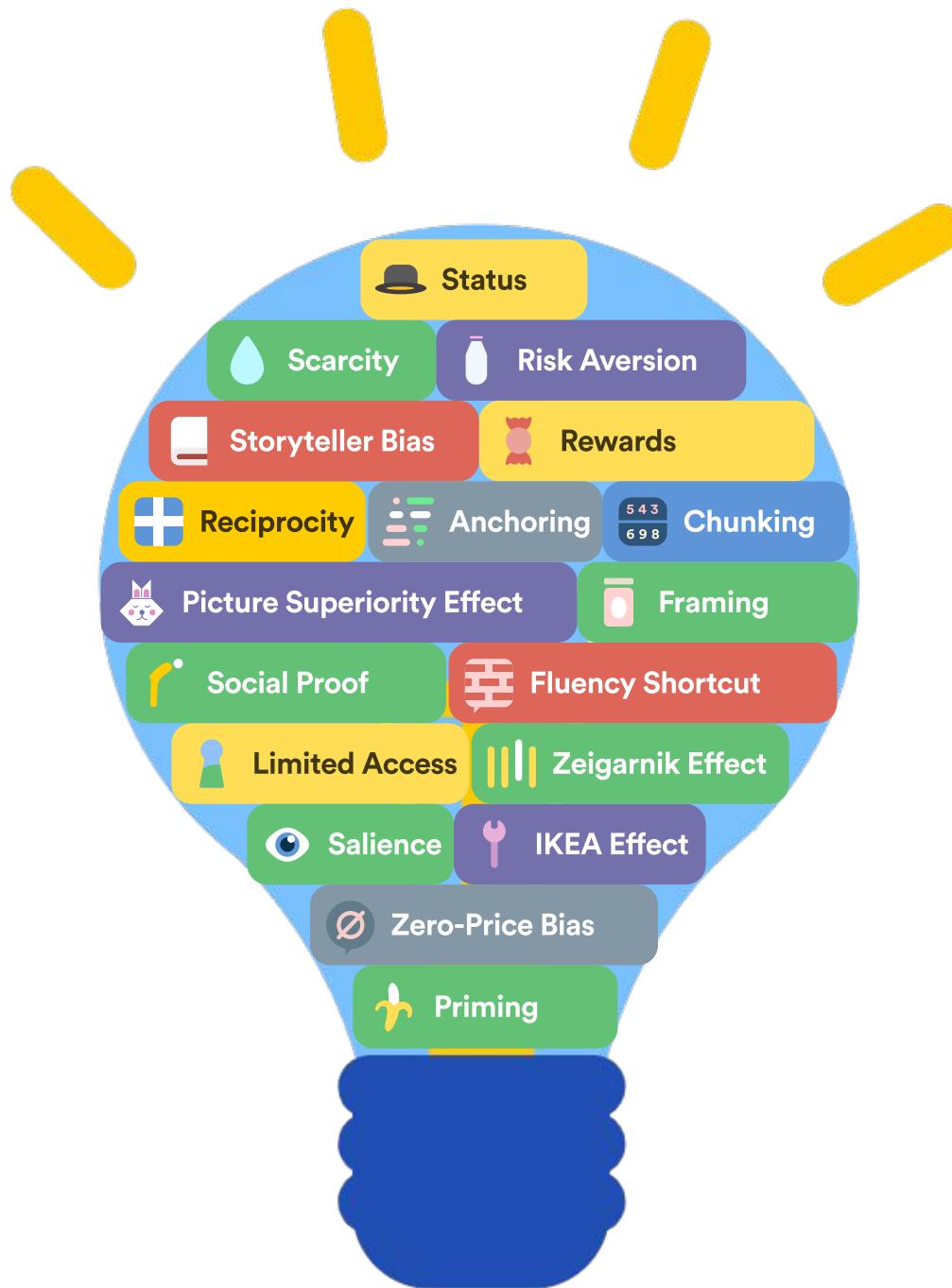


Free PDF

Behavioural Insights

Curated by Radhika Dutt



A library of 'How Might We' questions translated into behavioural UI Patterns in mobile app design.

How might we encourage users to complete a purchase before an item sells out?



Scarcity

We value things more when they're in limited supply

Behavioural Insights

Limited Quantity Saliency – Highlighting exactly how few items remain (e.g., "Only 2 left!") makes the stock level salient, triggering an immediate need to act

Loss Aversion Link – Framing scarcity as a potential loss of a desired item is more motivating than simply stating it is popular, as the pain of losing the opportunity is twice as powerful as the joy of gaining it

Reducing Ambiguity – Clearly defining the limits of the supply (time or quantity) removes the friction caused by uncertainty, making the "buy" decision more fluent

9:41

X

Claim your gift before it's gone

Turn your free trial into

44% OFF FOREVER

SGD 99.98 SGD 54.98/year

Once you close your one-time offer, it's gone!

Only SGD 4.58/month. Cancel anytime.

Continue

How might we increase user engagement and brand loyalty through social recognition?



Status

We constantly look for ways to improve how others see us

Behavioural Insights

Community Identity – Inviting users to join an exclusive "club" or community (e.g., "Join our veg club") enhances their social identity and sense of belonging.

Authority Signals – Using titles, badges, or tiers (e.g., "Gold Member") provides objective proof of status, which users value for their self-image and credibility.

Social Comparisons – Showing a user where they stand in relation to others (via leaderboards or milestones) taps into the drive to improve their standing within a group.

RANK	ATHLETE	TIME, PACE
1	Anna Mae Flynn 24 May 2015	54:19 7:29 /km
2	Marcela Vasinova 30 Sep 2022	1:01:33 8:28 /km
3	Olivia Hill 29 Oct 2021	1:02:57 8:40 /km
4	Joy Martin 16 Jun 2016	1:03:08 8:41 /km
5	charlotte cox 17 Oct 2022	1:03:41 8:46 /km
6	Tina Lewis 12 Jun 2016	1:05:13 8:59 /km

Tackle this segment to compete for the crown!

Home Maps Record Groups You

How might we reassure new users that a service is trustworthy and effective?



Social Proof

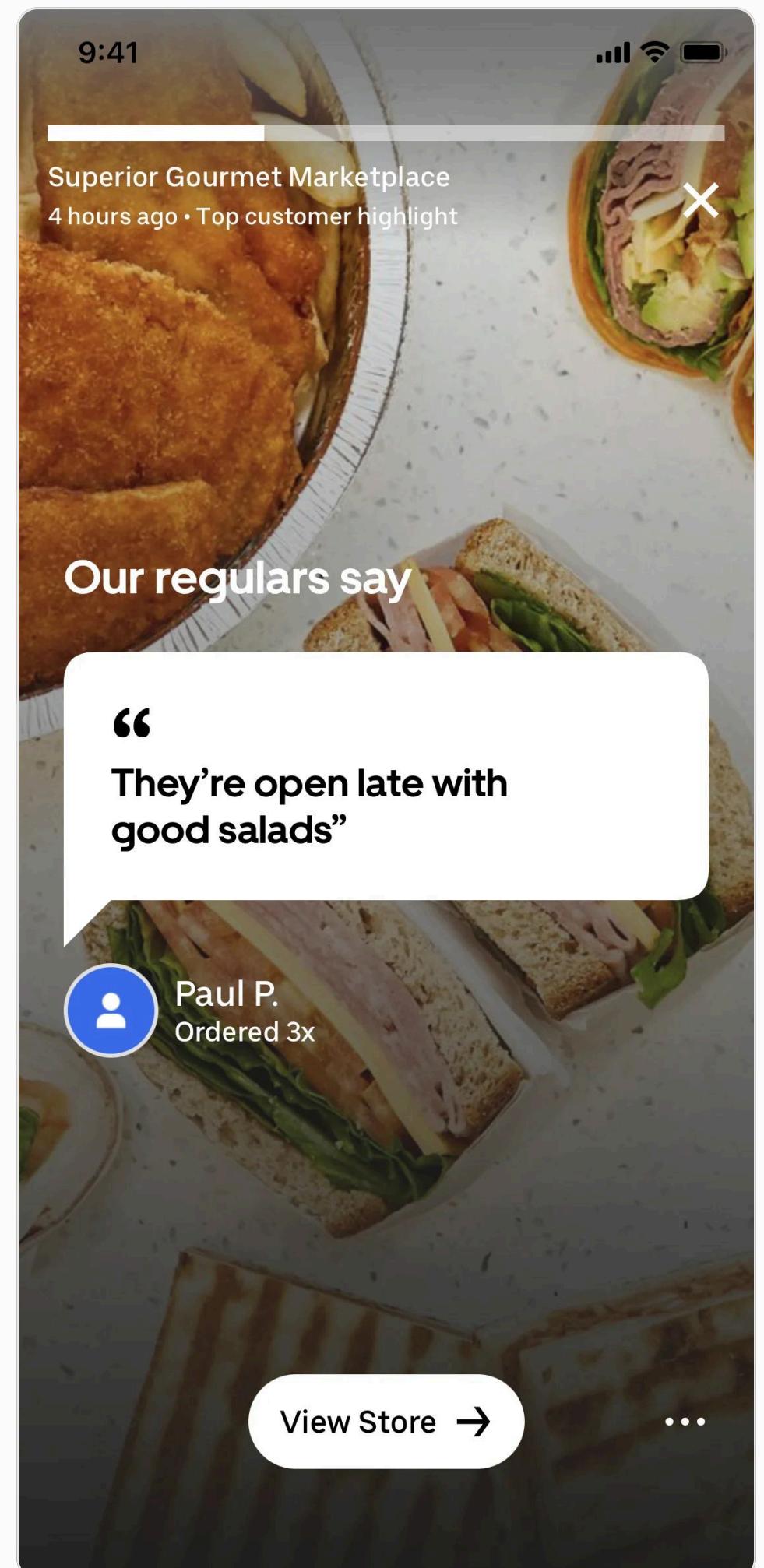
We copy the behaviors of others, especially in unfamiliar situations

Behavioural Insights

Peer Benchmarking – Displaying real data on what others have achieved (e.g., "customers save on average £76") sets a positive social norm that reduces decision friction

Validation through Volume – Highlighting the popularity of a choice (e.g., "Most Popular Box") signals that others have already vetted the option, making it a "safe" default

Community Endorsement – Using reviews demonstrates that the service is part of a wider, active community, increasing trust



How might we motivate trial users to convert to a paid subscription?



Prospect Theory

A loss hurts more than an equal gain feels good

Behavioural Insights

Quantify Current Value – Showing users exactly what they have saved during a trial (e.g., "You have saved £99.99 to date") makes the end of the trial feel like a significant financial loss

Negative Framing – Framing the end of a service as a "loss of benefits" (e.g., "Don't miss out on unlimited FREE deliveries") is more effective at driving conversion than simply listing features.

Time-Limited Friction – Emphasising a deadline (e.g., "7 days left") creates a "Time Scarcity" that amplifies the fear of losing the service

9:41

Your trial Premium access expires on October 31

WITHOUT PREMIUM, YOU LOSE

- Access to 1500+ summaries
- Personalized suggestions
- Saved content in your library

Yearly 38% OFF

\$73.98 ~~\$119.98~~ \$6.16/month

Apple will remind you before the end of this plan

Continue with 38% off

View other plans

How might we encourage users to share data or complete a profile by offering value first?



Reciprocity

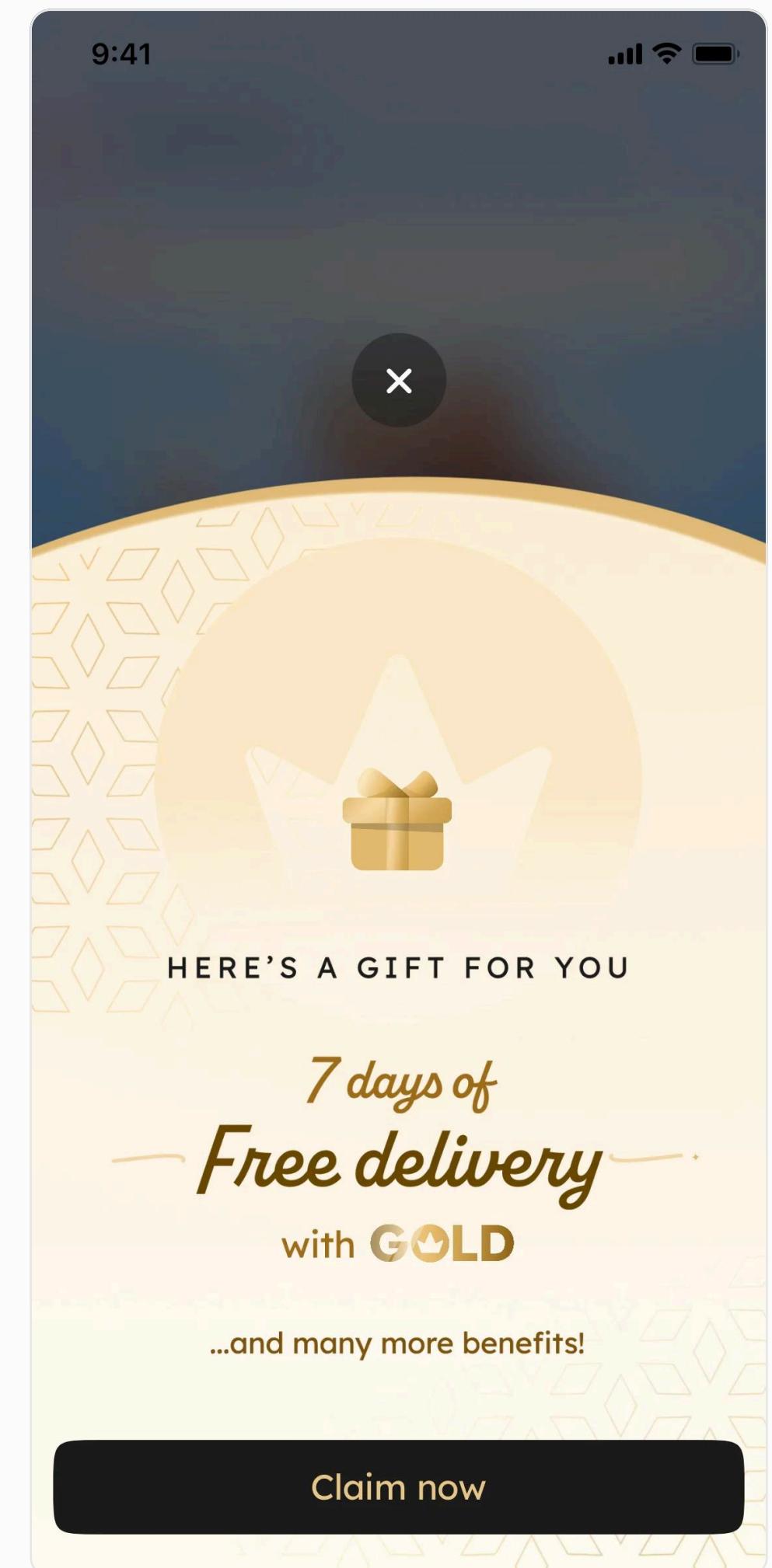
We're hardwired to return kindness received

Behavioural Insights

Value-First Exchange – Providing a "free" resource (e.g., an eBook or a discount code) before asking for a sign-up creates a psychological obligation for the user to "repay" the brand with their details.

Unsolicited Rewards – Unexpected gestures, such as giving a user a "bonus credit" just for opening an app, are more effective at triggering reciprocity than standard transactional offers.

Relationship Building – Demonstrating kindness early in the user journey (e.g., offering free advice) establishes a level of trust that makes future high-friction requests feel more natural and less intrusive



How might we reduce the fear of commitment for first-time subscribers?



Risk Aversion

We don't like uncertainty and generally stick to what we know

Behavioural Insights

Guarantees as Safety Nets – Explicitly stating "Money-back guarantees" or "Cancel anytime" policies reduces the perceived threat of a bad investment, making the "Buy" button less intimidating.

Familiarity and Predictability – Using established UI patterns (like a standard shopping cart) makes the experience feel safer, as users tend to avoid unconventional journeys that feel "risky".

Loss Mitigation through Trials – Allowing users to experience a service via a "7-day free trial" allows them to vet the product without financial risk, effectively bypassing the initial barrier of risk aversion.

9:41

Details

Overview Related

Shop with Confidence

We provide guarantees to all Wish purchases

30-Day Returns

Eligible for a refund within 30 days of delivery!

Quick, Simple Process

We'll guide you through a few easy steps to return your item.

Wish Customer Support

Our customer service team is always here if you need help.

See the full [Return Policy](#) for complete details and restrictions

Add to Cart

How might we present pricing or features to make the "target" option more appealing?



Framing

We make very different decisions based on how a fact is presented

Behavioural Insights

Positive vs Negative Frames – Framing a feature by what the user "gains" (e.g., "90% Success Rate") is often more motivating than what they might avoid, though negative framing can work better for urgent actions.

Comparative Choice – Anchoring a price against a much more expensive "Gold" tier makes the middle "Standard" tier look like a bargain by comparison.

Justifiable Reasons – Providing a clear, objective reason for a price or process (e.g., "Due to rising part costs") helps users accept the information more easily because it fits a logical frame

The screenshot shows a mobile application interface for 'Lex Plus'. At the top, the time is 9:41, and the battery level is shown. Below the status bar, there's a back arrow and the text 'Lex Plus'. The main heading reads 'Live your best gay life with Lex Plus.' Below this, a subtext says 'Ding ding! Lex Plus users receive 2.5x more messages.' Three pricing options are listed:

Tier	Duration	Icon	Price	Savings
	1 Week	Person icon	\$7.99 per week	
Most Popular	1 Month	Flame icon	\$15.99	
	3 Months	Flower icon	\$35.99	Save 63%

Below the pricing, three benefits are listed with green checkmarks:

- 12 extra posts: Say more with 2x more posts and 3x more characters!
- Meet 2x more people: See 40 people in Discovery daily with 2x more messages
- See every boop: Get the full list of who booped you

At the bottom is a large yellow 'Continue' button.

How might we make complex instructions or value propositions more memorable?



Picture Superiority Effect

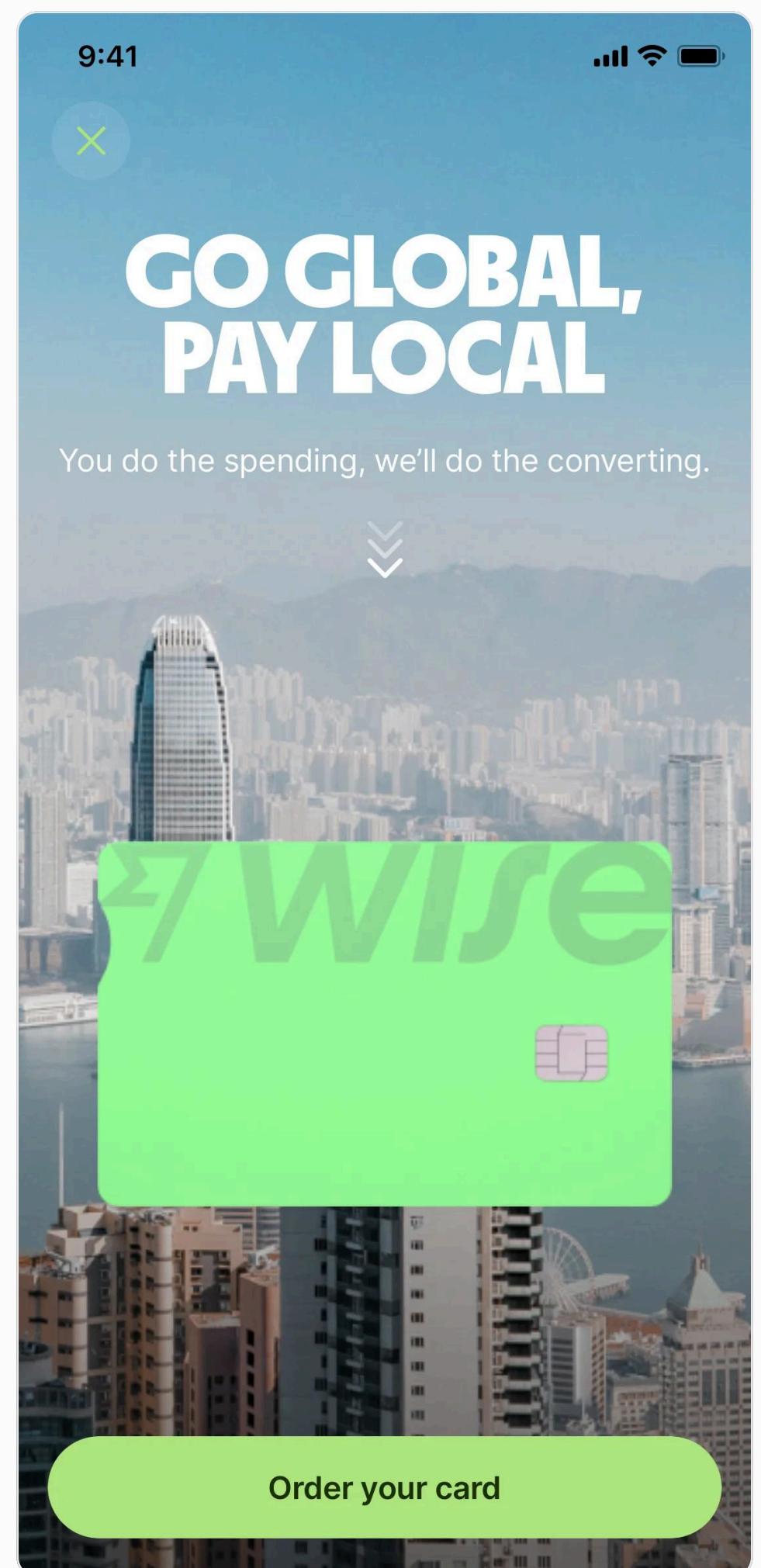
We remember images far better than words

Behavioural Insights

Visual Saliency – Important information (like a "Buy" button) is more likely to be noticed and acted upon if it is visually distinct and uses imagery rather than just labels.

Cognitive Easing – Replacing long blocks of text with descriptive icons or illustrations reduces the mental effort required to understand a page, making the journey feel "fluent".

Visual Anchoring – Using a strong hero image on a landing page sets an immediate emotional tone that text alone cannot achieve, anchoring the user's perception of the brand.



How might we prevent users from abandoning a task when faced with too many decisions?



Analysis Paralysis

Our capacity to process info & make decisions reduces with each made

Behavioural Insights

Decision Fatigue Mitigation – Reducing the number of choices presented at any single stage prevents the mental exhaustion that leads to abandonment and "procrastination".

Guided Pathways – Providing a "recommended" or "step-by-step" flow simplifies the mental model required to reach a conclusion, making the journey feel "effortless".

Information Chunking – Breaking complex data into small, digestible groups ensures that the user's capacity to process info is not overwhelmed at a single touchpoint

9:41



Acne Treatment and Prevention

Getting Started

How does this work?

- 1 Answer some simple medical questions.

We'll ask you a detailed set of medical questions that will help our medical providers provide you with high quality, personalized care.

- 2 You'll be contacted by a doctor or nurse over secure text within minutes.

- 3 Get your prescription same-day.



Continue

How might we increase conversion rates by simplifying the selection process?



Limited Choice

We're more likely to decide when the options are sensibly restricted

Behavioural Insights

Sensible Restriction – Restricting options to a manageable few (e.g., three plans instead of ten) makes it significantly more likely for a user to commit to a decision.

Overcoming Choice Overload – Resolving "Choice Overload" by making the target action clear and prominent is often "critical to business success".

High-Impact Defaults – Pre-selecting a "Recommended" or "Most Popular" option acts as a cognitive safety net, allowing users to bypass the effort of manual comparison

9:41

X Choose your plan

Best value

Annual + 7-day free trial

\$35.99 / year

Cancel up to 24 hours before trial ends.

Monthly

\$7.99 / month

Recurring billing. Cancel any time.

How an annual subscription with free trial works

- Today: get instant access
- Get Quizlet Plus free for 7 days with the annual subscription
- 30 January 2023: trial reminder
- We'll send you an email. Cancel anytime.
- 2 February 2023: trial ends
- Trial ends. You will be billed for one year unless you cancel.

Terms and Conditions

Try free and subscribe

How might we build trust and believability in our product's value proposition?



Fluency Shortcut

Statements that are easier to understand are more believable

Behavioural Insights

Cognitive Easing – Using simple language and clear typography makes statements feel "fluent," which in turn makes them more believable to the user.

Visual Clarity – Replacing complex jargon with icons or "human-centric" dialogue allows for faster processing, which increases the perceived truthfulness of the content.

Believability through Simplicity – Information that "feels" easy to read is often subconsciously equated with high quality and honesty, reducing "Ambiguity Aversion"

9:41



Aaptiv members who have asked us to help keep them accountable are 3x more likely to reach their goals. Would you like us to send you notifications to help keep you accountable?

Yes

No

How might we reassure users to take action when they are hesitant about an outcome?



Certainty Effect

We crave clarity over chance and make costly sacrifices to get it

Behavioural Insights

Eliminating Ambiguity – Providing total clarity on outcomes (e.g., "Arrives tomorrow by 1 PM") satisfies the innate craving for certainty, even if it involves a higher cost.

Expectation Management – Explicitly managing customer expectations regarding processes and timeframes reduces the "Ambiguity Aversion" that blocks decisions.

Guaranteed Safety Nets – Highlighting "Money-back guarantees" or "Fixed pricing" removes the perceived risk of a "chance" outcome, making the user more comfortable committing

9:41 ↗



Rapid Pick-Up

New York - Empire State

**Large order?
It takes time.**

Here's a guide for ordering ahead:

\$75: order 1 hour ahead

\$200: order 1 hour 30 minutes ahead

\$500: order 2 hours ahead

Okay

Large order? We'll need a little more time. [More](#)

Continue

How might we encourage users to complete a complex task by providing real-time validation?



Feedback Loops

We look for information that provides clarity on our actions

Behavioural Insights

Actionable Clarity – Providing immediate feedback on a user's action helps them understand the impact of their behaviour and guides their next steps.

Reducing Uncertainty – Clear feedback acts as a cognitive guide, removing ambiguity about whether a task was successful and reducing the friction that often leads to procrastination.

Positive Reinforcement – Validation loops, such as showing progress milestones, make goals feel more tangible and encourage users to overcome inertia

9:41

●●● Wi-Fi 🔋



Sign up



Create password



Your password must have at least:

- ✓ 8 characters (20 max)
- ✓ 1 letter and 1 number
- ✓ 1 special character (Example: # ? ! \$ & @)

Password strength: Strong

Next

How might we prevent users from cancelling a service by highlighting what they will lose?



Loss Aversion

We feel more negative when losing something than positive when we gain it

Behavioural Insights

Asymmetric Motivation – Because we feel losses more acutely than gains, framing a decision around what a user stands to lose is often a more powerful motivator for retention than listing new features.

Quantifying the Cost of Exit – Explicitly highlighting the specific benefits, progress, or accumulated savings that will be deleted (e.g., "You'll lose your 30-day streak") increases the perceived cost of abandonment.

Regret Aversion – Presenting the end of a trial as a "missed opportunity" rather than a simple choice can compel action because users naturally strive to avoid the pain of future regret

The screenshot shows a mobile application interface with a dark theme. At the top, the time is 9:41 and there are signal, Wi-Fi, and battery icons. Below the header, a large white arrow points left. The main content area has a dark background with white text. It starts with the heading "Tan, you'll lose your Premium benefits" in large, bold, sans-serif font. Below this, a subtext says "Your Premium plan will end immediately". There are two cards: one for "Subscriptions" showing a woman at a subway platform with the NordVPN logo and another for "Tinder" with its logo. Both cards show their respective plan names. At the bottom, there's a section titled "Top Premium benefits" with two items: "Reduced crypto fees" (with a Bitcoin icon) and "Fee-free ATM withdrawals" (with a banknote icon). Two large buttons are at the bottom: a white button labeled "Keep my Premium plan" and a dark button labeled "Proceed with downgrade". A note at the bottom states "compared to 0.99% for Standard plans (minimum fee \$1.49)".

How might we increase brand affinity by allowing users to customise their experience?



Self-Expression

We constantly seek out ways to communicate our identity to others

Behavioural Insights

Identity Signaling – Users place a significantly higher value on products that provide even small ways to show off their identity or extend their sense of self.

Ownership Bias Enhancement – When users invest effort in personalising a digital space (like choosing a theme or building an avatar), they develop a stronger emotional attachment and sense of ownership.

Human-Centric Interaction – Offering tools for self-expression transforms a purely functional transaction into a more "human" and engaging experience, which is often a key driver of digital retention

9:41

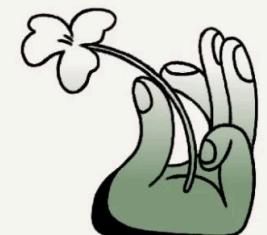


1 of 3



Choose the one that fits you best

This describes
me best



I want to organize my day

I am a visual thinker

I am neurodivergent

I think I am neurodivergent

None of the above



Authority Bias

We have a strong tendency to comply with those in charge

Behavioural Insights

Credible Anchoring – Mentioning professional titles, official team names, or objective third-party authorities (like major newspapers) makes presented information feel more credible and persuasive.

Heuristic Decision Making – Users often use authority as a mental shortcut to bypass complex comparisons, choosing the "expert-approved" option to reduce their cognitive load.

Reducing Perceived Risk – Associating a product with a known authority figure or organisation helps decrease "Ambiguity Aversion," making the user feel safer and more confident in their decision.

9:41



Ahead was developed by leading behavior-change scientists

Your journey is based on decades of research



HARVARD
UNIVERSITY



UNIVERSITY OF
OXFORD



UNIVERSITY OF
CAMBRIDGE

Got it

How might we make our brand mission more persuasive and memorable to users?



Storyteller Bias

We're more persuaded by and better recall those who tell stories

Behavioural Insights

Narrative Memorability – Humans are hardwired to remember stories over raw data; framing a product's value proposition as a journey or narrative makes it significantly easier for users to recall later.

Human-Centric Dialogue – Replacing formal jargon with a "human touch" and relatable storytelling creates an emotional connection that is often missing in purely digital transformations.

Credibility through Context – Providing a narrative "reason why" (such as a company's origin story) provides a frame that makes the brand feel more authentic and authoritative to the user.



Building a more
kind & equal world
of tomorrow.

Bloom **builds tools to unlock human potential**. We aim to build the most powerful and empowering products for our generation to help people improve how they think and act, to make this a more inclusive, kind and loving world.



How might we guide users toward beneficial choices without increasing cognitive effort?



Default Effect

We tend to accept the option pre-chosen for us

Behavioural Insights

Cognitive Safety Net – In situations where users are unsure, distracted, or tired, they will almost always opt for the default choice presented to them, even if it is not their optimal path.

Reducing Decision Friction – Creating "easy to see and understand" default options significantly drives progress through a user journey by removing the mental effort of making a manual selection.

Setting the Norm – Defaults act as a silent recommendation; by pre-selecting an option, you manage user expectations about what is "standard" or "recommended" for their specific goal

9:41

Cancel Add Credit Card Save

Card Information

Mastercard VISA AMERICAN EXPRESS DISCOVER JCB UnionPay Diners Club American Express

Credit Card Number

Exp. Date

Security Code

Set as default credit card

Billing Address

Judy Smith
1226 University Dr
Menlo Park, CA 94025
6282679041

Default Address

Enter a New Billing Address +

How might we influence a user's perception of value before they see a specific offer?



Priming

Our decisions are shaped by memories recalled from things just seen or heard

Behavioural Insights

Saliency of Values – Merely having a specific idea or value (like "health" or "security") salient in the user's eye view influences their subsequent choices and behaviour.

Subconscious Anchoring – Images and words seen during an onboarding flow "prime" the user's mental model, shaping how they judge the rest of the application's interface.

Visual Hierarchy Cues – The order in which information is presented is critical; the first elements a user sees act as the "prime" that shapes how they process all following data on the screen





IKEA Effect

We'll pay disproportionately more for something we've helped create

Behavioural Insights

Investment of Effort – When users invest physical or mental effort into "building" their experience (such as setting up a custom dashboard), they place a significantly higher value on the final result.

Ownership Bias – The act of personalising a digital space triggers a sense of "Ownership Bias," making the user feel more attached to the product than a generic "out of the box" version.

Reducing Attrition – Because users value what they helped create, they are less likely to abandon a service where they have built up "progress" or customised settings over time

The screenshot shows a mobile application interface for IKEA. At the top, it displays the time (9:41) and signal strength. Below this, the screen is titled "1 design" with the subtitle "Alex's room". It shows a thumbnail image of a bedroom interior. To the left of the image are three icons: a trash can, a square, and an upward arrow. To the right is a button labeled "Edit design". Below the image, there is a section titled "Shop this design" with a price of "\$1,471.92". Further down, there is a product listing for "GALLERISKOG" wall decorations, which are described as "Wall decoration, set of 3, mixed motifs". The price for this item is "\$19.99". At the bottom of the screen, there is a large blue button with the text "Add room to cart".

How might we influence a user's price perception to make a deal seem more attractive?



Anchoring

What we see first affects our judgement of everything thereafter

Behavioural Insights

Price Anchoring – Displaying a higher "original" price next to a discounted price sets a mental anchor, making the lower price appear as a significant gain in value because users judge the second figure relative to the first.

Initial Framing – The first piece of information encountered, such as a high-tier luxury subscription, acts as a benchmark that influences how users judge the reasonableness of all subsequent options.

Contextual Justification – Anchoring a price against a credible, objective reason (such as an industry report or a news article) helps users accept the figure more easily, as it fits into a logical frame of reference

9:41



Invest in your happiness

	ahead PRO	Starbucks	Therapy
Cost	\$1.90 a week	\$4.15 a cup	\$150 a session
Fun	✓	✓	✗

Choose a plan for after your 7 day free trial

Cancel anytime in the app store

HOLIDAY DISCOUNT		
Yearly	\$69.98	
Free trial, then \$5.83 / month		Save 40% 50%
Lifetime	\$299.98	
One time payment		

[Terms of Service](#) and [Privacy Policy](#)

How might we encourage users to follow through with a sign-up or a long-term goal?



Commitment

After making a public statement, we make consistent decisions to support it

Behavioural Insights

Affirmative Momentum – Asking users questions that require a "yes" response early in a journey (e.g., "Do you want to save £100?") increases their psychological commitment to the subsequent steps.

Small Initial Steps – Having a user commit to a small, low-friction first step makes them significantly more likely to complete a larger task later to maintain a consistent self-image.

Active Confirmation – Encouraging users to express a verbal or written commitment, such as checking a box to "confirm understanding," helps drive successful outcomes by reinforcing their internal mission.

9:41



Are you ready to invest
in yourself?



Commit to yourself by drawing
a checkmark:



I promise myself

How might we empower users to feel more in control of their digital decisions?



Autonomy Bias

We have a deep-seated need to control our situations

Behavioural Insights

The Control Need – Providing users with choices, even if the outcomes are similar, satisfies the deep need for autonomy and reduces the "Reactance" caused by feeling pushed too hard into a single path.

Self-Selection Paths – Allowing users to choose their own preferences or "paths" through an app (e.g., "What kind of user are you?") increases engagement because they feel the journey was their own choice.

Transparent Management – Clearly presenting options for users to "self-serve"—such as "Cancel anytime" or "Adjust frequency"—builds trust by confirming they are the primary decision-makers

9:41



MOBBIN.CMS5@GMAIL.COM

M



ACTIVITY AND NUTRITION



This is your plan, designed to work at your pace. So knowing you, as only you can, which pace would you prefer?

As fast as possible

Slow and steady wins the race

Somewhere in between the two



Zeigarnik Effect

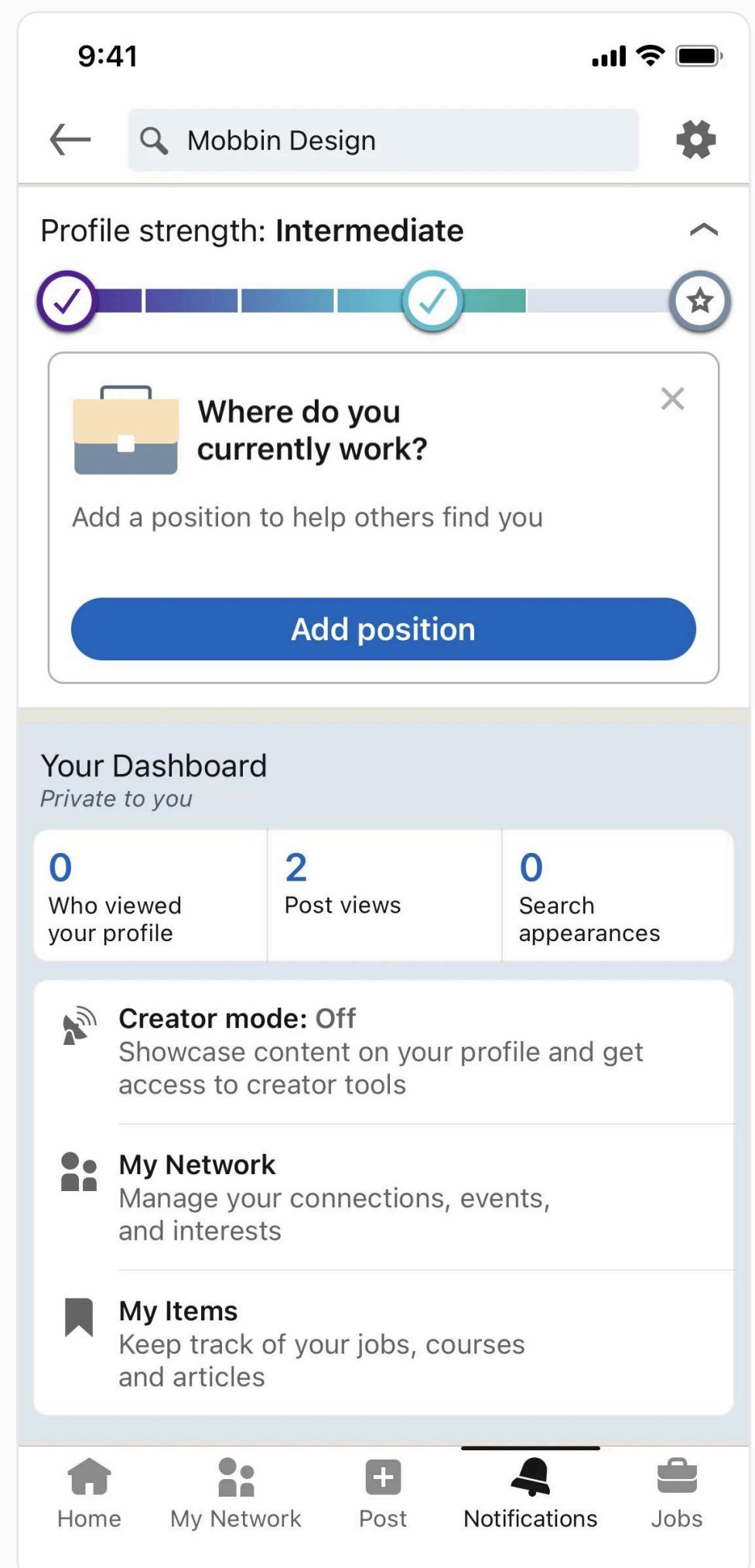
Incomplete tasks weigh on our minds until done

Behavioural Insights

Psychological Tension – Highlighting incomplete tasks (e.g., "Your profile is 70% complete") creates a mental tension that users feel naturally driven to resolve through action.

Visualising the Gap – Using progress bars or "empty states" for uncompleted sections makes the task status salient, encouraging the user to "close the loop" to reach a state of completion.

Retention Triggers – Reminding users of unfinished progress (e.g., "You still have items in your basket") leverages the weight of the incomplete task to pull them back into the conversion funnel.



How might we encourage users to finish a lengthy profile setup or loyalty journey?



Endowed Progress Effect

We reach our goals faster when we have help getting started

Behavioural Insights

Artificial Advancement – Providing users with a perceived head start (e.g., a progress bar that starts at 20% complete) creates a psychological "momentum" that makes the remaining task feel less daunting.

Momentum Building – Once progress is perceived to have already begun, users are more likely to exert effort to reach the end because the distance to the goal has been "shortened".

Resolving Incompletion – Seeing a task that is "nearly there" creates a mental tension that users naturally want to resolve, driving them to complete the journey rather than abandon it

The screenshot shows a mobile application interface for 'Course progress'. At the top, the time is 9:41 and there are signal, Wi-Fi, and battery icons. Below the header, there is a back arrow, the title 'Course progress', and a status bar indicating '2/5' completed with a gold circular icon containing a 'Y'.

The main content area displays three course modules:

- 101** Introduction to the Psychology of Weight Loss: Represented by a brain icon in a green circle.
- 102** Food Fundamentals I: Represented by a bowl of vegetables icon in a green circle.
- 201** Mastering Motivation: Represented by a carrot icon in a blue circle.

Below the modules, the user's skill level is shown as 'NOOM NOVICE' with 'Level 1 out of 6'. A progress bar indicates completion: a yellow smiley face icon is at the start of a red bar, which is mostly filled with a light beige background. A red speech bubble in the middle of the bar contains the text '2/5'. To the right of the bar is a yellow emoji of a person wearing a cap.

At the bottom of the screen, a message states: 'You can earn 1 Noomcoin each day for logging your meals, completing your lessons and weighing-in'.

How might we increase spending by connecting users with their past experiences?



Nostalgia Effect

Thinking about the past makes us want to spend more now

Behavioural Insights

Emotional Spending – Reminiscing about the past can reduce current stress and make users feel more emotionally secure, which often leads to decreased price sensitivity and a higher willingness to pay.

Identity Reinforcement – Products or features that trigger nostalgia help users reconnect with their past selves, increasing the personal value and "meaning" they attribute to a purchase.

Social Connectivity through the Past – Nostalgic cues often remind users of shared experiences, making community-focused or gift-based features more appealing and persuasive



How might we reinforce positive habits and encourage repeat app engagement?



Rewards

We change our behavior when given gifts that reinforce actions and goals

Behavioural Insights

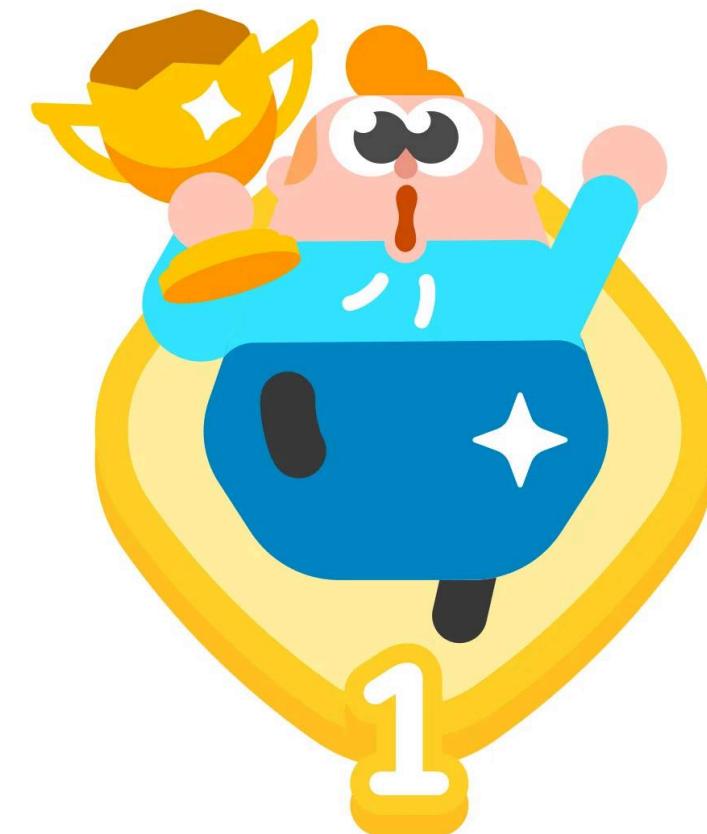
Positive Reinforcement – Providing immediate, tangible rewards after a desired action (like completing a workout or a lesson) strengthens the habit loop and makes the user more likely to repeat the behaviour.

Goal Alignment – Rewards are most effective when they reinforce the user's specific goals, such as giving a "Streak Freeze" to someone trying to maintain a daily habit.

Incentivised Progress – Using rewards as milestones (e.g., "Complete 3 tasks to unlock a badge") provides a continuous sense of achievement that prevents user disengagement over time

9:41

. . .



DEC 19, 2024

You earned Legend by
completing 1 Legendary lesson!

CLAIM REWARD

How might we create delight and brand loyalty through unexpected interactions?



Surprise Effect

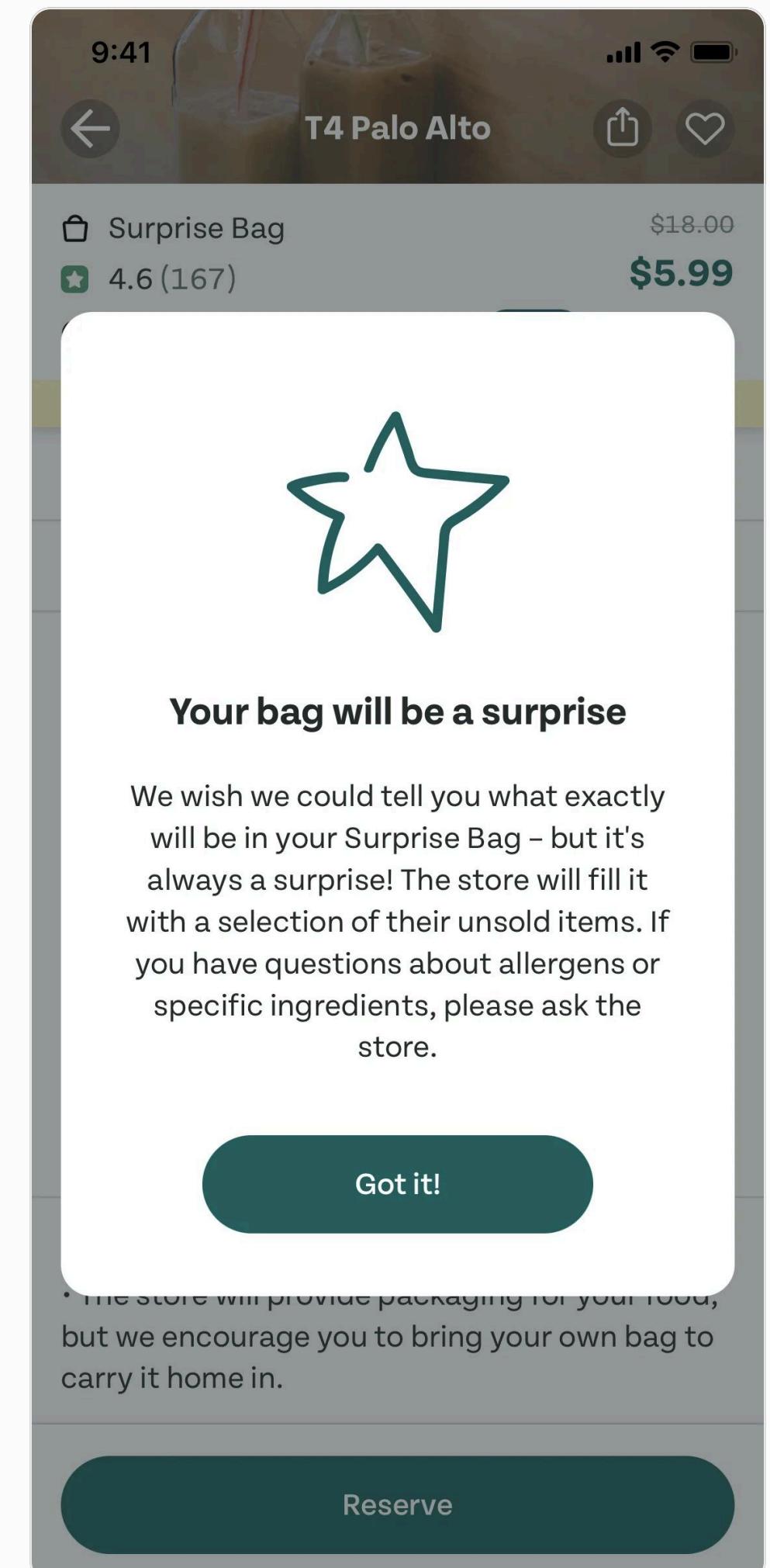
We respond well to positive, unexpected, personal gestures

Behavioural Insights

Delight through Unpredictability – Unexpected "extras" (like a hidden animation or a random "just because" discount) create a stronger emotional "peak" than expected benefits, making the brand more memorable.

Reciprocity Trigger – A personal and unexpected gesture creates a sense of gratitude, often driving users to "repay" the kindness through higher loyalty or positive word-of-mouth.

Restoring the Human Touch – In a highly digital world, a surprising, personal-feeling interaction helps restore the "human touch" that is often neglected in digital transformations



How might we build excitement and perceived value for a new feature or product launch?



Limited Access

We place greater value in things when there are barriers placed around them

Behavioural Insights

Exclusivity Barriers – Implementing "members only" or "invite-only" access creates a psychological barrier that signals high value and social status to those inside the group.

Value of Scarcity – When access is restricted, the product becomes more salient, and the desire to obtain it increases because it is no longer a standard "default" option.

Anticipation and Effort – Requiring users to perform a small task to gain access (like a waitlist) leverages the effort they put in to make the final access feel more rewarding.

9.41



X GoPay Later



Let's join the waitlist, shall we?

We'll check and send you an invitation to start the GoPay Later activation if you meet our requirements.

[Learn more](#)

[Join waitlist](#)

How might we encourage users to opt-in to notifications without making them feel forced?



Reactance

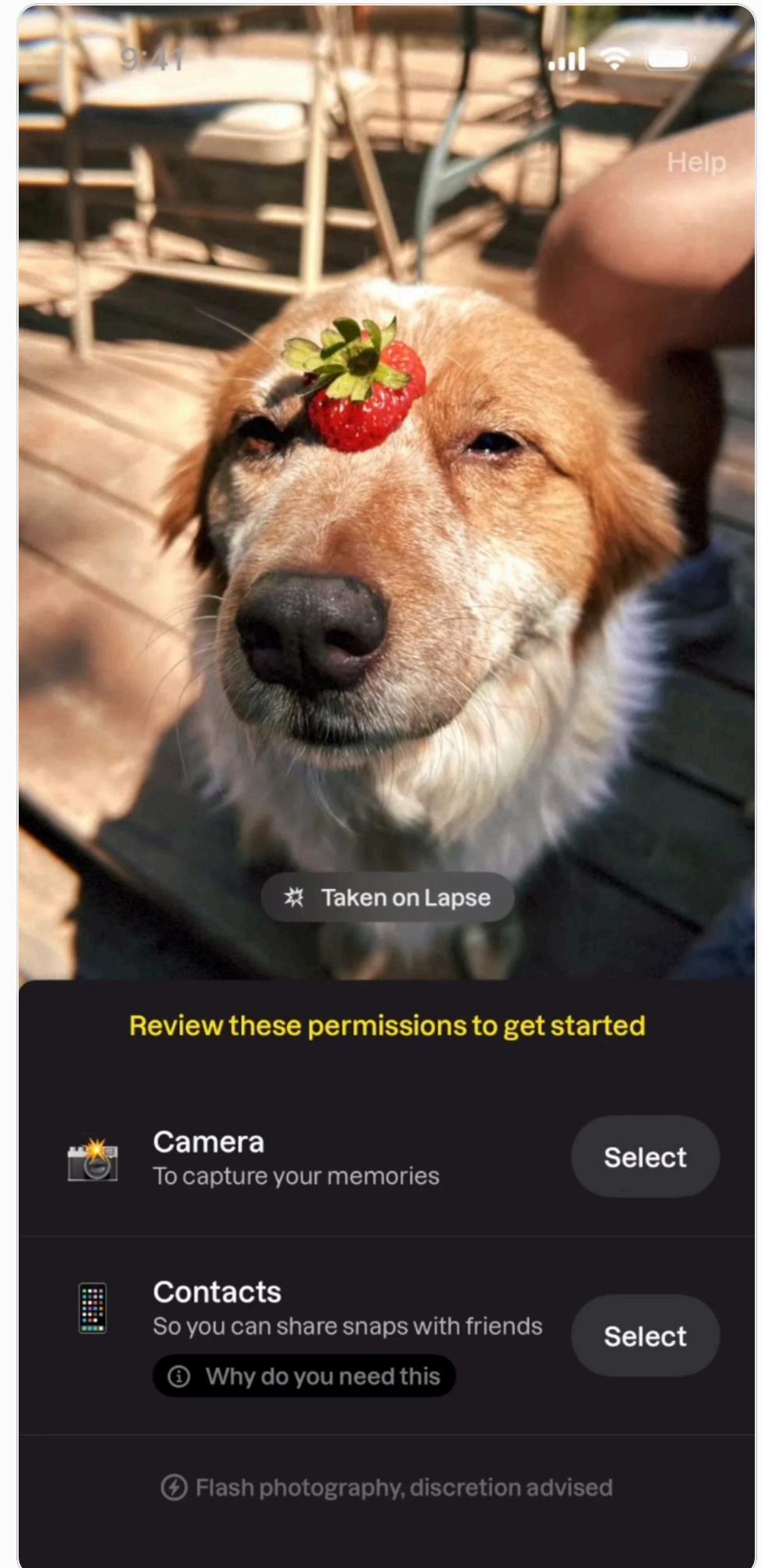
We'll do the opposite from what we're asked if we're pushed too hard

Behavioural Insights

Preserving Autonomy – Users have a deep-seated need for control; providing clear "Not now" or "Skip" options reduces the feeling of being pushed, making them more likely to eventually comply.

Soft Guardrails vs. Hard Blocks – Using "nudge" techniques rather than mandatory pop-ups prevents the psychological "pushback" that occurs when a user's freedom of choice is threatened.

The "Why" Frame – Explaining the benefit of a request (e.g., "Allow notifications to track your delivery") frames the request as a tool for the user rather than a demand from the business.



How might we reassure users during onboarding that they have made the right choice?



Confirmation Bias

We look for info that supports our existing beliefs and ignore what doesn't

Behavioural Insights

Affirmative Onboarding – Presenting information that aligns with the user's goals (e.g., "You're joining 1 million people saving for retirement") validates their initial decision to download the app.

Cognitive Consistency – Once a user has committed to a path, highlighting features that support their identity (e.g., "For the eco-conscious shopper") makes them more likely to engage with that content.

Highlighting Familiarity – Using "metaphorical shortcuts" to explain new features through existing mental models helps users quickly find "proof" that the app is easy to use

9:41

< X

Expert tip

When we notice our thoughts & how they affect us, we can change how we feel

Let's Feel Better

How might we make tedious tasks or error states less frustrating for the user?



Humor Effect

We're more motivated by and remember things that make us laugh

Behavioural Insights

Emotional Peak-End – Using a witty remark or a playful animation at the end of a long form creates a positive "emotional peak" that makes the overall experience more memorable.

Cognitive Easing through Delight – Humor acts as a "Fluency Shortcut," reducing the mental friction of a technical error by humanising the brand and diffusing potential frustration.

Memorable Brand Voice – Playful copy (e.g., "Our hamsters are working hard to fix this") stands out from standard technical jargon, increasing brand affinity and recall.

9:41 1 amo 3G

amo

3G

amo

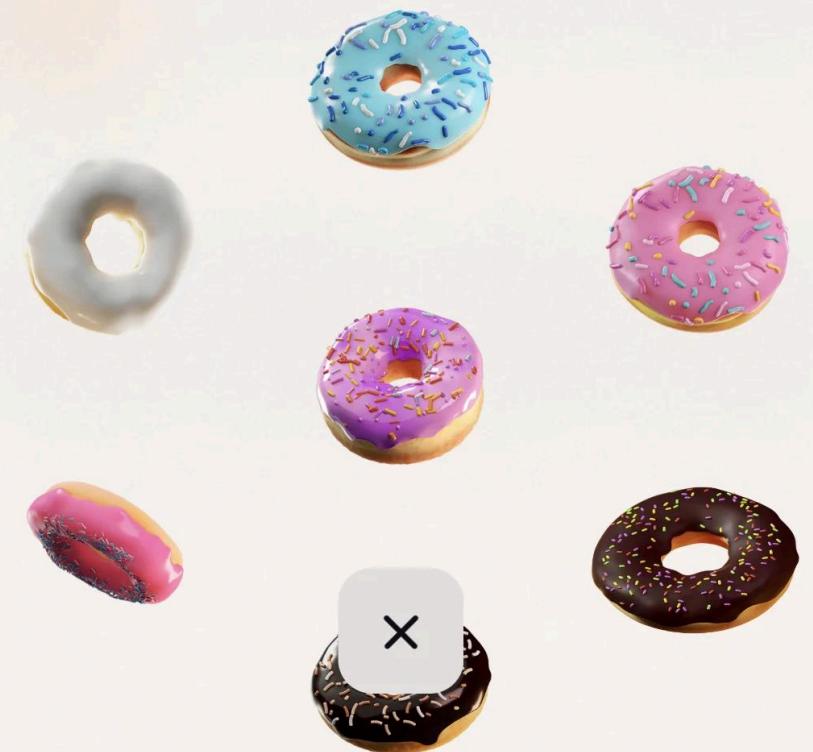
X

LICK THE DONUT

#4

Do you like your donuts sweet like cinnamon or glazed to glossy perfection? Ok cool, now let's get to the real question we're deliberating over this week: where do the inner O's of donuts go? A running theory is that the people at the donut factories pass them on to a secretive network of donut-inner-O dealers. If you are a part of this network, please DM us on IG to discuss new business development opportunities. Anyways, donuts are on our mind this week — and now they're on yours, too!

Use these icons



How might we make our brand slogans or key benefits feel more trustworthy?



Rhyme As Reason Effect

Rhyming statements that you hear, they are seen as more sincere

Behavioural Insights

Mnemonic Fluency – Rhyming copy acts as a "Fluency Shortcut," making information feel more believable because the brain equates ease of processing with truthfulness.

Increased Memorability – Rhyming statements are significantly easier to recall than plain prose, ensuring that a brand's value proposition remains salient in the user's mind.

Aesthetic Sincerity – The rhythmic nature of a rhyme creates a sense of "Expertise" or "Authority," which reduces the cognitive friction associated with skeptical analysis

9:41



vent to feel better—
however, whenever.

bathroom scroll? date's running late? 3am
overthinking? perfect timing.



type|



talk



yap

sos

sup?

personalizing your experience...

How might we ensure users remember the key features of our app long after onboarding?



Spacing Effect

We remember things better when repeated over time and environments

Behavioural Insights

Anti-Cramming Strategy – Breaking complex information into small, manageable chunks delivered over several days is more effective for long-term retention than a single, dense onboarding session.

Contextual Reinforcement – Repeating a core message (e.g., a "Security" feature) across different touchpoints, such as an email and an in-app banner, strengthens the user's mental model.

Reducing Cognitive Overload – By "spacing" out requests for action, businesses can prevent the procrastination and drop-out often caused by overwhelming a user with too much data at once

9:41



Step 2/7

Home

Skip

Daily tip:

Remember that laziness is not a personal quality. Laziness is a label for a scope of unpleasant feelings that prevent us from being active. You can recognize these feelings and solve these problems without moralizing or forcing yourself

**As you add your mood, happy
you get a tip of the day for
feeling better**

Tests Results

3/12 completed



Beck Anxiety
Inventory



Beck Depression
Inventory



Mood Diaries
Questionnaire



Home



Tap to continue



How might we drive higher click-through rates on new feature announcements?



Curiosity Effect

We're driven to seek missing info that closes our knowledge gap

Behavioural Insights

Information Gap Motivation – Presenting a "teaser" that makes a knowledge gap salient creates a psychological tension that users feel compelled to resolve by clicking.

Engagement through Mystery – Using "Coming Soon" states or partially revealed content can drive repeat visits as users wait for the information gap to be filled.

Resolving Ambiguity – While ambiguity can sometimes cause aversion, a well-placed curiosity "nudge" frames the unknown as a rewarding discovery rather than a risk

9:41

< Mystery Rewards History

Get a surprise mystery reward for completing an activity below

3 mystery rewards waiting for you
Unbox now!

More activities, more rewards

Shop online with GrabPay Wallet
Unbox a mystery reward with every online purchase!

Scan to Pay with a GrabPay QR
Get up to 25,000 points for your in-store payments!
GrabPay in-store payments

How might we improve user retention by highlighting their existing progress?



Sunk Cost Bias

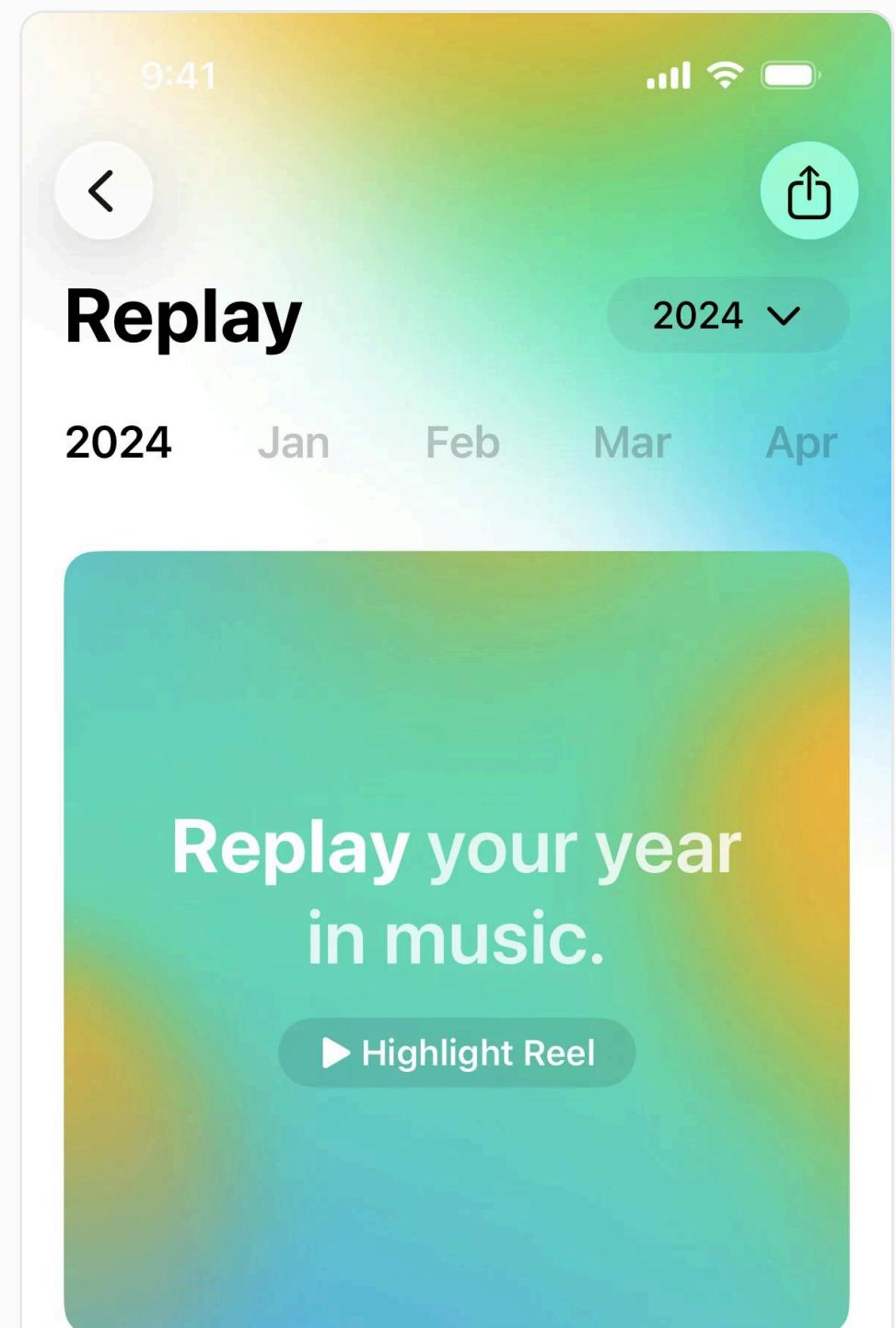
We're unable to let go of our past bad investments, even when it makes sense

Behavioural Insights

Investment Momentum – Reminding a user of the time and effort they have already invested in setting up a profile makes them more likely to complete the journey to avoid "wasting" that effort.

Loss Aversion Link – Framing the deletion of an account as a "loss of progress" is a powerful motivator because users value the things they have built more than potential future gains.

Commitment Reinforcement – Highlighting that a user has already achieved 80% of a goal leverages the "Endowed Progress Effect" and Sunk Cost Bias simultaneously to drive completion



Your Top Artists of 2024 >



How might we help users start a difficult long-term routine or financial goal?



Tiny Habits

We'll more likely reach goals when broken down into smaller ones

Behavioural Insights

Reduced Activation Energy – Breaking a large, daunting goal into "tiny" actionable steps reduces the mental effort required to start, helping users overcome initial inertia.

Ease of Entry – Focusing on the smallest possible version of a habit (e.g., "Save £1 today") makes the choice to act feel effortless and increases the likelihood of adoption.

Efficacy Building – Achieving success in small, manageable tasks builds the self-confidence needed for users to tackle larger versions of the same habit later

The screenshot shows a mobile application interface for setting habits. At the top, the time is 9:41 and there are signal, Wi-Fi, and battery icons. Below this, the title 'ADJUST HABIT' is displayed with a dropdown arrow icon. The main text area contains the following text:

I will walk for 15mins, every day at 6pm so that I can become a more fit and healthy individual

Below this, a section titled 'What is your habit? Think small and specific.' is shown. Underneath it, the text 'THOUGHT STARTERS' is visible. Further down, a section titled 'Decisive with Implementation Intention' has a dropdown arrow icon. Another section titled 'Succeed with Temptation Bundling' also has a dropdown arrow icon. A text input field contains the text 'every day at 6pm' with a cursor. To the right of the input field are navigation arrows and a delete button. At the bottom, there is a standard iOS-style keyboard with letters, numbers, and punctuation keys, along with a smiley face emoji key, a microphone key, and a 'next' key.

How might we prevent users from making impulsive, regrettable financial decisions?



Fast and Slow Thinking

We take spontaneous decisions that can cause regretful damage

Behavioural Insights

Introduce Strategic Friction – Forcing a "pause" or an extra confirmation step during a high-stakes action moves a user from fast, intuitive "System 1" thinking into more analytical "System 2" thinking.

Regret Salience – Reminding users of potential long-term consequences during spontaneous moments can halt damaging impulsive behaviours before they are finalised.

Analytical Anchoring – Providing a logical data point (e.g., "This purchase represents 20% of your monthly budget") triggers the slow thinking process required for more sensible decision-making

9:41

1% Bank Charges

Total: \$12

Costco

1% Groceries

Total: \$8

Dunno 🤷

Contactless Interact...

E Transfer Sent Flo...

Account Fees

Total: \$211

Tips and truths 🎀

1. Looks like McDonald's is on your shit list. Maybe try a homemade burger next time? 🍔
2. Account Fees are your jam? That's a first, but hey, whatever floats your boat! 💰
3. Those regrets are adding up, Trisha. \$53.54 could've bought a lot of tacos instead, just saying 🌯

Got feedback?

Got it ✌

How might we introduce a novel or complex service to a skeptical audience?



Metaphorical Shortcut

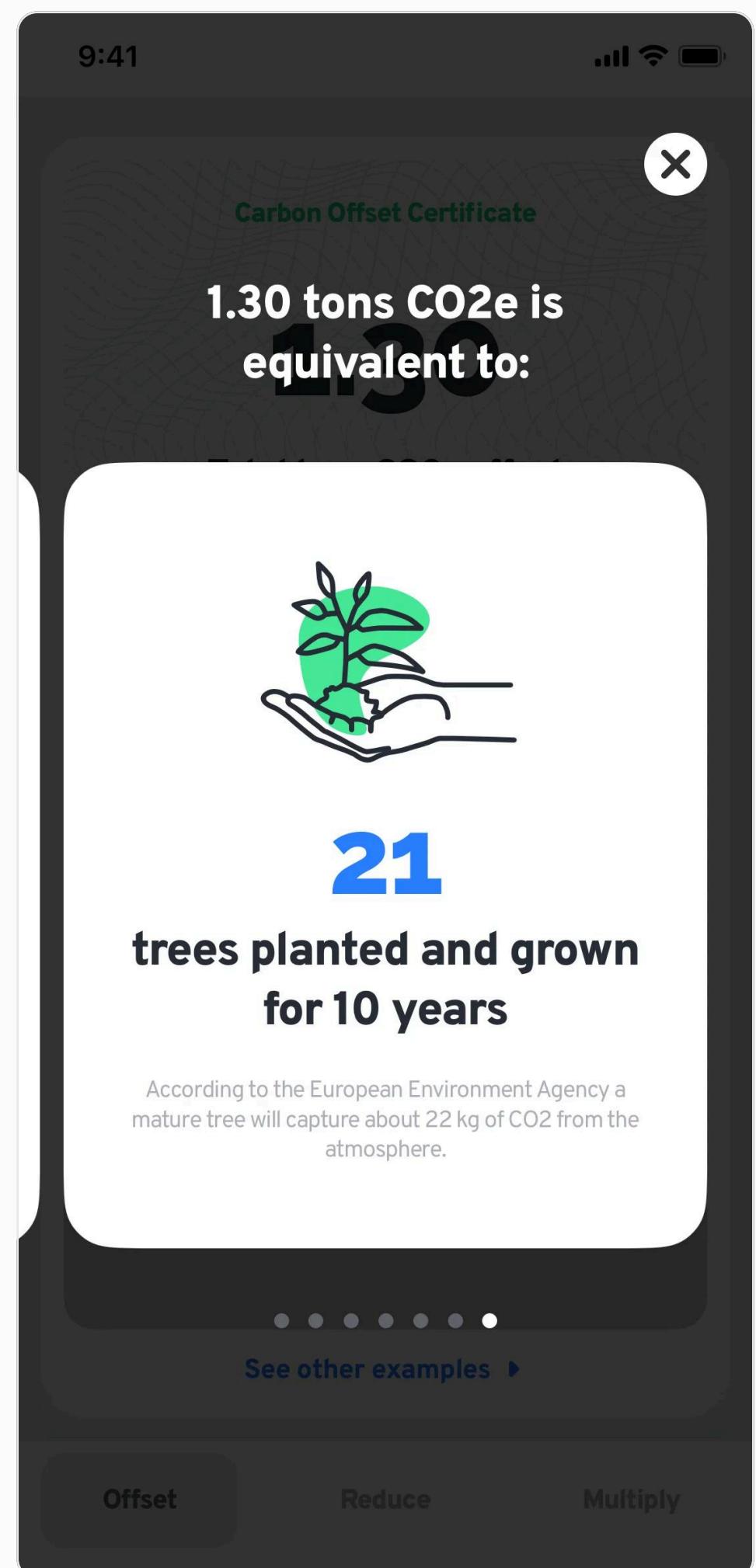
New or complex ideas are easier understood through existing ones

Behavioural Insights

Leveraging Mental Models – Using familiar metaphors (e.g., "A digital wallet") allows users to immediately grasp a new product's value by linking it to something they already understand.

Reducing Cognitive Load – Explaining novel concepts via existing knowledge structures makes the learning process feel faster and less intimidating for the user.

Visual Shortcuts – Using familiar icons (like a paperclip for attachments) acts as a metaphor for real-world objects, providing a "shortcut" for understanding digital functions.



How might we present a large amount of information without overwhelming the user?

5 4 3
6 9 8

Chunking

We process information better when put into small groups

Behavioural Insights

Memory Management – Dividing long strings of data (like card numbers or complex plans) into groups of three or four makes them significantly easier for the user's short-term memory to handle.

Scanning over Reading – Using headers and cards to "chunk" a long page allows users to scan for relevant information groups rather than having to process every line of text.

Progressive Disclosure – Presenting only one manageable "chunk" of a process at a time ensures the user is never cognitively overloaded by the total complexity of a journey

9:41



Search courses

Guide to Sleep



Reframe Stress and Relax



Anger, Sadness, and Growth



The Wake Up



Mindful Eating



Mindful Money



Videos and More



Today



Explore



James

How might we make a specific product or price look more attractive by comparison?



Contrast Effect

We better remember products that stand out from their surroundings

Behavioural Insights

Contextual Comparison – Placing a standard item next to a "premium" version with a significantly higher price makes the standard item appear much more affordable by comparison.

Visual Distinction – Using a different colour or size for a "Recommended" plan ensures it stands out, leveraging visual contrast to guide the user's focus.

Relative Evaluation – We don't judge prices in a vacuum; we judge them based on the other numbers visible on the screen at the same time.

9:41



Invest in your happiness

	ahead <small>PRO</small>	Starbucks	Therapy
Cost	\$1.90 a week	\$4.15 a cup	\$150 a session
Fun	✓	✓	✗
Healthy	✓	✗	✓
Available 24/7	✓	✗	✗

Unlimited free access for 7 days, then \$5.83 / month (\$69.98 per year)

[View all plans](#)

[Start my free 7 days](#)

[Terms of Service](#) and [Privacy Policy](#)

How might we encourage repeat engagement through the drive to complete a set?



Collection Bias

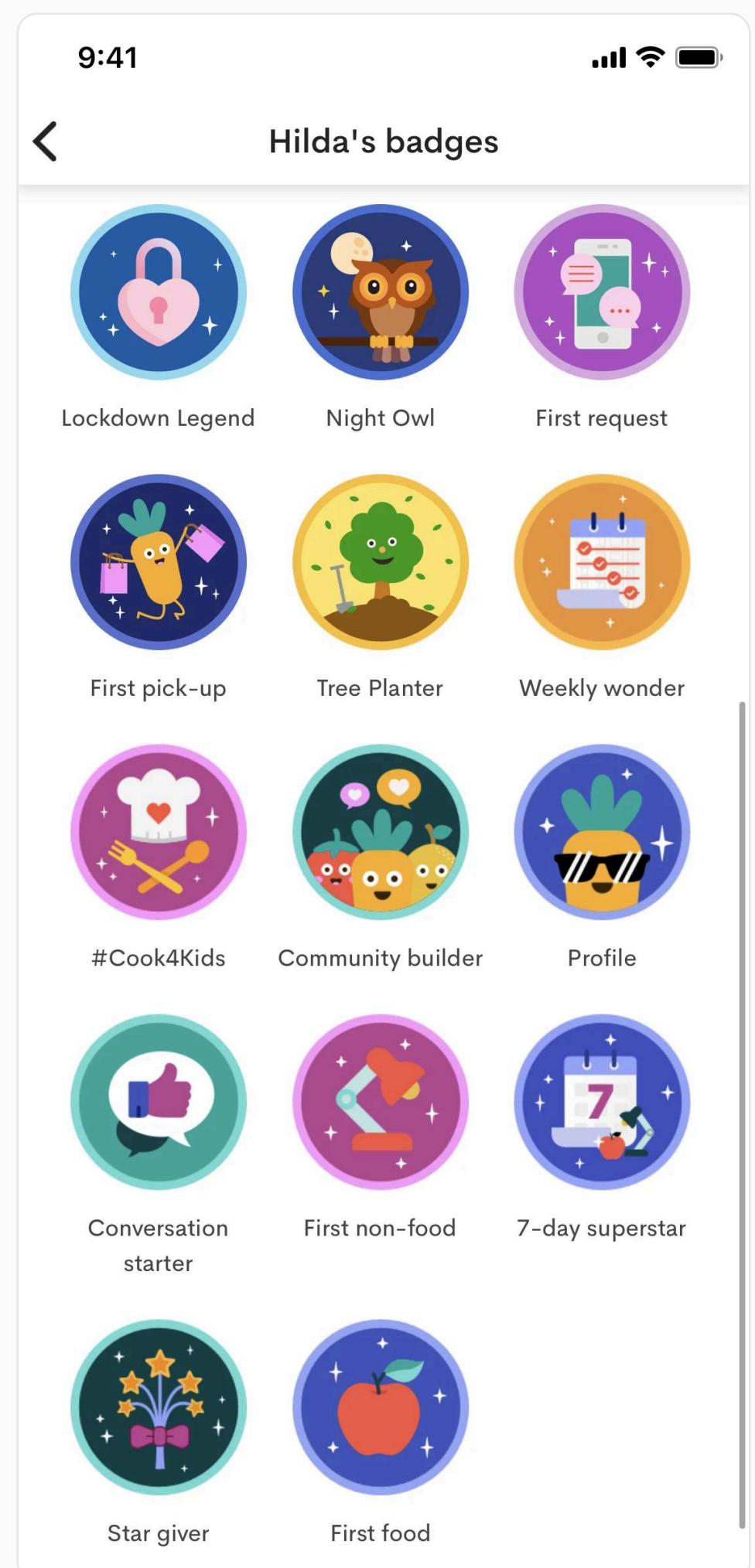
We have an emotional need to amass sets of related objects or experiences

Behavioural Insights

Completeness Drive – Visualising a "collection" (like digital stickers or badges) with one or two missing items creates a psychological itch that users feel compelled to scratch.

Categorical Grouping – Presenting tasks or products as part of a themed series makes the user more likely to want to "own" or "finish" the entire group.

Series Loyalty – Once a user has started a collection, the "Sunk Cost Bias" makes them progressively more likely to complete it.





Goal Gradient Effect

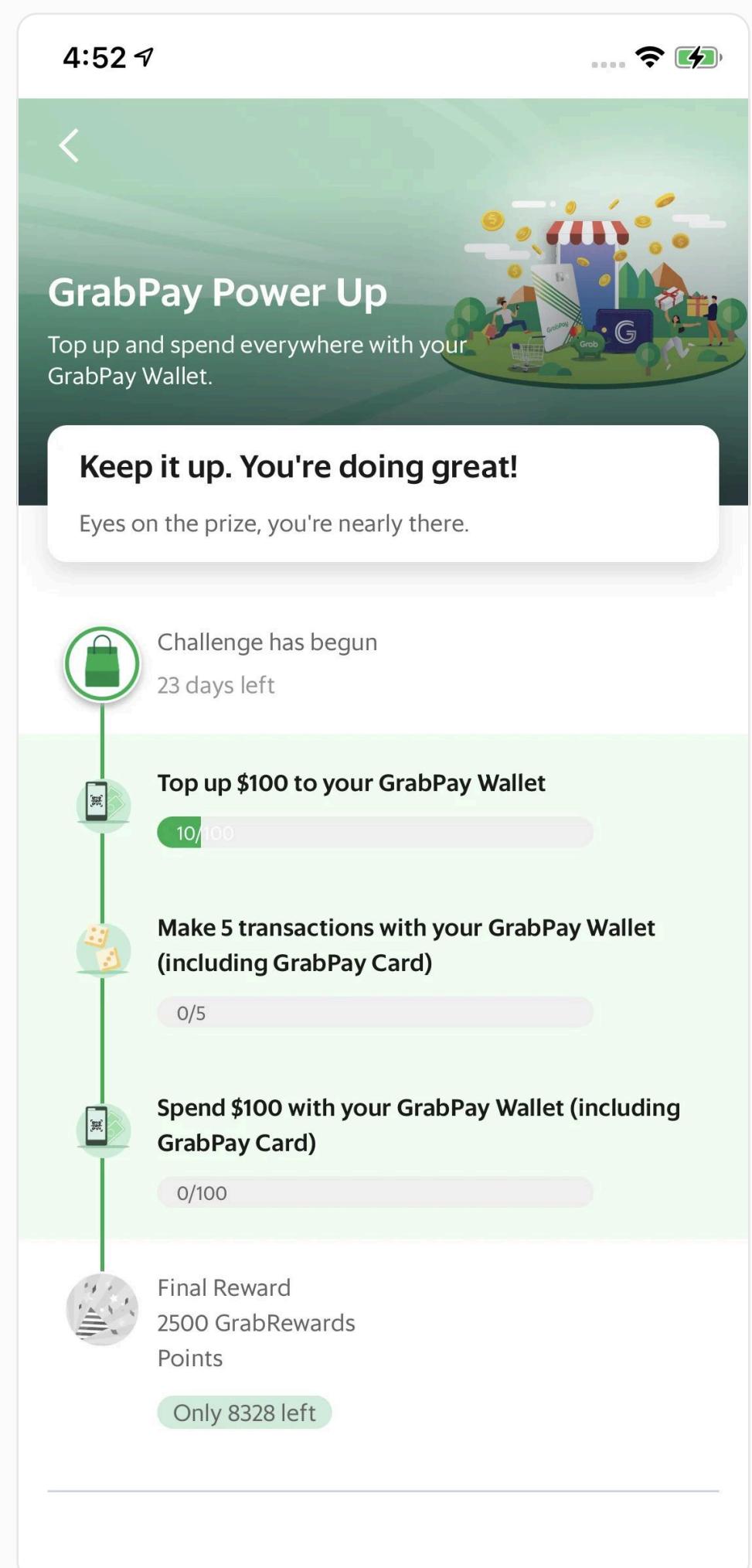
Our efforts increase the closer we are to task completion

Behavioural Insights

Accelerated Effort – As the finish line of a process (like a checkout or profile setup) comes into view, users naturally speed up their actions to reach the end.

Visualising the Finish – Clearly showing how little is left (e.g., "Only 1 step remaining!") is more motivating than showing how much has been done.

Momentum Management – Highlighting that a user is "almost there" can prevent the drop-off that typically occurs in the middle of a long journey.



How might we maintain user excitement by introducing variety and new features?



Hedonic Adaptation

We feel less joy for a gain and discomfort for a loss as time goes by

Behavioural Insights

The "Newness" Fade – The initial excitement of a new app or feature inevitably wears off; regular updates or small "surprises" are required to maintain a high emotional baseline.

Variable Rewards – Changing the rewards or content users see prevents them from "adapting" to the experience and becoming bored.

Anti-Routine Design – Introducing periodic changes in the UI or "limited time" themes can reset the user's level of appreciation for the product.

09.41



Add notes on posts and reels for your friends

Only your friends can see them

Share notes with followers you follow back or your Close Friends.

Help your friends discover new things

They're more likely to see a post or reel when you add a note on it.

Notes are temporary

All notes disappear after 3 days.

Control notes on your content

You can turn them off on your posts and reels in your settings. [Learn more](#).

Try it

Not now



Goal Priming

When we're reminded of our aims, we're more motivated to reach them

Behavioural Insights

Aspiration Reminders – Gently reminding a user why they joined the app (e.g., "Ready to hit your fitness goal today?") refocuses their attention on the value proposition.

Subconscious Direction – Using imagery related to a user's goal throughout the interface keeps that goal "salient" without requiring constant text prompts.

Mission Alignment – Framing notifications around the user's specific aims rather than the business's needs makes the interaction feel more supportive.

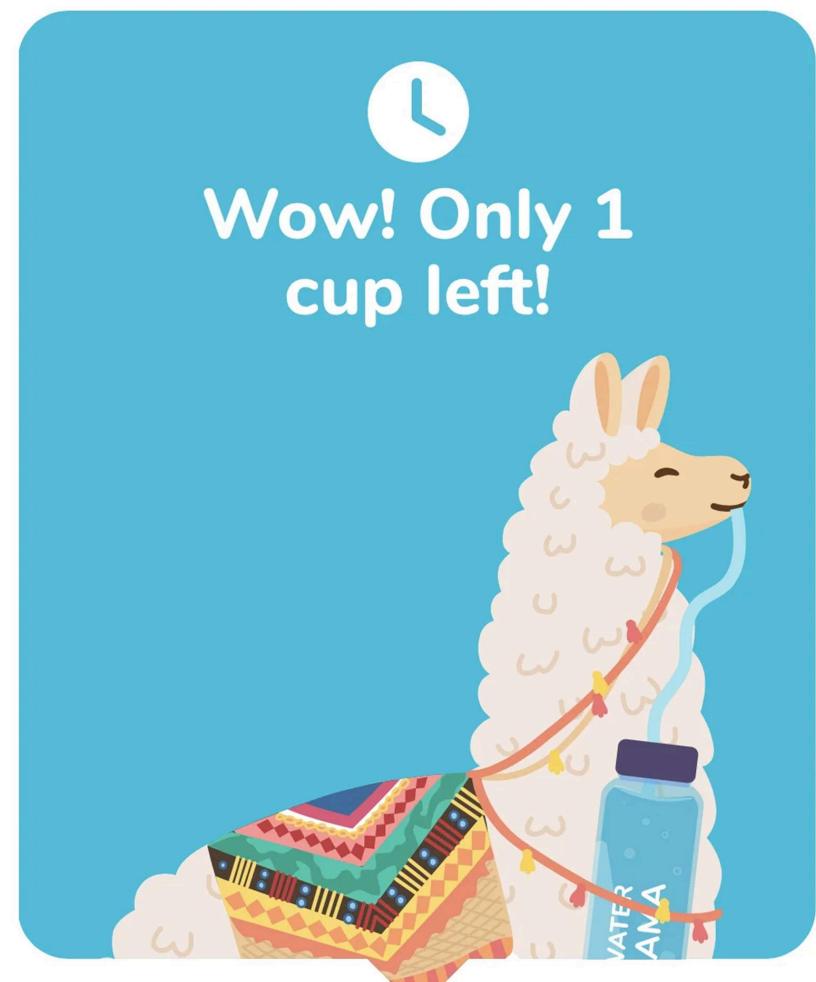
9:41



SKIP

Smart Reminders

Healthy notifications when you forget to drink



How might we make a product feel more valuable by giving users a sense of "mine"?



Ownership Bias

We value things more when we feel we own them

Behavioural Insights

The Endowment Effect – Once a user feels they "own" a trial account or a digital space, they will overvalue it and be less likely to let it go.

Personalised Terminology – Using copy like "Your Library" or "Your Basket" reinforces the psychological sense of possession.

Investment of Effort – Much like the "IKEA Effect," allowing users to curate their own lists makes them feel like the contents are an extension of themselves.

9:41



My Library



Saved

9 items



Collections

0 collections



Finished

1 item

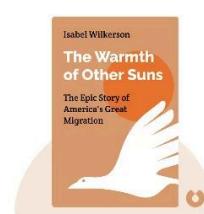


Downloads

0 items

My History

[See All](#)



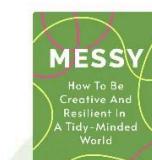
The Warmth of Other Suns

Isabel Wilkerson

The Epic Story of America's Great Migration

Blinks 21min left

...



Messy

Tim Harford

How to Be Creative and Resilient in



For You



Explore



My Library



Time Scarcity

We're more likely to act if the clock is ticking...

Behavioural Insights

Deadline Saliency – A visible countdown timer creates a physical sense of urgency that forces a faster decision-making process.

Loss Aversion Trigger – Framing a discount as something that will "expire" makes the user focus on the pain of missing out on the saving.

Reducing Procrastination – A strict time limit removes the option to "think about it later," driving immediate conversion.

9:41

Restore

X

23:10:37

Limited Time

40% Offer

Lifetime

\$29.99 \$49.99

Pay Once. Lifetime Access

More Features

- Unlimited Places
- Unlimited Routes

Continue

How might we reassure users that they have made the best possible decision?



Choice-Supportive Bias

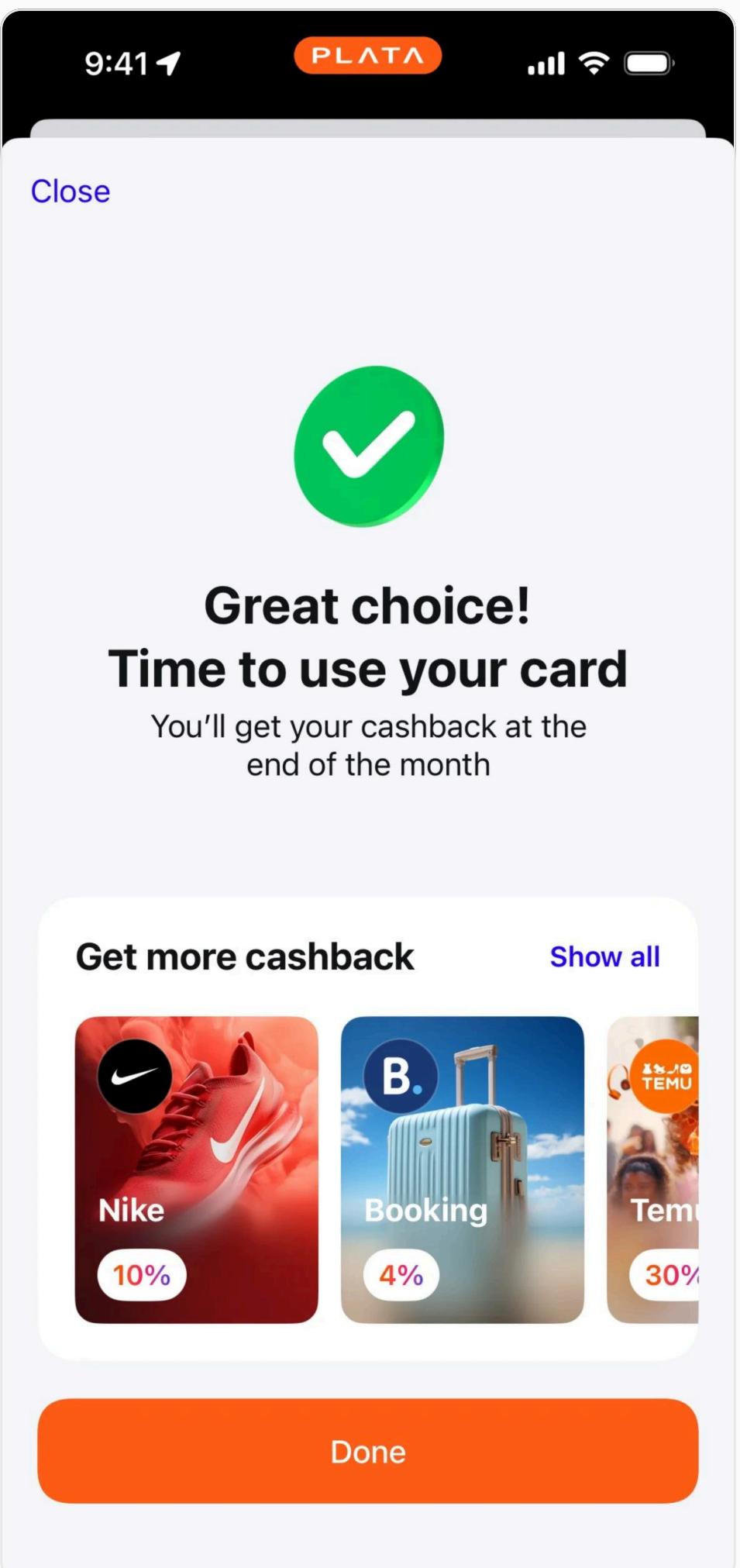
We recall more of the positives of our choices over any negatives

Behavioural Insights

Post-Purchase Affirmation – Confirming a user's choice immediately after a transaction (e.g., "Great choice! This is our top-rated model") helps them ignore any "buyer's remorse."

Selective Memory Reinforcement – Highlighting the best features of a product after it has been selected encourages the user to keep focusing on the positives.

Identity Consistency – We want to believe we are smart decision-makers; UI that validates our choices helps us maintain this self-image.





Availability Bias

Our judgements are heavily influenced by what comes to mind more easily

Behavioural Insights

Recent Experience Dominance – Users judge an app based on their most recent interaction; ensuring the latest update or message is positive is crucial for overall brand perception.

Vivid Storytelling – Using a single, vivid customer story is often more persuasive than a page of statistics because stories are easier to recall.

Saliency of Success – Frequently showing "recent winners" or "recent successes" makes the user believe that success is more common and achievable than it might statistically be.

The screenshot shows a mobile application interface for tracking physical activity. At the top, the time is 9:41, there are signal and battery icons, and a profile picture with a red notification badge (2). The main header says "Activity" with a "+" button. Below this, a section titled "Recent Activity" lists two entries:

- Today**: Running For More: Success
1.09 Km | 8'24" Avg. Pace | 09:13 Time
Achievements: 1K, Diamond, Circle
- Today**: A Rainy Run
0.07 Km | 11'47" Avg. Pace | 00:55 Time

At the bottom, a section titled "Achievements" shows one entry:

- Finisher Medal
2 times • 6/22/22

At the very bottom, there are navigation icons for Home, Run, Club, and Activity.



Zero-Price Bias

We value something more when free over very cheap

Behavioural Insights

The Power of "Free" – There is a massive psychological jump between "£0.01" and "Free"; the latter removes all perceived risk and friction from the transaction.

Irrational Attraction – We often choose a "Free" item even if a slightly more expensive item offers much better overall value, simply because "Free" feels like a guaranteed win.

Adoption Engine – Using a "Free Trial" or "Free Sample" is the most effective way to bypass a user's natural risk aversion.

instacart+

Get unlimited free delivery and more



\$0 delivery fee
On orders over \$35



5% credit back
On eligible pickup orders
(excludes alcohol)



Lower service fee on
all orders



\$99/year after trial
Cancel anytime

Try FREE for 2 weeks!

No Thanks

By redeeming this offer, you agree to the [Instacart+ Terms](#) and authorize a charge of \$99/year to be billed automatically to any active card on file after your free trial ends. Cancel in your account settings. Other taxes, fees, and/or tips may apply.

How might we lead users toward a large commitment by starting with a tiny one?



Foot In The Door

A small commitment now makes us more likely to agree to a greater one later

Behavioural Insights

Incremental Momentum – Asking a user to perform a tiny, no-stakes task (like "Choose your favourite colour") makes them significantly more likely to complete a full sign-up form.

Consistency Principle – Once we have said "yes" to a small request, our desire to be consistent drives us to say "yes" to the larger, related request that follows.

Breaking the Barrier – The hardest part of any journey is the first step; making that step "tiny" lowers the wall of resistance.

9:41

X

Apple Music

60 million songs. All ad-free.

Plus your entire music library on all your devices. Plan auto-renews for \$9.99/month until canceled.

[See More Plans](#)

Start Listening



Present Bias

What we want now is often the opposite of what we aspire to in the future

Behavioural Insights

Immediate Gratification – We are naturally wired to prefer a small reward now over a larger reward later, which often leads to impulsive decisions we later regret.

System 2 Intervention – Designing interfaces that force a user to "slow down" can help them bypass their impulsive "Present Bias" and think about their long-term goals.

Visualising the Future – Showing a user the long-term benefit of a current "sacrifice" (like saving money) helps bridge the gap between their present and future selves.

The image shows a mobile application interface. At the top, there is a header with the time 9:41 and signal strength indicators. Below the header, a yellow circular badge with a star contains the text "Today's Breakthrough". To the right of the badge, the text "You're on the verge of a Breakthrough!" is displayed in bold. Below this, a speech bubble icon with a heart contains the text "Bite-sized, expert advice tailored to you". Further down, another "Today's Breakthrough" section is shown with a "New" label and a "Only for 24h • Tue, Aug 2" timestamp. A large purple button at the bottom right says "Know More".

How might we make long-term rewards feel more tangible and worth the wait?



Delay Discounting

We choose smaller, more immediate rewards over greater, later ones

Behavioural Insights

Value Erosion over Time – The further away a reward is, the less "valuable" it feels to us in the moment.

Hyperbolic Discounting – We "discount" the value of the future at a very high rate; a £10 discount today is often more motivating than a £20 discount in a month's time.

Closing the Gap – To combat this, UI should make future rewards feel "closer" through frequent progress updates and visual milestones.

Today felt like a soft cloud!



A Shiny Star for You!

2 days of Calm goals done this week! You're planting the seeds of a habit!

Awesome!



Fresh Start Effect

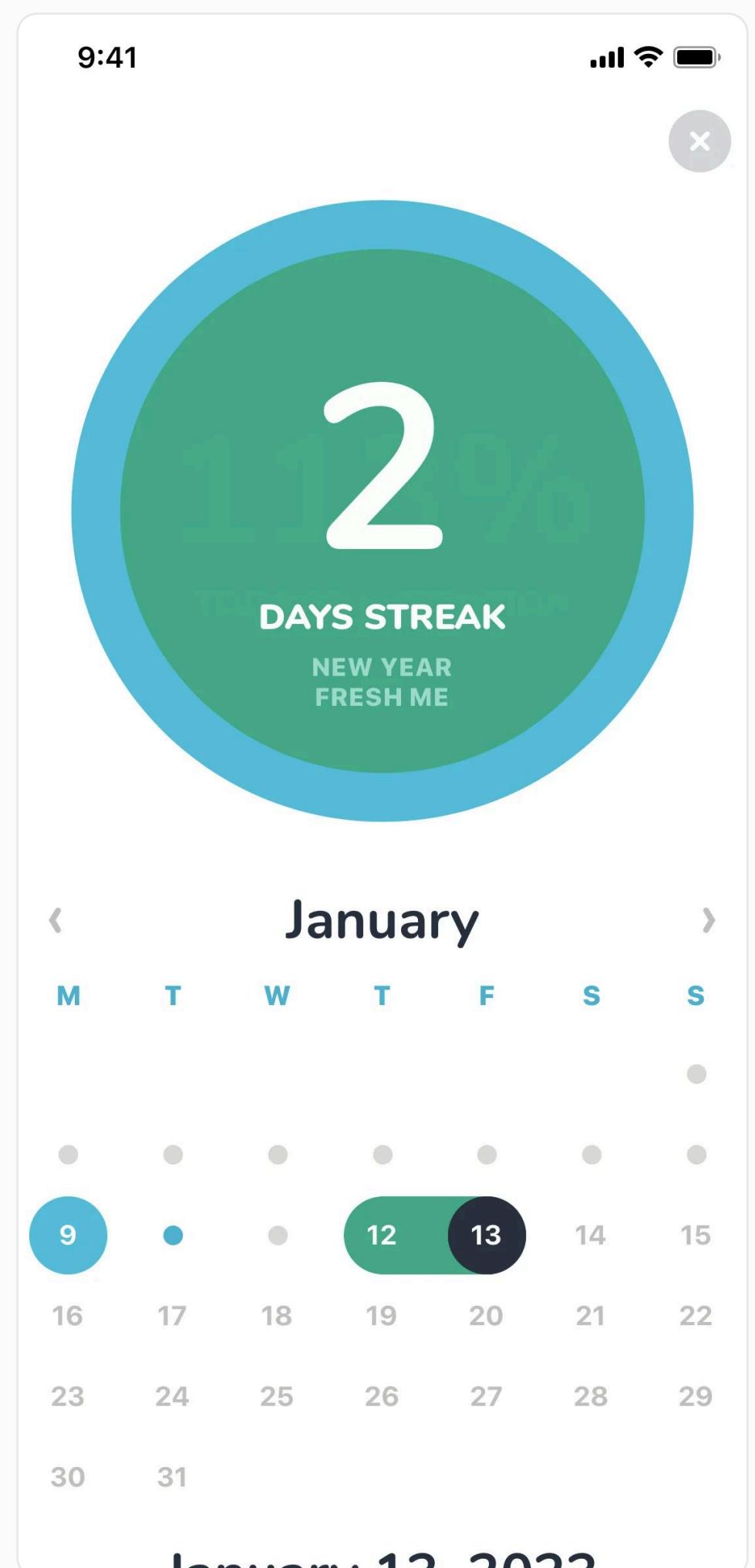
We're more likely to stick to habits made at the start of new time periods

Behavioural Insights

Psychological New Beginnings – Triggering messages on "new beginnings" like salary day, the start of a month, or a birthday leverages the user's natural desire for a clean slate.

Goal Visualisation – Showing progress early in a new period makes the goal feel tangible and achievable.

Simplifying the First Step – Reducing the initial decision friction at the start of a "fresh start" period significantly increases the adoption of new habits.





Salience

Our choices are determined by the information we're shown

Behavioural Insights

Attention Directing – Users can only act on what they see; making a "Buy" button or a "Warning" notice visually dominant is the most direct way to influence behaviour.

Avoiding "Blindness" – Information that is too subtle or hidden in a "hamburger menu" is functionally non-existent to the average user.

Visual Hierarchy – The most salient element on a page should always be the one that leads to the user's (and the business's) primary goal.

9:41



✓ 9 healthy Challenges

Become a hydration hero!

Monthly

\$3.99 a month

BEST VALUE

Lifetime, Pay once

\$8.99 • no recurring payments

Get All Features

Made
with love
in Ukraine



100,000+
★★★★★
RATINGS

Best Award-Winning water tracker:

How might we make a high-priced purchase or a complex process feel less painful?



Aggregation Effect

Negative experiences feel less painful overall when they're bundled together

Behavioural Insights

Bundling the "Ouch" – Paying for three services in one single transaction feels less "painful" than paying three separate, smaller bills throughout the month.

One-Time Friction – Combining multiple "boring" tasks (like document uploads) into a single session is perceived as less annoying than being asked to do them one by one over several days.

Loss Consolidation – We prefer to "get it all over with at once" when it comes to negative tasks or costs.

9:41

X

MCDONALD'S (1528 BROADWAY).



Total	\$12.58
1 Regular Oreo McFlurry	\$5.69
Subtotal	\$5.69
Tax	\$0.50
Service Fee	\$2.90
Delivery Fee	\$2.49
Tip	\$1.00

Glossary



Scarcity

We value things more when they're in limited supply



Status

We constantly look for ways to improve how others see us



Social Proof

We copy the behaviors of others, especially in unfamiliar situations



Prospect Theory

A loss hurts more than an equal gain feels good



Reciprocity

We're hardwired to return kindness received



Risk Aversion

We don't like uncertainty and generally stick to what we know



Framing

We make very different decisions based on how a fact is presented



Picture Superiority Effect

We remember images far better than words



Analysis Paralysis

Our capacity to process info & make decisions reduces with each made



Limited Choice

We're more likely to decide when the options are sensibly restricted



Authority Bias

We have a strong tendency to comply with those in charge



Storyteller Bias

We're more persuaded by and better recall those who tell stories



Default Effect

We tend to accept the option pre-chosen for us



Fluency Shortcut

Statements that are easier to understand are more believable



Priming

Our decisions are shaped by memories recalled from things just seen or heard



IKEA Effect

We'll pay disproportionately more for something we've helped create



Feedback Loops

We look for information that provides clarity on our actions



Anchoring

What we see first affects our judgement of everything thereafter



Loss Aversion

We feel more negative when losing something than positive when we gain it



Commitment

After making a public statement, we make consistent decisions to support it



Autonomy Bias

We have a deep-seated need to control our situations

Glossary



Zeigarnik Effect

Incomplete tasks weigh on our minds until done



Endowed Progress Effect

We reach our goals faster when we have help getting started



Nostalgia Effect

Thinking about the past makes us want to spend more now



Rewards

We change our behavior when given gifts that reinforce actions and goals



Limited Access

We place greater value in things when there are barriers placed around them



Reactance

We'll do the opposite from what we're asked if we're pushed too hard



Picture Superiority Effect

We remember images far better than words



Humor Effect

We're more motivated by and remember things that make us laugh



Rhyme As Reason Effect

Rhyming statements that you hear, they are seen as more sincere



Spacing Effect

We remember things better when repeated over time and environments



Curiosity Effect

We're driven to seek missing info that closes our knowledge gap



Surprise Effect

We respond well to positive, unexpected, personal gestures



Tiny Habits

We'll more likely reach goals when broken down into smaller ones



Fast and Slow Thinking

We take spontaneous decisions that can cause regretful damage



Metaphorical Shortcut

New or complex ideas are easier understood through existing ones



Chunking

We process information better when put into small groups



Contrast Effect

We better remember products that stand out from their surroundings



Collection Bias

We have an emotional need to amass sets of related objects or experiences



Goal Gradient Effect

Our efforts increase the closer we are to task completion



Hedonic Adaptation

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Ownership Bias

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Glossary



Time Scarcity

We're more likely to act if the clock is ticking...



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Negative experiences feel less painful overall when they're bundled together



About this ebook

I curated a small library of 'How Might We' questions and their corresponding behavioural UI interventions, presented as mobile app interfaces. These examples demonstrate how cognitive biases and heuristics can be translated into digital product design.

Check out my [work portfolio](#) and know more [about me](#).

Thank you,
Radhika Dutt