

# The Nudge Machine



A behavioral insight platform for  
coaches and coachees

By Stefano Picozzi

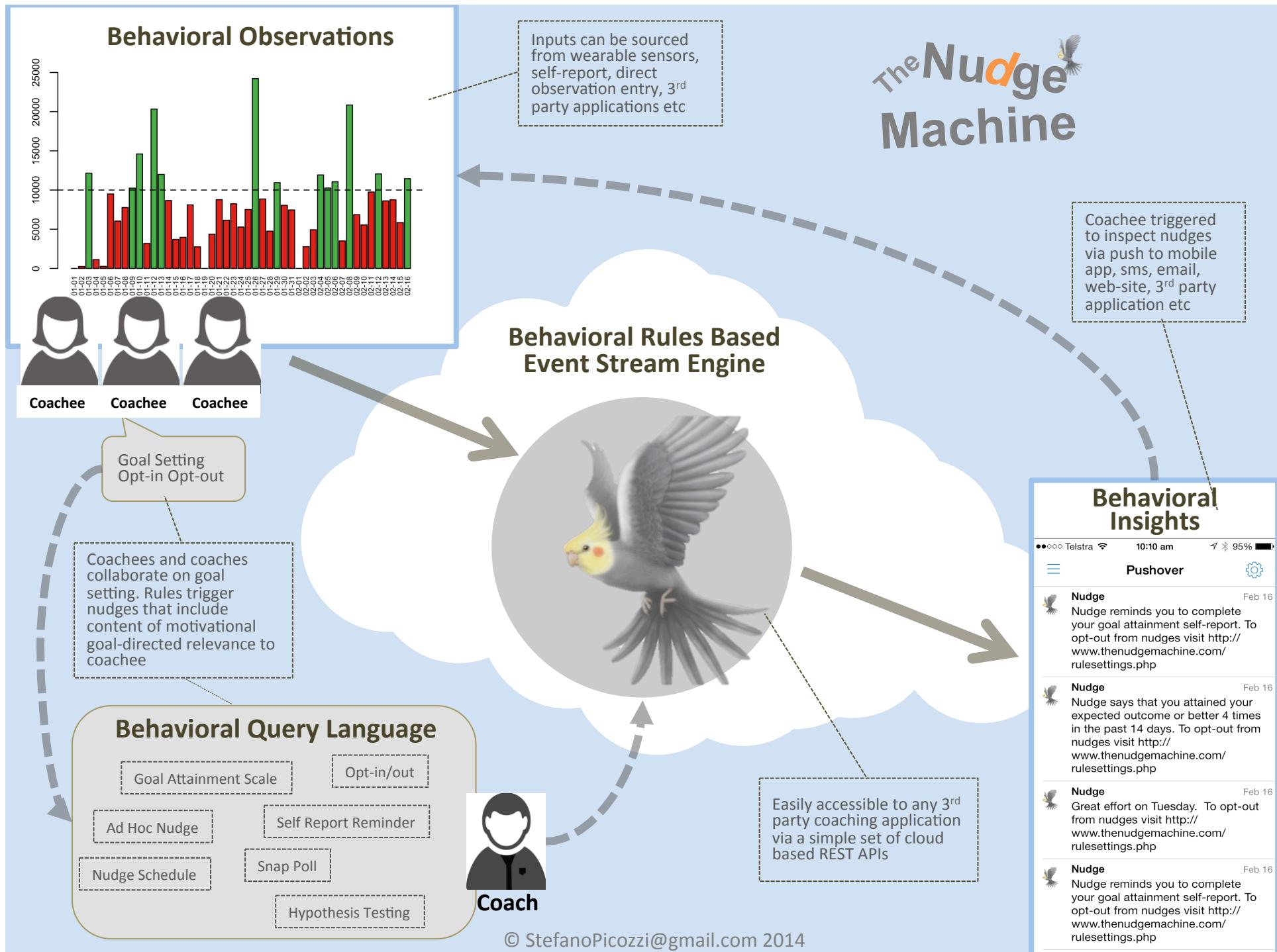
March 2014

# The Nudge Machine



A Coach in Your Pocket

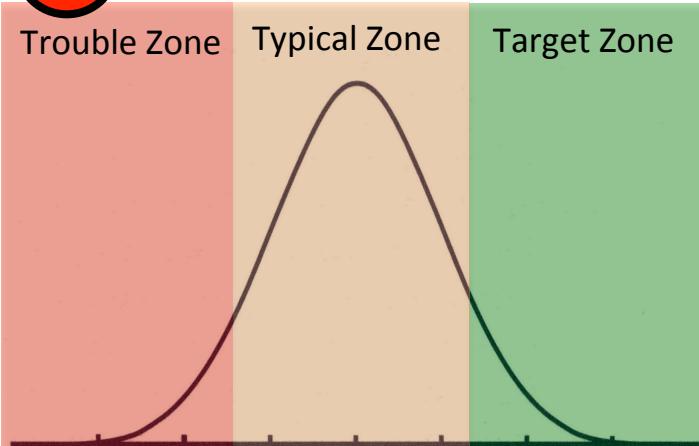
- To help people who wish to help themselves, wherever they are, whenever they need it
- By building a behavioral insight platform to support coaches and coachees through small and large scale behavioral change programs
- So that coachees and coaches can collaborate in a voluntary feedback loop that includes goal setting, measurement and tailored counsel



# Fudge, Nudge & Budge

1

## Current State



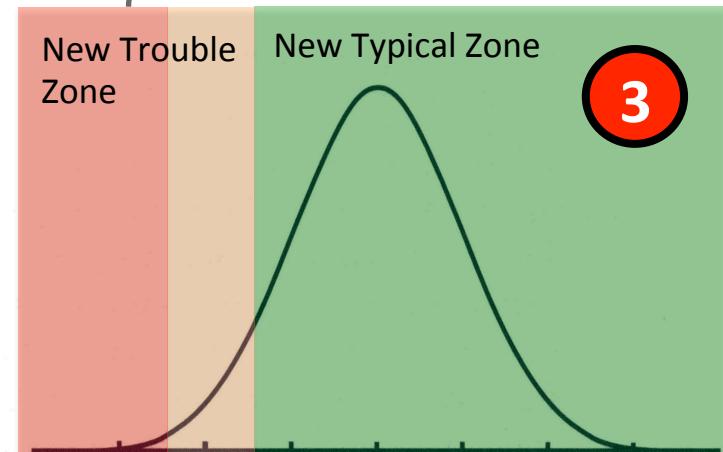
Within individual variation for target behavior base-lined using momentary instrumentation tools such as those based on mobile wellbeing productivity applications. This is the participant's **fudge**-factor. Sometimes we hit our goals, mostly we don't.

2



A successful intervention means that within individual behavior variation has significantly shifted to a new mean. The individual's behavior has **budged** and this becomes the new norm. Again, our momentary instrumentation tool provides this information.

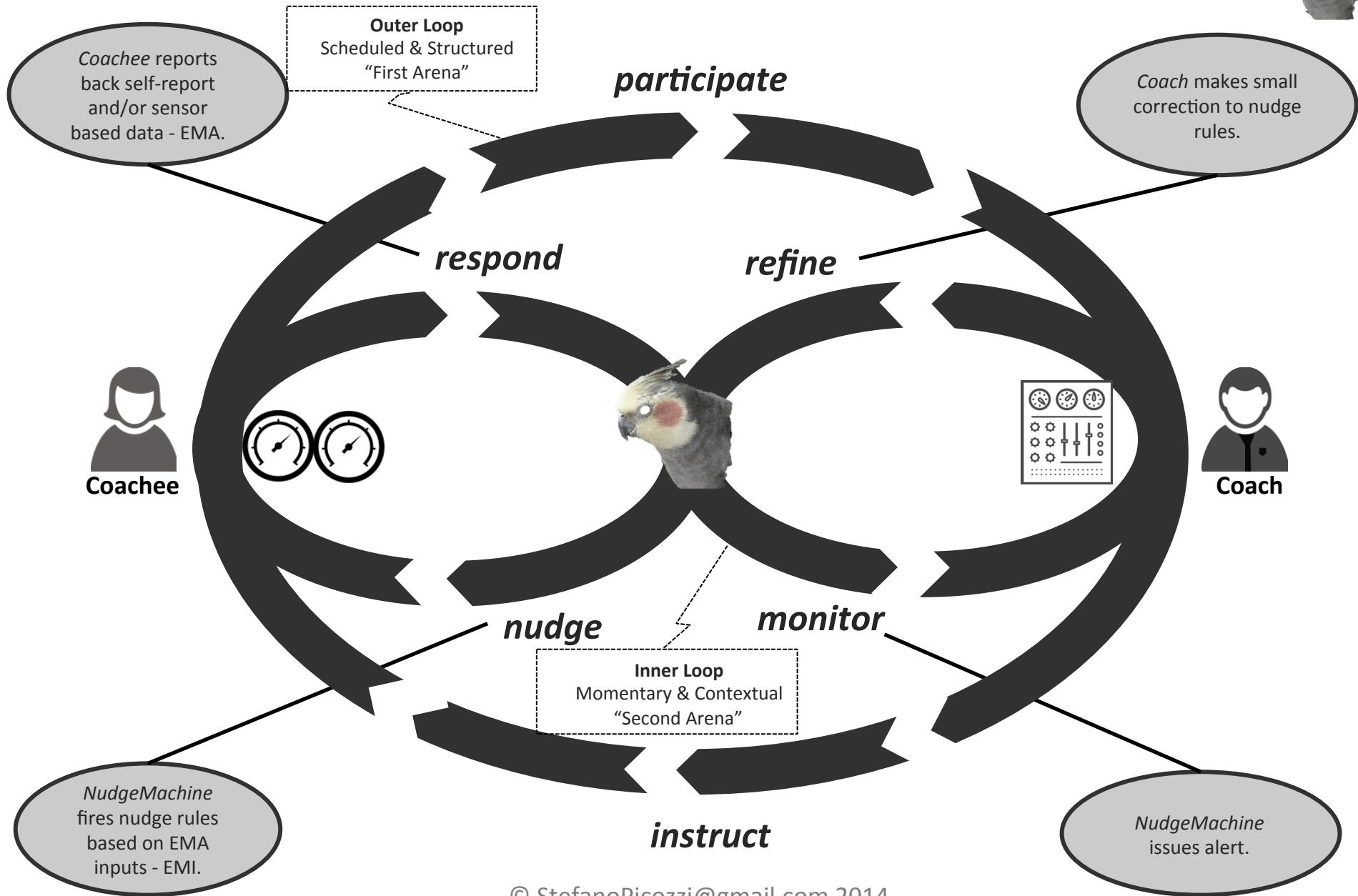
## Future State



3

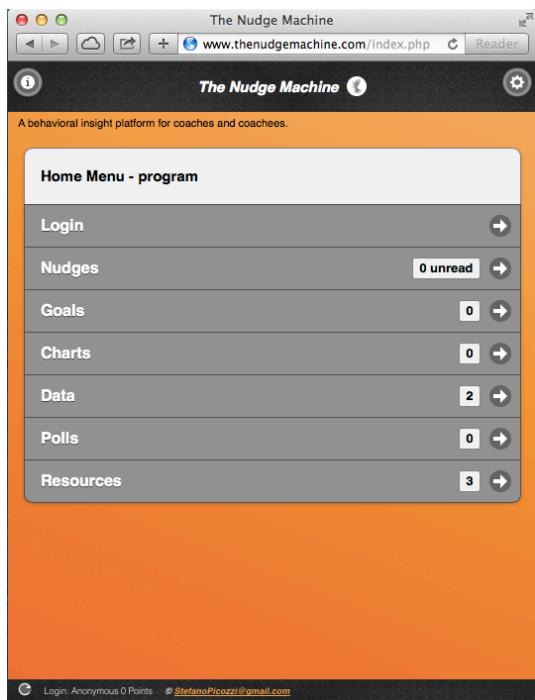
For the coach to effectively and efficiently tailor feedback, he needs to be able to detect when behavior is significantly straying into trouble zone. For example, the rule may be "if 3 consecutive days of missed goals", then issue a **nudge**. The nudge could be customized content, invitation to 1-1 session etc. Actionable insight.

# Feedback Loop: in-camera/in-situ

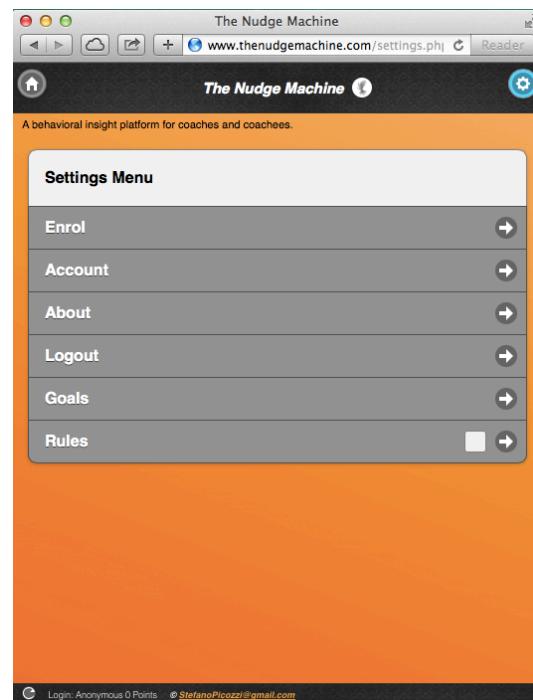


# Coachee Functional Prototype

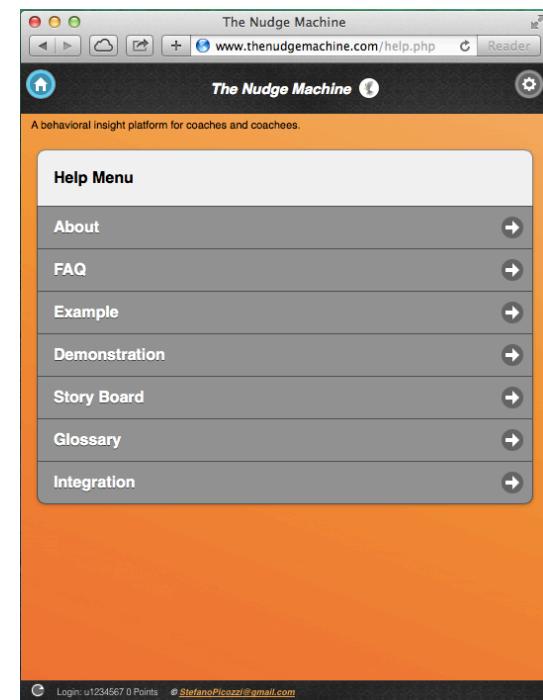
Home Menu



Settings Menu



Help Menu



# Coachee Functional Prototype

## Enrolment

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Enrolment

Username: u1234567

Password: .....

Age: 30

Sex: Male

Program: POGO-8056: People and Performa...

Role: Participant

Enrol

Login: Anonymous 0 Points | StefanoPicozzi@gmail.com

## Goal Setting

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Goals

To: Become more serene  
By: Do more meditation practice

Filter items...

Login: u1234567 0 Points | StefanoPicozzi@gmail.com

## Goal Scales

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Goal attainment scale

Complete <2 x 20-min guided meditations per week

Complete 2-3 x 20-min guided meditations per week

Complete 4 x 20-min guided meditations per week

Complete 5-6 x 20-min guided meditations per week

Complete 20-min guided meditation every day of the ...

Filter items...

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# Coachee Functional Prototype

## Goal Self Report

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Become more serene *Do more meditation practice*  
Last updated: First entry

Date: 2014-02-14

Time: 21:31

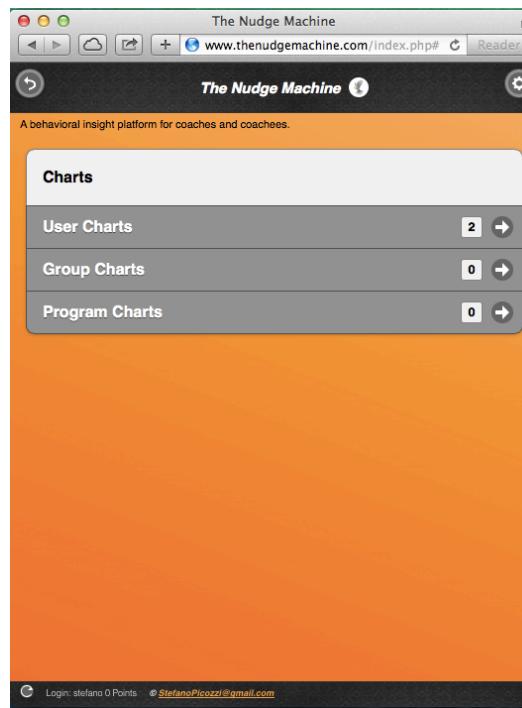
Response:

- Complete 20-min guided meditation every day of the week
- Complete 5-6 x 20-min guided meditations per week
- Complete 4 x 20-min guided meditations per week
- Complete 2-3 x 20-min guided meditations per week
- Complete <2 x 20-min guided meditations per week

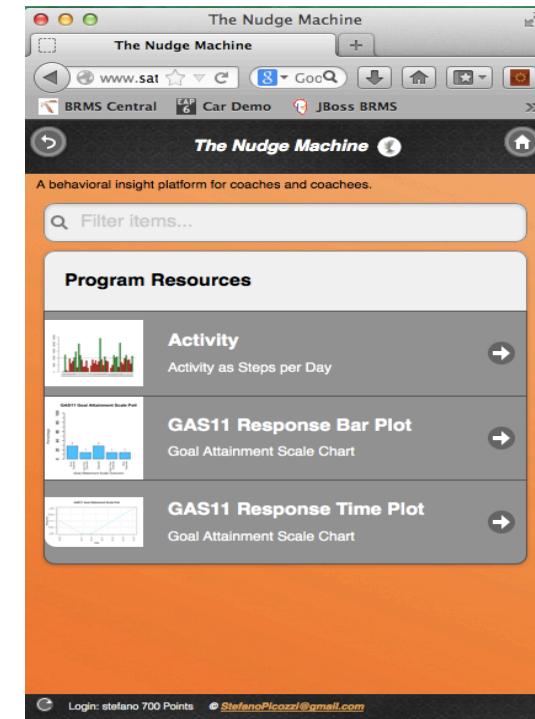
Submit

Login: u1234567 0 Points [@StefanoPicozzi@gmail.com](#)

## Charts

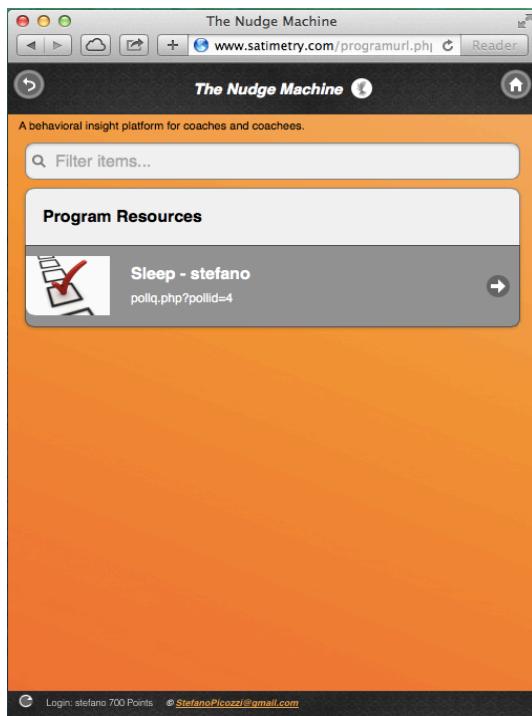


## Chart Types



# Coachee Functional Prototype

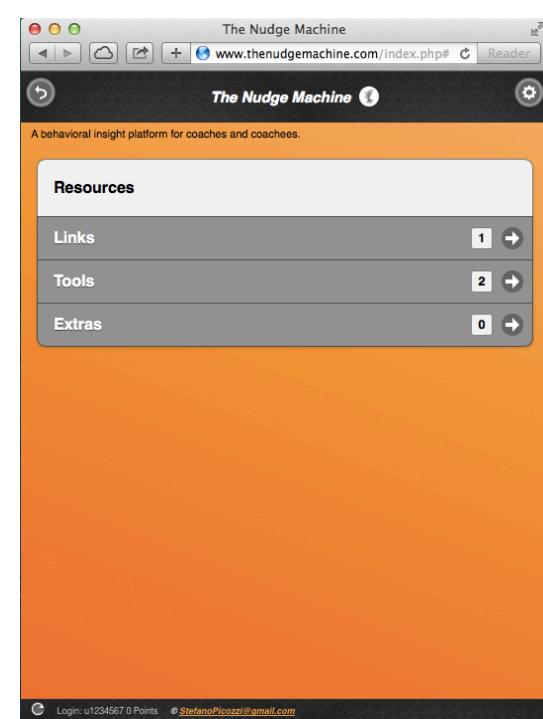
## Polls



## Poll Example

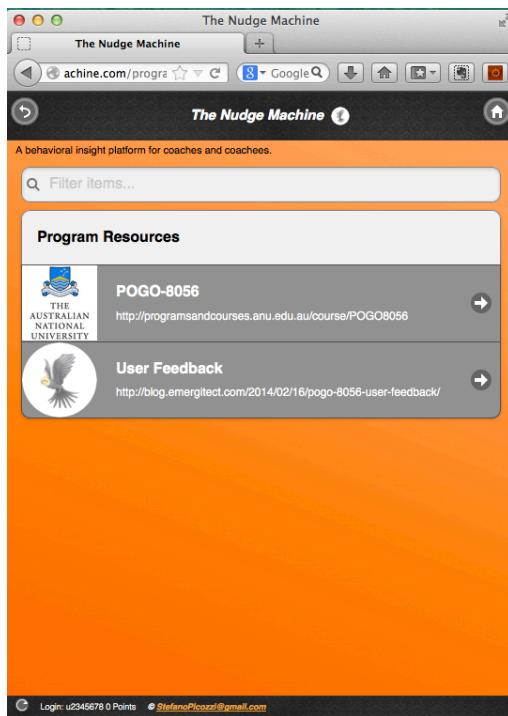
A screenshot of a web browser window titled "The Nudge Machine". The URL is "www.satimetry.com/pollq.php?pollid=4". The page displays a poll titled "sleep Poll (1 of 1)" last updated on Tuesday 2:04am 21st January 2014. The question is "Please rate the quality of your sleep in the last 24 hours?". There are five radio buttons for the options: "Excellent" (selected), "Very Good", "Fair", "Poor", and "Very Poor". A "Submit" button is at the bottom.

## Resources

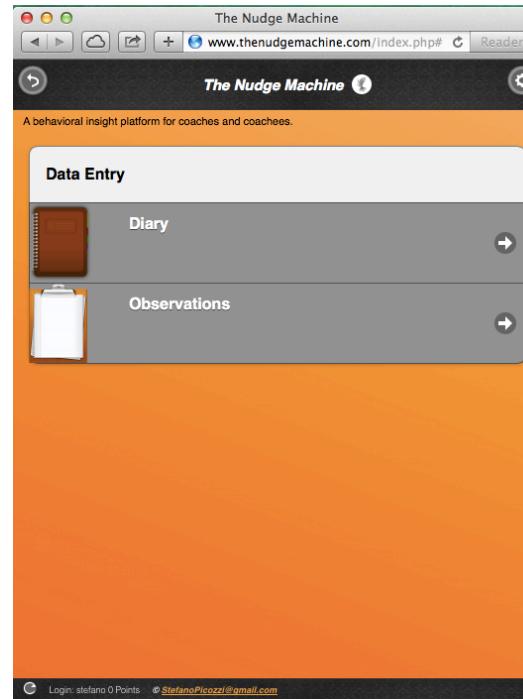


# Coachee Functional Prototype

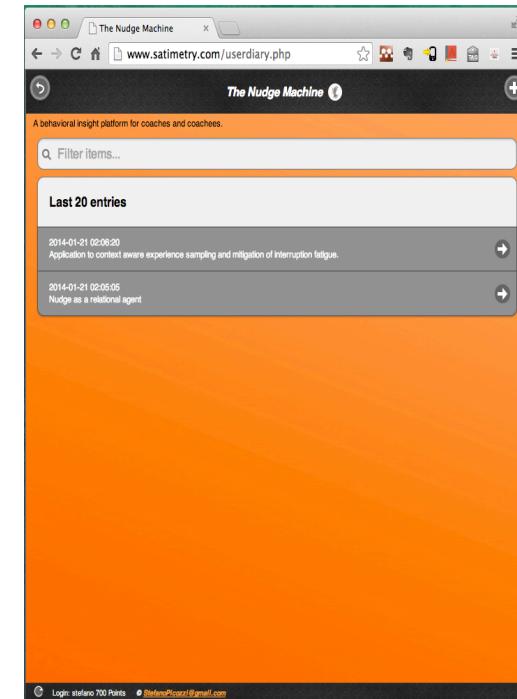
## Links



## Data Entry



## Journals



# Coachee Functional Prototype

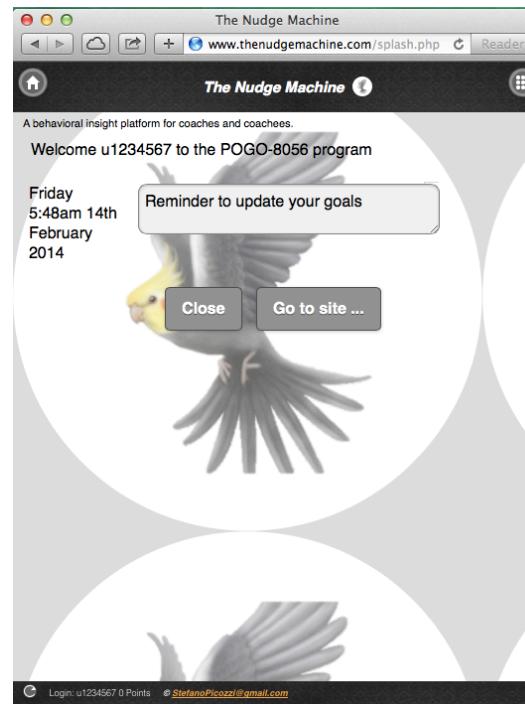
## Observation Entry

The screenshot shows a web browser window titled "The Nudge Machine". The main content area is an "Observation Entry" form with the following fields:

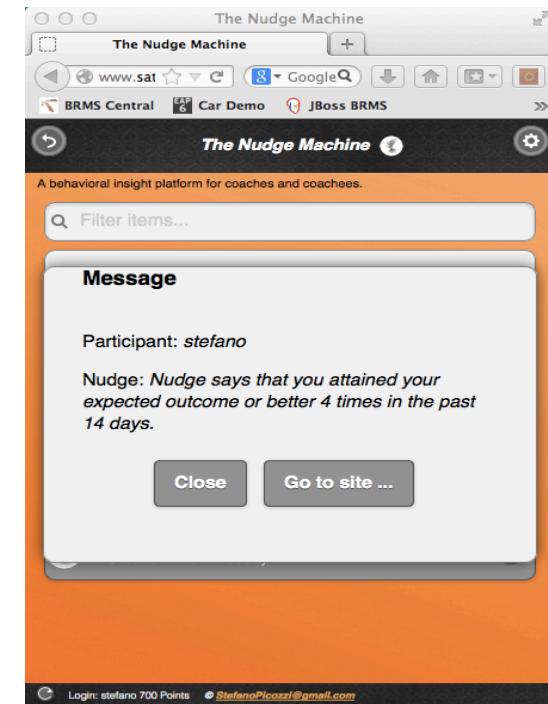
- Type: Number of steps (selected)
- Description: Optional description
- Date: 02/03/2014
- Time: 07:45 am
- GPS: (empty input field)
- Value: 0

At the bottom are "Cancel" and "Add" buttons.

## Splash Screen

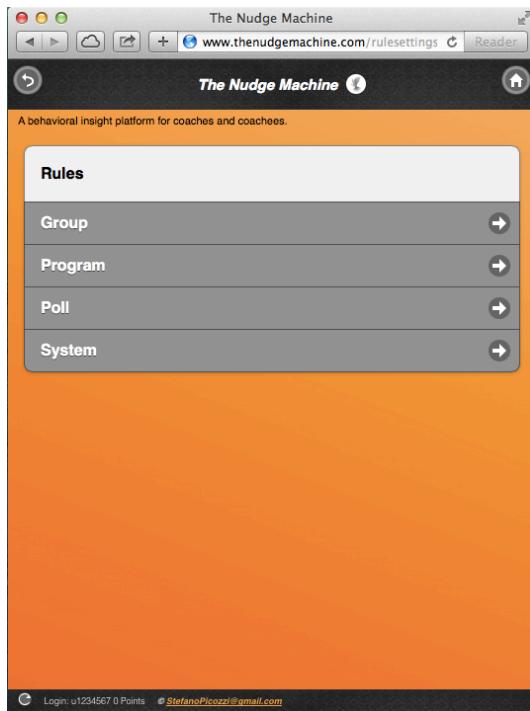


## Nudges

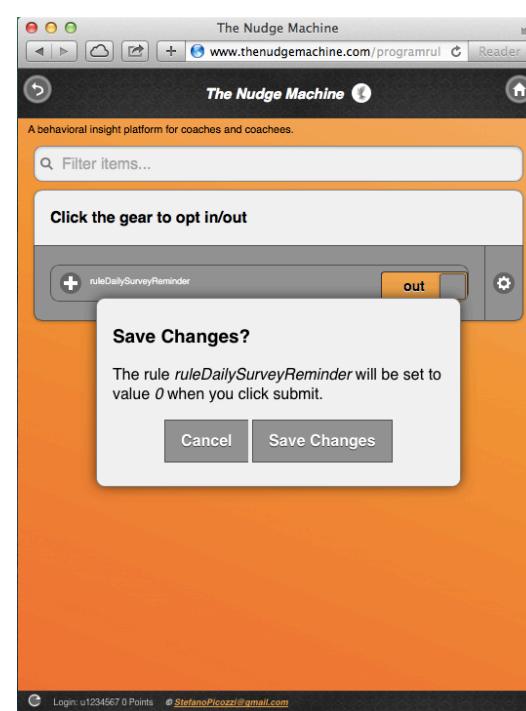


# Coachee Functional Prototype

## Rule Settings



## Rule Opt in-out



## Mobile Notifications



# Coach Functional Prototype

## Coachee List

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Participants

Participant	Points
paul	0 points
robert	0 points
stefano	700 points
stephanie	0 points

Login: coach 0 Points • StefanoPicozzi@gmail.com

## Nudge Coachee

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Participants

Participant Deti:

pushover: tVP1dD  
fitbit key: 6C  
fitbit secret: 6C  
fitbit appname: nudge

Login: coach 0 Points • StefanoPicozzi@gmail.com

## Ad hoc Nudge

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Nudge stefano

Message: Interesting article on meditation and business decision making

URL Label: Meditate for Better Decisions

Type:  Link  Poll

URL: <http://www.betterhealth.vic.gov.au/bh>

Login: coach 0 Points • StefanoPicozzi@gmail.com

# Coach Functional Prototype

## Snap Poll

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A behavioral insight platform for coaches and coachees.

Nudge stefano

Message: Please complete this sleep poll

URL Label: Sleep Snap Poll

Type:  Link  Poll

URL: pollq.php?pollid=1

Cancel Nudge

Login: coach 0 Points [StefanoPicozzi@gmail.com](#)

## Nudges

- 
- The Nudge Machine
- A behavioral insight platform for coaches and coachees.
- Filter items...
- ### Nudges
- 2014-01-17 05:08:48 - stefano Please complete this sleep snap poll
  - 2014-02-17 03:32:35 - stefano Interesting article on meditation and business.
  - 2014-02-15 21:51:12 - stefano Nudge says that you attained your expected outcome or better 4 times
  - 2014-02-15 21:51:11 - stefano Nudge reminds you to complete your goal attainment self-report.
  - 2014-02-15 21:44:55 - stefano Nudge says that you attained your expected outcome or better 4 times
  - 2014-02-15 21:44:54 - stefano Nudge reminds you to complete your goal attainment self-report.
  - 2014-01-21 02:07:19 - stefano Great effort on Tuesday.
- Login: coach 0 Points [StefanoPicozzi@gmail.com](#)

## Add Resources

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Resource	Label:	Meditation benefits
	Type:	<input checked="" type="radio"/> Link <input type="radio"/> Poll
	URL icon:	html
	URL:	<a href="http://www.betterhealth.vic.gov.au/bh">http://www.betterhealth.vic.gov.au/bh</a>

Cancel Add

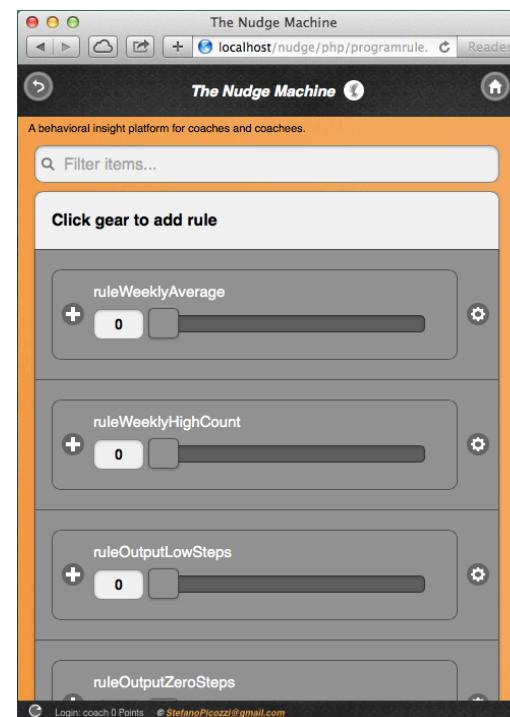
Login: coach 0 Points [StefanoPicozzi@gmail.com](#)

# Coach Functional Prototype

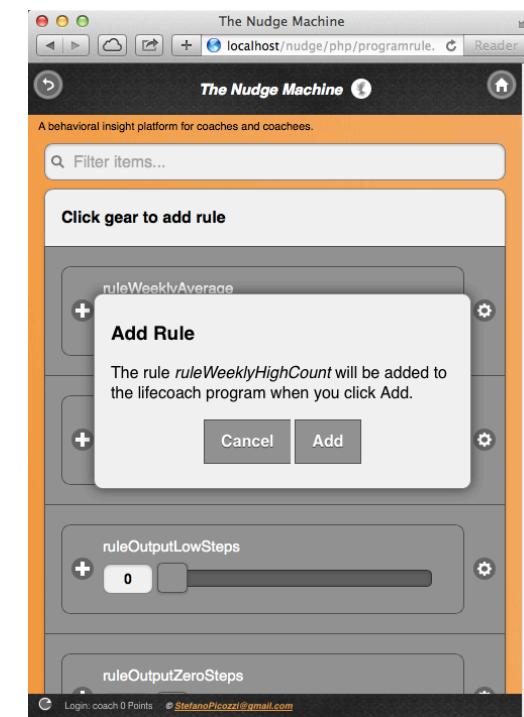
## Polls



## Rule Assignment



## Assign



# Libertarian Paternalism

- is **paternalism** in the sense that “it tries to influence choices in a way that will make choosers better off, as judged by themselves”
- it is **libertarian** in the sense that it aims to ensure that “people should be free to opt out of specified arrangements if they choose to do so.”
- the possibility to opt out is said to “preserve freedom of choice”.

# The Nudge Machine

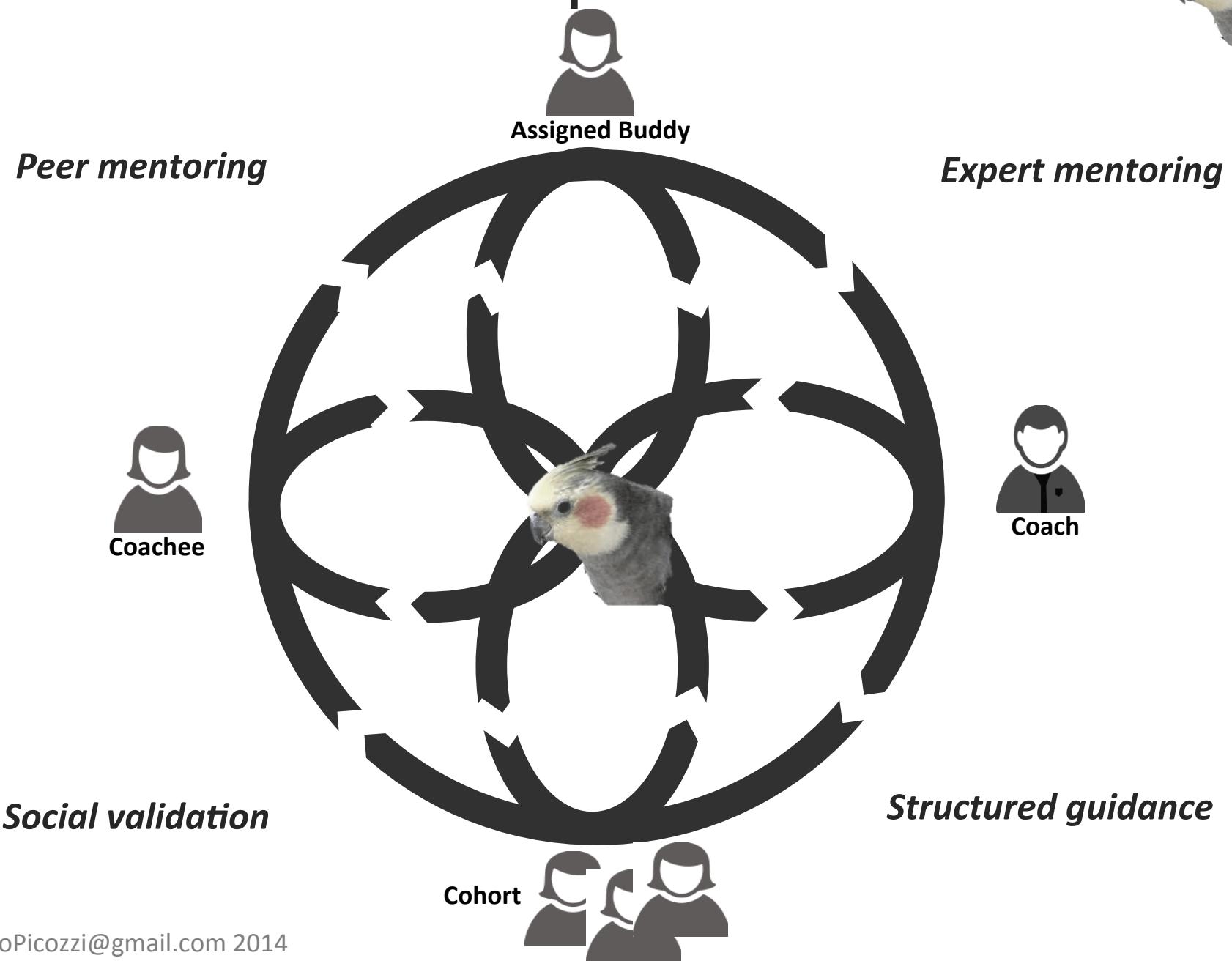


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# Feedback Loop – Social View



# Feedback Loop – Research View



## ADAPT

