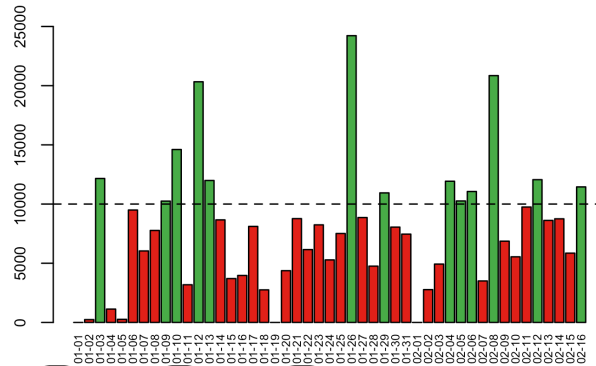


# The Nudge Machine

## Behavioral Observations



Coachee triggered to inspect nudges via push to mobile app, sms, email, web-site, 3<sup>rd</sup> party application etc

## Behavioral Rules Based Event Stream Engine



## Behavioral Insights

Pushover

**Nudge** Feb 16  
Nudge reminds you to complete your goal attainment self-report. To opt-out from nudges visit <http://www.thenudgemachine.com/rulesettings.php>

**Nudge** Feb 16  
Nudge says that you attained your expected outcome or better 4 times in the past 14 days. To opt-out from nudges visit <http://www.thenudgemachine.com/rulesettings.php>

**Nudge** Feb 16  
Great effort on Tuesday. To opt-out from nudges visit <http://www.thenudgemachine.com/rulesettings.php>

**Nudge** Feb 16  
Nudge reminds you to complete your goal attainment self-report. To opt-out from nudges visit <http://www.thenudgemachine.com/rulesettings.php>

## Behavioral Query Language

Goal Attainment Scale Opt-in/out

Ad Hoc Nudge Self Report Reminder

Nudge Schedule Snap Poll

Hypothesis Testing



Coach

Easily accessible to any 3<sup>rd</sup> party coaching application via a simple set of cloud based REST APIs