

# Back up your product design with behavioural psychology.

Our mission is to make psychology of design knowledge accessible for everyone.

Try 'How mental framework work in landing page design'

Search Example

Search results containing 'Mental Framework'

Information

📄

Create a mental framework through templates

Information

📄

Pursuing engagement as part of a journey

Information

📄

Price linked savings app

Information

📄

Power of the future self to help people save

## Key Takeaways

Checklist

Hick's Law reminds us that more choices aren't always better. In health & fitness, simplifying choices can lead to better user engagement.

- While offering variety is essential, it's crucial to strike a balance to avoid overwhelming users.
- Health & Fitness apps can use Hick's Law to guide users more effectively towards their goals by extending decision pathways.
- By understanding the balance between choice and decision-making, fitness platforms can create a more user-friendly and effective experience.
- The efficiency of decision-making is paramount, especially in domains where daily choices, like workouts or meals, can cumulatively impact one's health journey.



Take product experience on homepage

Previous 1 2 3 4 5 Next



Come join our mission to make psychology of design knowledge accessible for everyone.

Add Example

# Back up your product design with behavioural psychology.

Our mission is to make psychology of design knowledge accessible for everyone.

Try 'How mental framework work in landing page design'

Search Example

Search results containing 'Endowment'

Information

📄

Create a mental framework through templates

Information

📄

Pursuing engagement as part of a journey

Information

📄

Price linked savings app

Information

📄

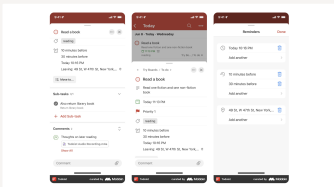
Power of the future self to help people save

## Key Takeaways

Checklist

Hick's Law reminds us that more choices aren't always better. In health & fitness, simplifying choices can lead to better user engagement.

- While offering variety is essential, it's crucial to strike a balance to avoid overwhelming users.
- Health & Fitness apps can use Hick's Law to guide users more effectively towards their goals by extending decision pathways.
- By understanding the balance between choice and decision-making, fitness platforms can create a more user-friendly and effective experience.
- The efficiency of decision-making is paramount, especially in domains where daily choices, like workouts or meals, can cumulatively impact one's health journey.



Todoist integrates the goals and planning behaviour change techniques to help users organise their tasks, set goals, and plan their activities.

Previous 1 2 3 4 5 Next



Come join our mission to make psychology of design knowledge accessible for everyone.

Add Example

# Back up your product design with behavioural psychology.

Our mission is to make psychology of design knowledge accessible for everyone.

Try 'How mental framework work in landing page design'

Search Example

Information

📄

Flashcards invites team

Information

📄

Flashdesk leverages the endowment effect

Information

📄

active plan selection of freemium during onboarding

Information

📄

Upgrade to premium 50% off during freemium registration

Information

📄

Interactive account setup

Information

📄

Loom use of extrinsic motivation

Information

📄

Create a mental framework through templates

Information

📄

Framing engagement as part of a journey

Information

📄

Price linked savings app

Information

📄

Power of the future self to help people save

Information

📄

Hero of your own journey

Information

📄

Pseudo set framing in a learning app

Information

📄

Social norms cohort to drive engagement

Information

📄

Nuon prompting intrinsic motivation

Information

📄

Social norms in fintech

Information

📄

Question primer prior to onboarding

Information

📄

Premium Subscription Example

Information

📄

Use of dynamic social norms

Planning

📄

Nuon Building Your Plan

Planning

📄

Chat interface onboarding

Planning

📄

Co-creation of your account

Planning

📄

Commitment Pledge

Planning

📄

Prompting intrinsic motivation

Planning

📄

Configuring your account delay

Planning

📄

Onboarding Dynamic Project Setup

Planning

📄

Earn trial days for completing onboarding tasks

Planning

📄

Monday.com project setup walkthrough

Planning

📄

Monday.com onboarding questions

Planning

📄

Monday.com invite colleagues

Planning

📄

Apollo Unblock All Data

Previous 1 2 3 4 5 Next



Come join our mission to make psychology of design knowledge accessible for everyone.

Add Example