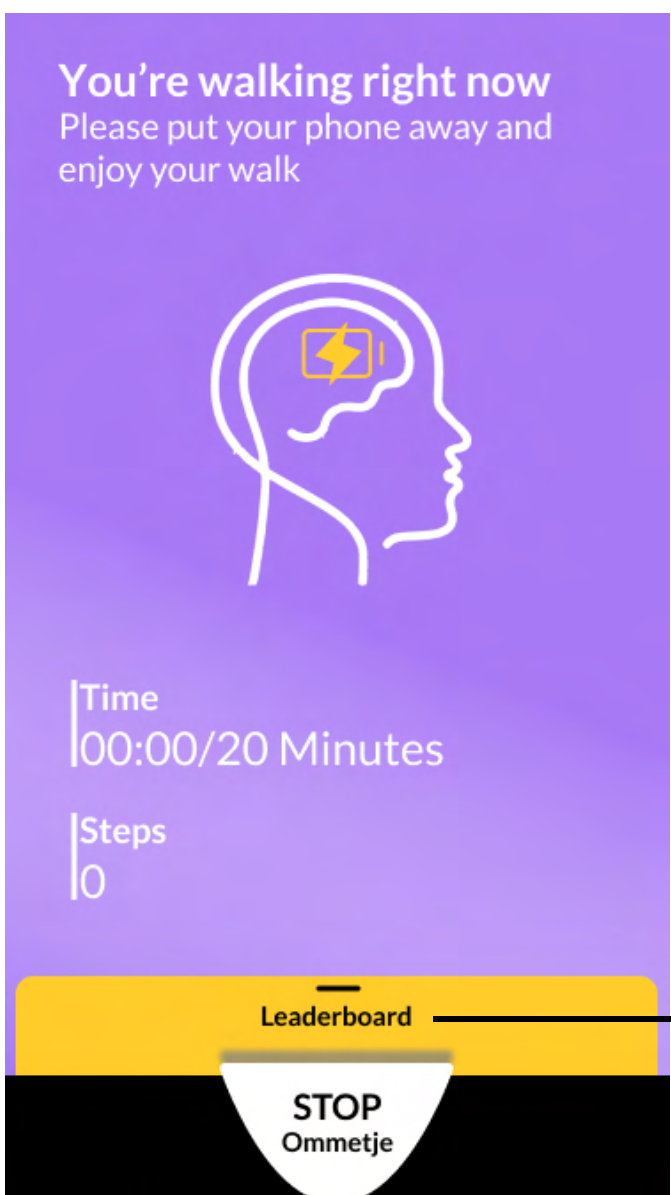
An accomplished person.

Postulate 1. Information technology is never neutral

Persuasive systems should be able to adapt to changes.



Current situation



Improvement

The system adapts to changes. If the user suddenly wants to take a walk to compete with a friend, then they can view their progress by sliding “Leaderboard” up. Or they can view others users their progress because they want to.

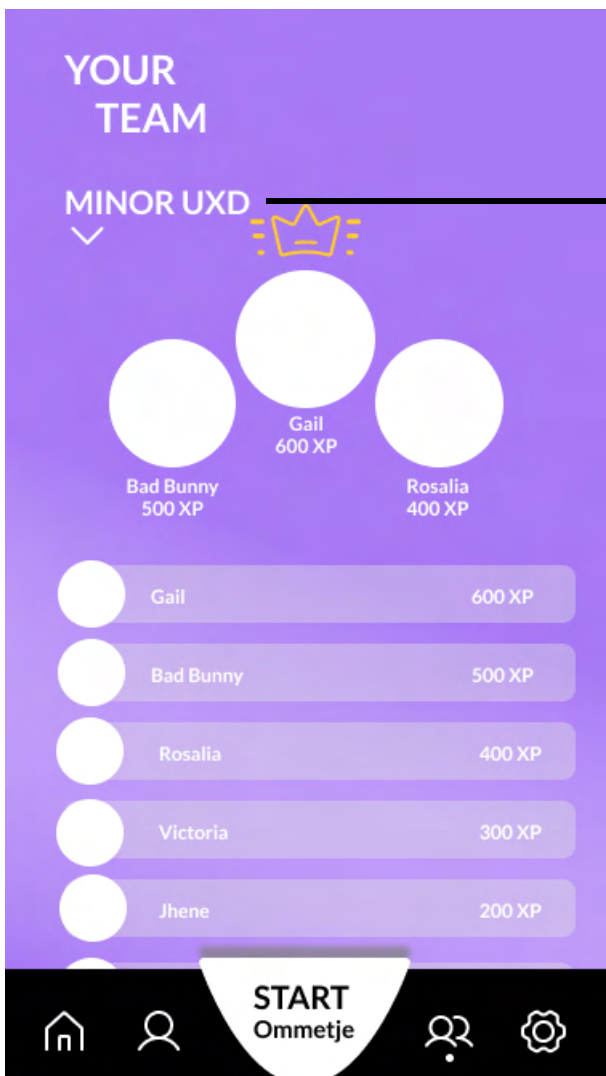
Improvement: I added a few improvements to this screen. I removed the “STOP” icon and replaced it with “Stop Ommetje”, so that the user has to think less while using the app. I added steps so the user can keep up with how many steps they take during an Ommetje. I also changed the color of the charging battery to a striking color because you can’t really see it anymore when the head is fully charged.

Postulate 2. People like their views about the world to be organized and consistent

This is based on the idea of commitment and cognitive consistency [Cialdini et al. 1981]. If systems support the making of commitments, users will more likely be persuaded.



Current situation



Improvement

Joining a team is a step to commitment. It can be encouraging and motivating to exercise together, because it would be tempting to skip an Ommetje when you're on your own. But with a team on the other hand, you would most likely not be tempted to miss out on an Ommetje.

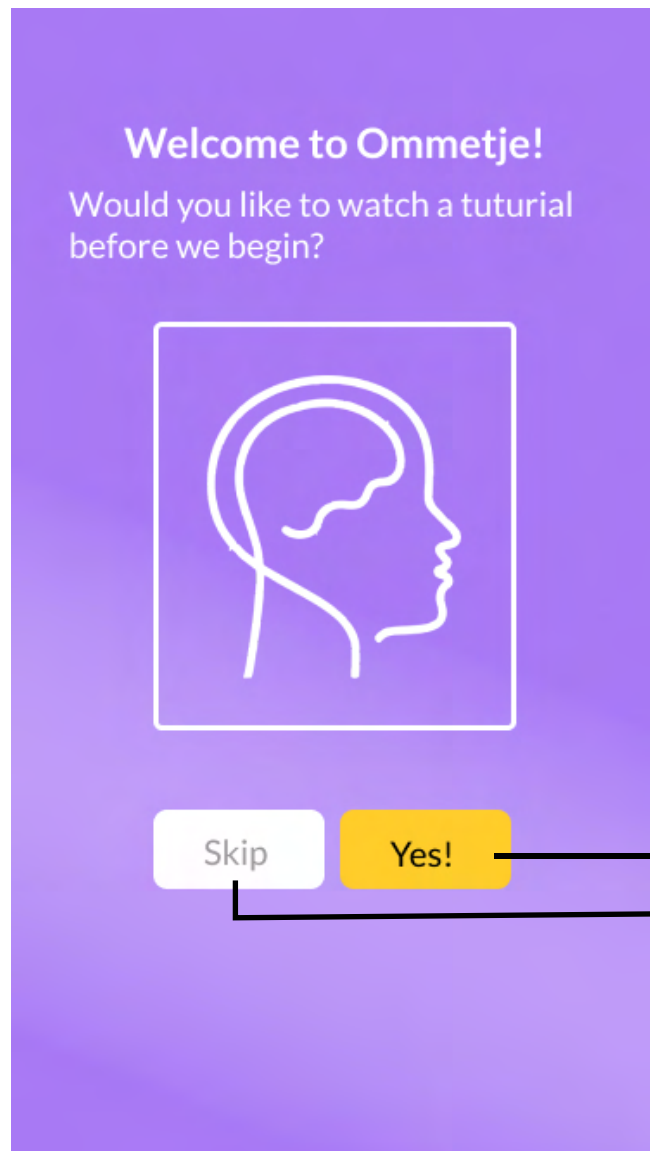
These are two of Robert Cialdini persuasion principles: **commitment**, and **social proof**.

People join a team and now they are **committed** to a team and they need to consistently keep up with their mates. And the **social proof** part is where the user does as much as possible Ommetjes because their teammates are doing it.

Improvement: the user has 2 ranking lists in the current flow, but I improved it by providing the user with one ranking list and a top 3. I improved it like this so that the user can immediately find the information they're looking for.

Postulate 3. Direct and indirect routes are key persuasion strategies.

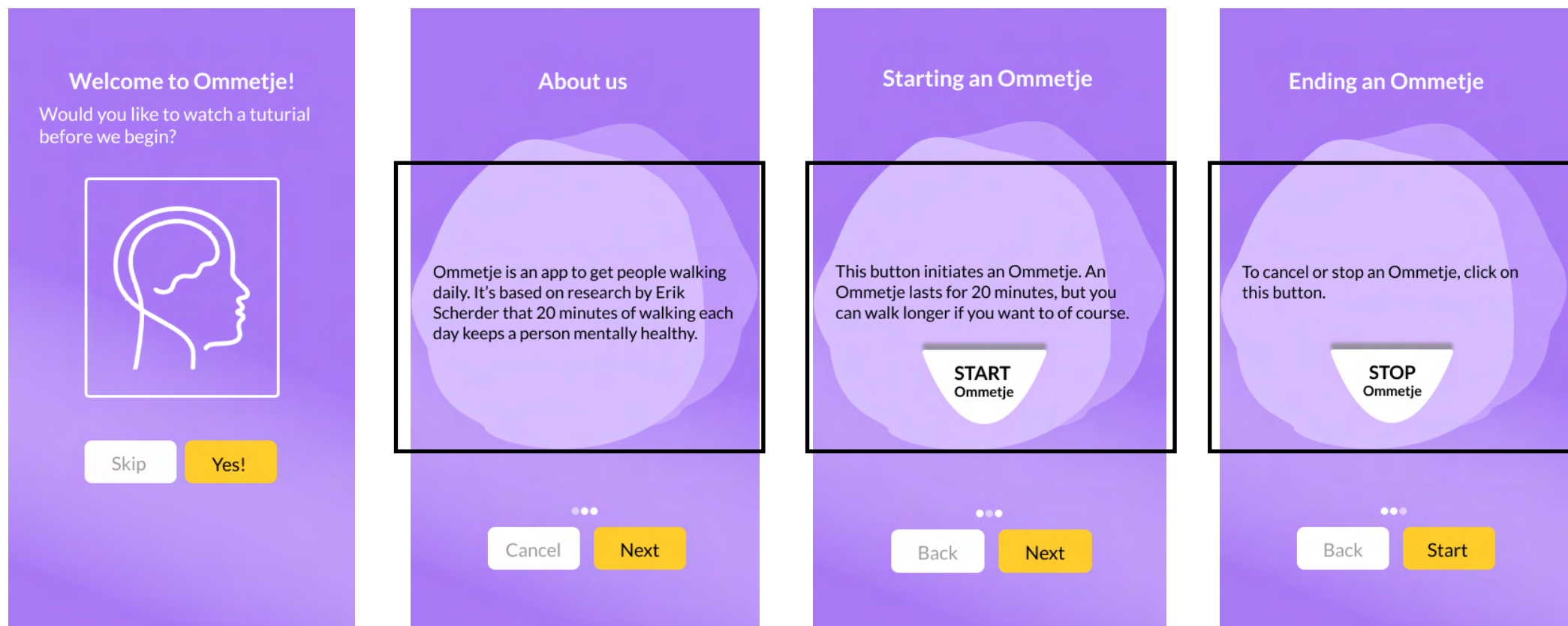
This postulate implies that a user's personal background and the use situation have an influence on their information processing. When the user has a high motivation and a high ability, they are more likely interested in the content of the persuasive message than when they have a low motivation and a low ability.



The system gives the user the choice to watch a tutorial or they can skip it. I think that the younger audience would skip it, because technology comes more natural to them. An older target group would watch the tutorial before they explore in an app.

Postulate 4. Persuasion is often incremental.

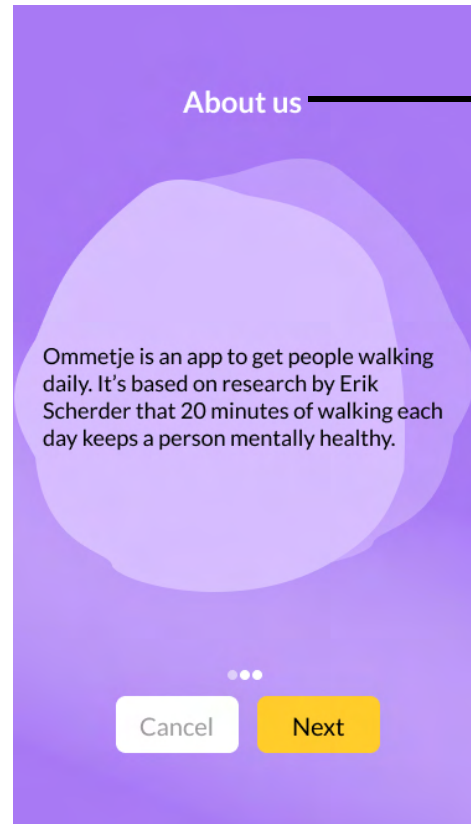
This implies that a persuasive system should enable making incremental steps toward target behavior.



This is the first impression the user has of the Ommetje app. The system explains the user in steps how they can use the app and why they should use it. I also include that the research is done by a famous Dutch professor. I use the principle of **Authority** here (Cialdini, 1984)

Postulate 5. Persuasion through persuasive systems should always be open.

Content that is based on untruthful or false information does not fit with the overall goal of users' voluntarily changing attitudes or behaviors.

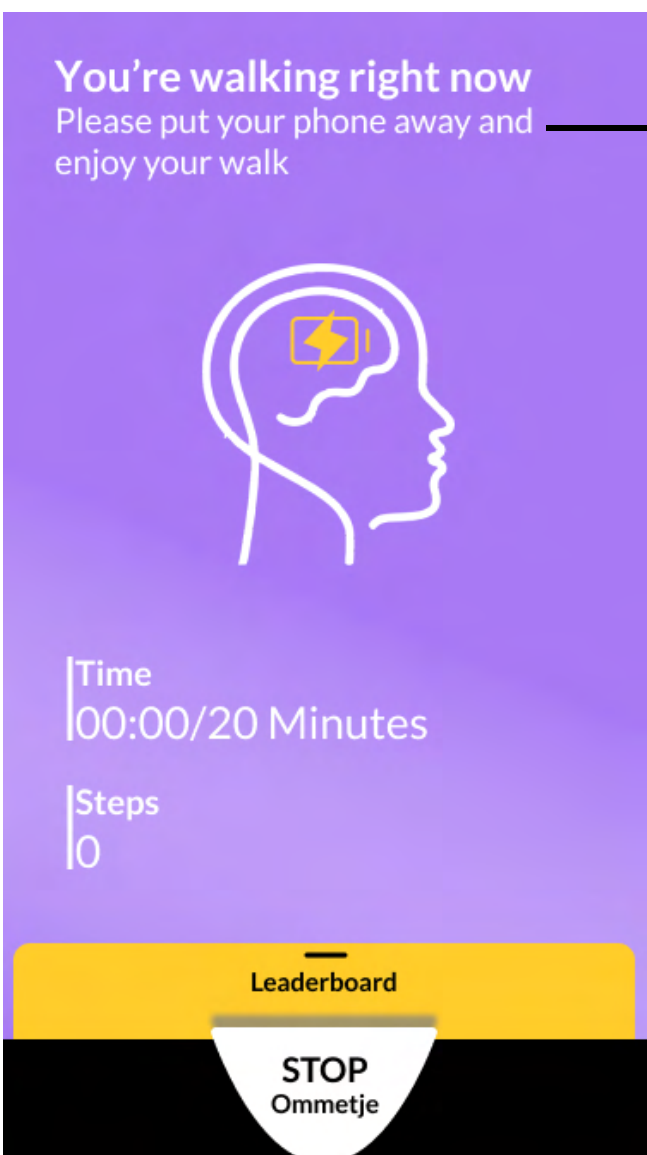
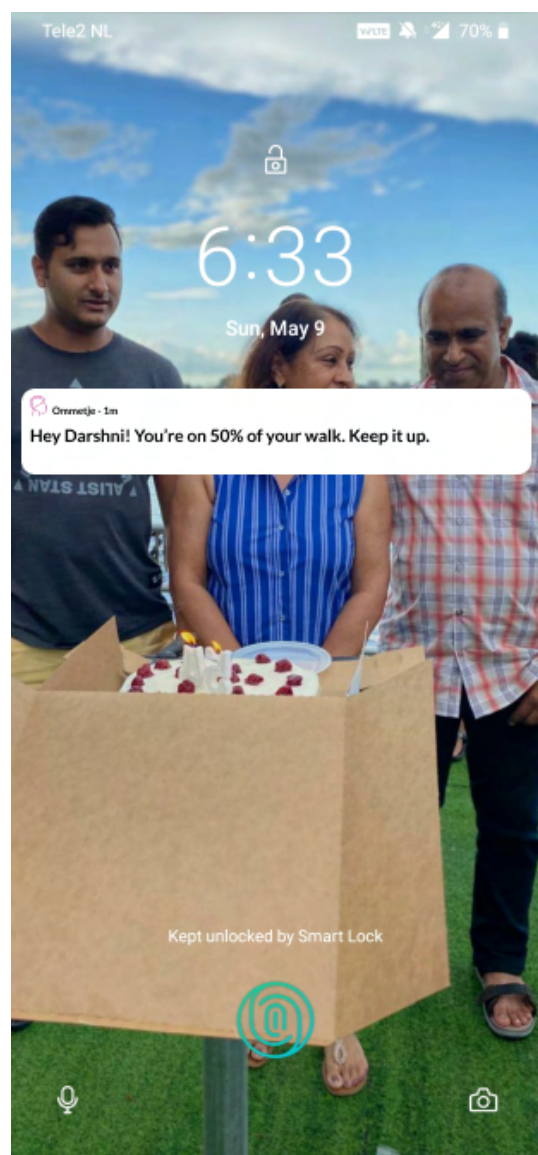


The system gives the user truthful information about how they can keep their brain healthy. And that the results are based on research by a famous Dutch professor of neuropsychology.

The persuasion principle **authority** of Robert Cialdini can also be applied here: Erik Scherder is a Dutch professor of neuropsychology and he wrote many books. So people will trust someone with a high education.

Postulate 6. Persuasive systems should aim at unobtrusiveness.

Systems should avoid disturbing users while they are performing their primary tasks with the aid of the system.



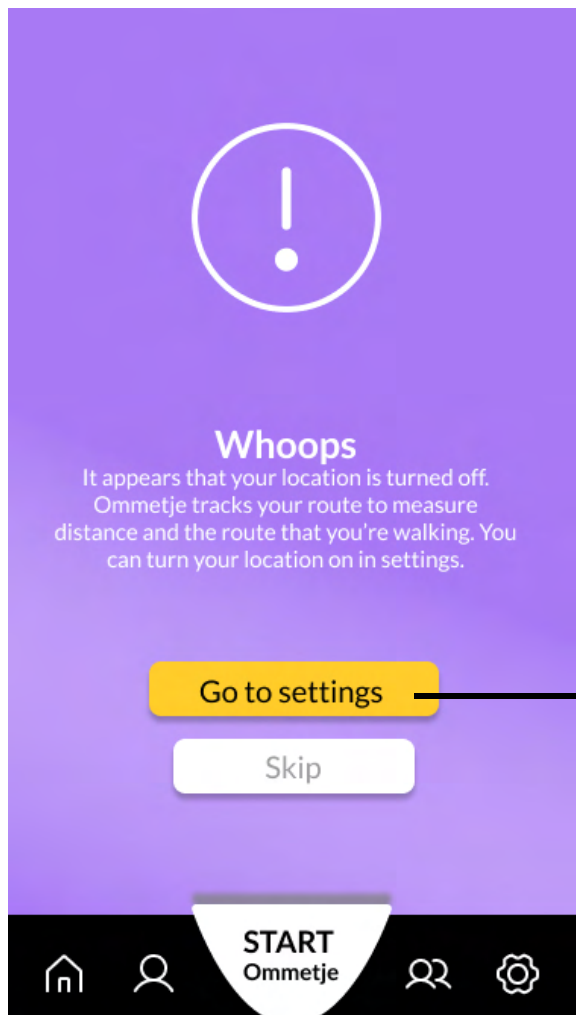
The system encourages the user to put their phone away and enjoy their walk. They will only get disturbed when they're halfway their Ommetje, because the users need encouragement to finish their walk.

Postulate 7. Persuasive systems should aim at being both useful and easy to use.

The system should serve the needs of the user. This includes responsiveness, ease of access, lack of errors, convenience, and high information quality, as well as positive user experience, attractiveness, and user loyalty. Quite understandably, if a system is useless or difficult to use, it is unlikely that it could be very persuasive.



Current situation



Improvement

The system provides a shortcut for the user when a problem occurs.

Frame #2 offers a shortcut to settings so that the user can save time. Or they can skip turning their location on.

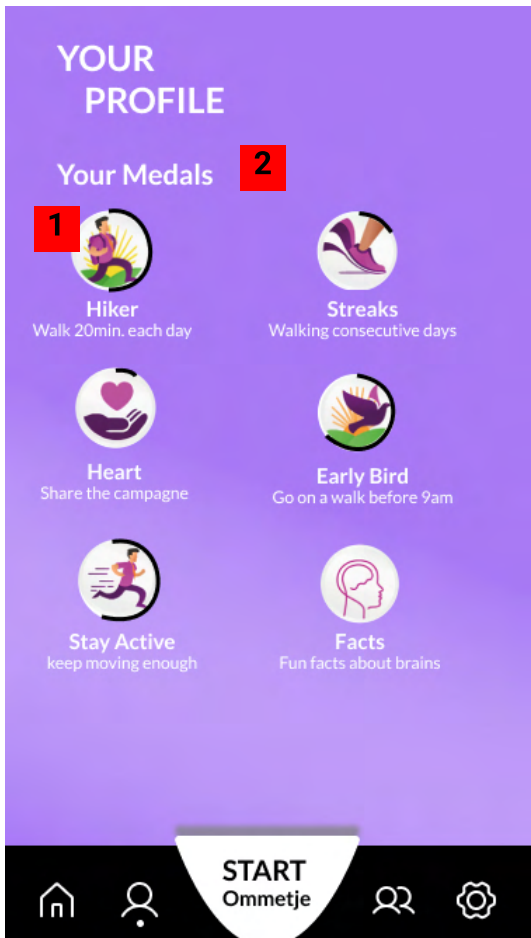
Improvement: I reduced the amount of text in this pop-up when this problem occurs. Because users hate reading too much and would love to quickly understand the system their point.

Persuasive Systems Design

Self monitoring, Personalisation



Current situation



Improvement

1. Self monitoring: the “Your profile screen offers an overview of the user their progress.
2. Personalisation: a system that offers personalized content (medals) has a greater capacity for persuasion.

Business goal

Get maximum active users by providing them with rewards.

User goal

The user wants to view their medals.

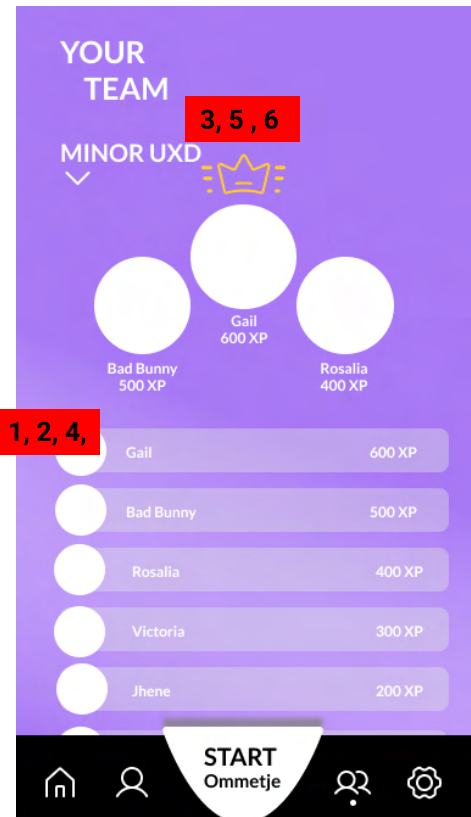
Behavior goal

Get users to walk more Ommetjes.

Improvement: the home screen consisted of random content, so categorized the medals in “Your profile”, where the user can find their medals.

Persuasive Systems Design

Social role, Social comparison, Competition, Social Learning, Social Facilitation, Recognition



1. Social role: the user can see an overview of their friends' results. They can also view the overview during the walk to feel extra motivated that they're not alone.
2. Social Comparison: the user can compare their results with their friends
3. Competition: the user can see a ranking of their friends.
4. Social learning: Users will be more motivated to do something when being able to see how other users are performing.
5. Social Facilitation: The user is more likely to perform certain behavior is they can see that other users are performing the same behaviour. Having a leaderboard gives the user an overview of which users are performing well.
6. Recognition: by providing public recognition for users who perform their target behaviour, the chance that others adopt this behaviour will increase.

Business goal

Get maximum amount of users by putting them in the spotlight or make them fight to be in the spotlight.

User goal

User wants to view their own and their friends' progress.

Behavior goal

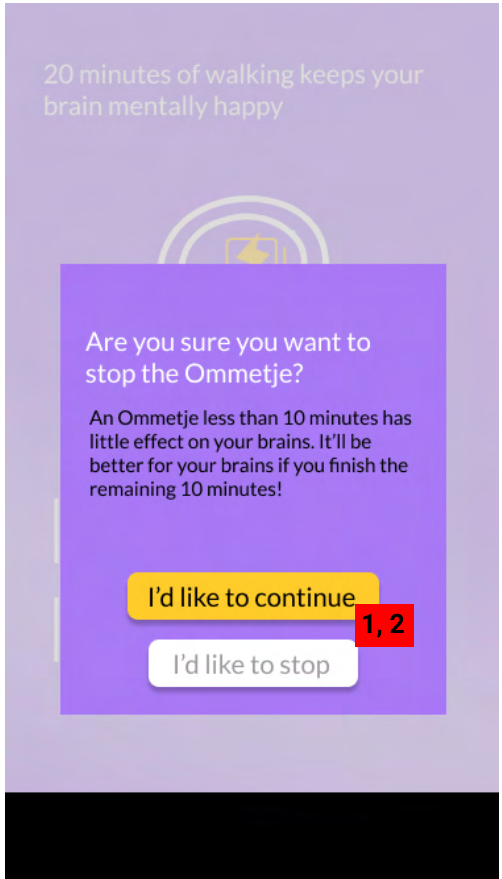
Get more users to compete with each other to gain a place in the spotlight.

Persuasive Systems Design

Cooperation, Reduction



Current situation



Improvement

1. Cooperation: ask if the user is sure that they want to stop their walk.
2. Reduction: the app reduces complex behavior into simple tasks which helps users perform the target behavior (continue their Ommetje).

Business goal

Get maximum user productivity with persuasive text.

User goal

User wants to click the “I’d like to continue” button.

Behavior goal

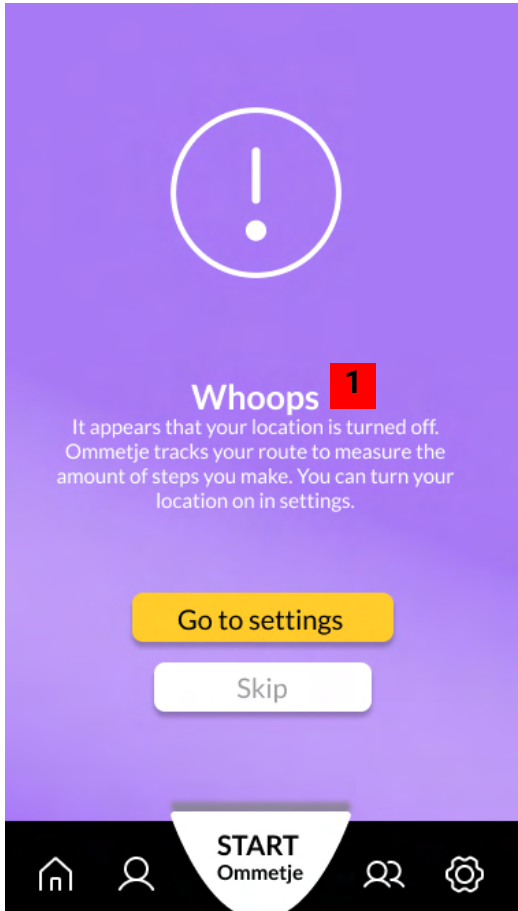
Get users to continue to walk their Ommetje.

Improvement: I reduced the amount of text and I removed the picture of Erik Scherder. I did that because according to the assignment, the target group did not like it.

Suggestion



Current situation



Improvement

Suggestion: the user receives the suggestion to turn their location on in the app to get more precise results.

Business goal

Get more users who share their data. More users who share their location = trust.

User goal

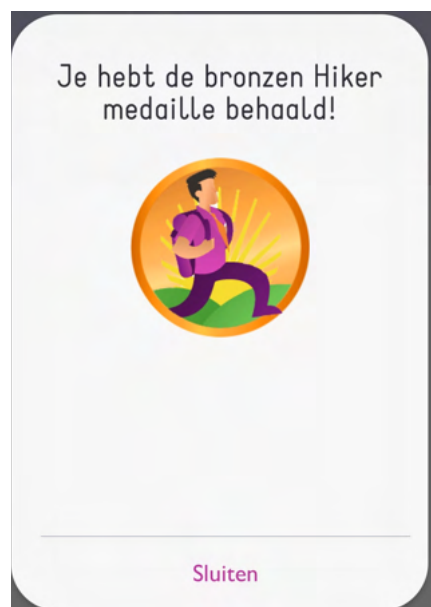
User wants to click the “Go to setting button”.

Behavior goal

Help users understand why their location info is crucial for the app.

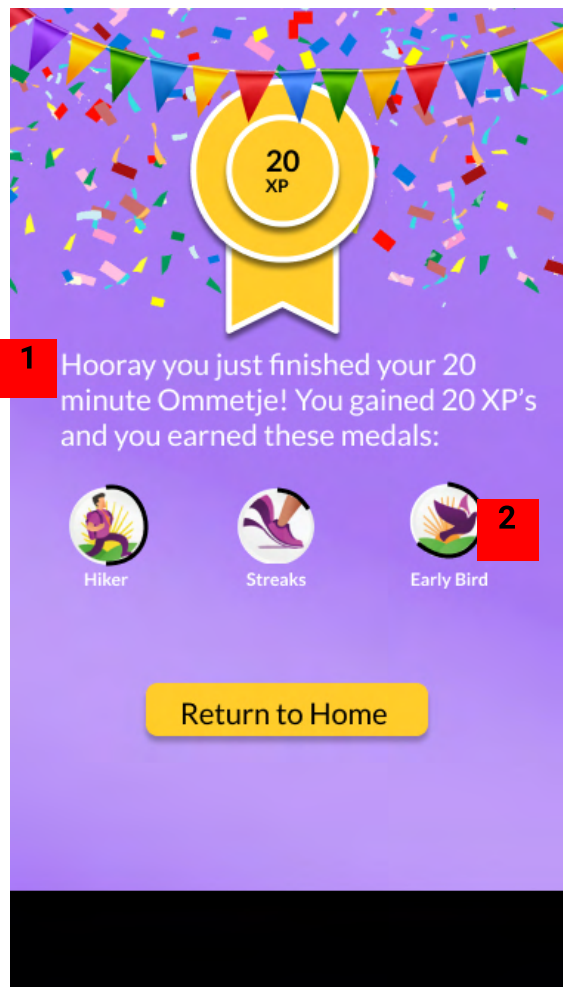
Improvement: I reduced the amount of text as to not overwhelm the user anymore. And I added a “!” icon, to indicate that there is an error. I changed the error frame like this so that the user could see the seriousness of the problem. A text and profile picture does not really scream “hey there might be a problem.”

Persuasive Systems Design



Current situation

Praise and rewards



Improvement

1. Praise: the app motivates the user by offering them praise and hyping them up when they completed an Ommetje.
2. Rewards: the user receives medals and points after an Ommetje.

Business goal

Get maximum active users by providing them with rewards and points.

User goal

User wants to click the "Return to Home" button.

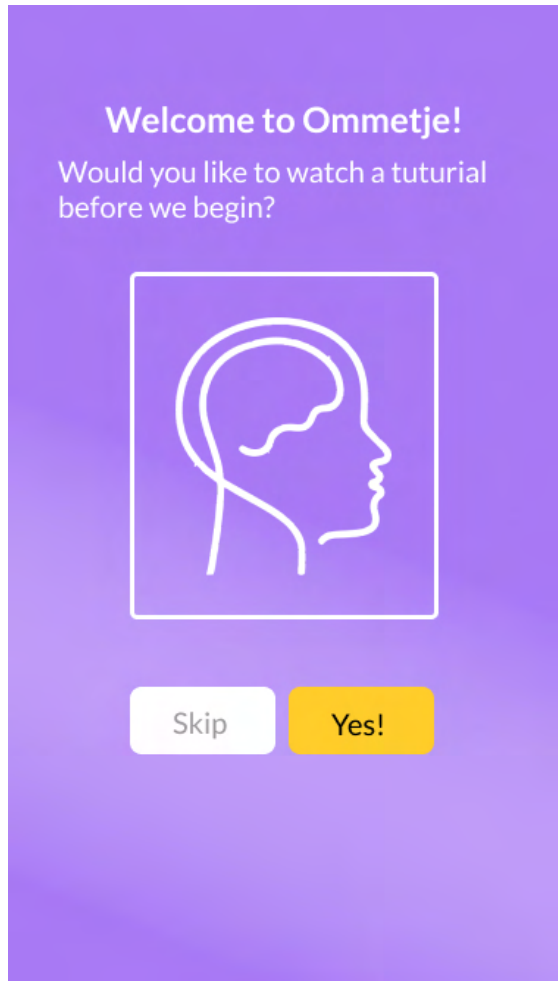
Behavior goal

Get users to make more Ommetjes.

Improvement: The user goes through 3 screens when they have completed an Ommetje. One where the system indicated that they won a medal, then a screen where it explains medals and facts before they return to the home screen and at last an overview of what and how the Ommetje went. I improved that by providing them with one screen where they can immediately see which medals they won and how many points they gained. I shortened this experience of completing an ommetje also because it initially just took too long.

Persuasive Systems Design

Surface credibility



Surface credibility: the Ommetje app offers a tutorial when the user is using it for the first time.

Business goal

Get maximum users to continue using the app by providing them with information about it.

User goal

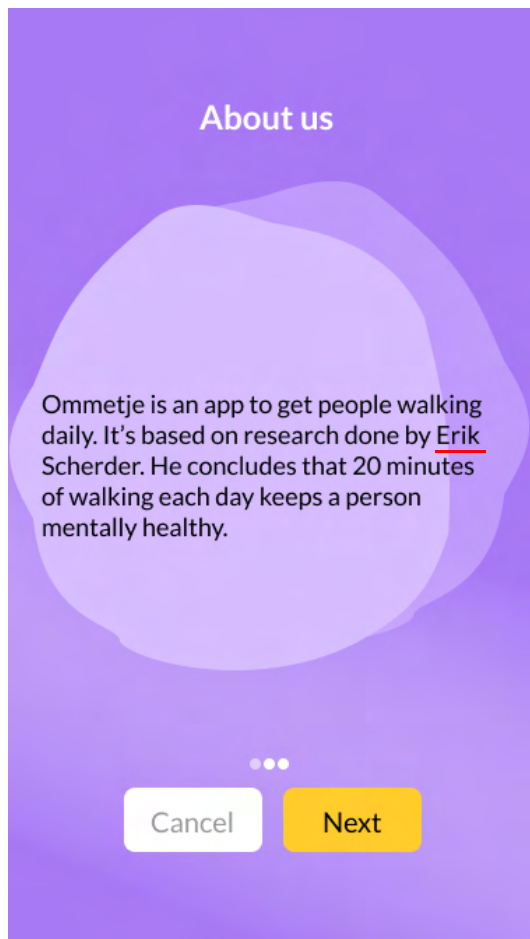
The user wants to click the “Yes!” button to watch the tutorial.

Behavior goal

Get users to want to read the tutorial.

Persuasive Systems Design

Trustworthiness



Trustworthiness: the app provides information that is unbiased. The results about the research is done by a legit person. In this case a Dutch professor of neuropsychology .

Business goal

Get maximum users to continue using the app by providing them with information about it.

User goal

The user wants to click the “Next” button to continue the tutorial.

Behavior goal

Help users understand why Ommetje is good for their health.