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presents ten conceptual
design projects (or
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application's (smartphone or
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that combine theories of
persuasion and information
design to change people's

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behaviour. Areas such as the
environment, health,
learning and

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Persuasive design is an area

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of design practice that focuses on influencing human behavior through a product's or service's

characteristics. Based on psychological and social theories, persuasive design is often used in e-commerce,

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organizational management,
and public health.

**What is Persuasive Design? |
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The BJ Fogg Behavior Model is a very useful model that derives from human

psychology and is very

commendable to use for

everyone who is involved in

human-centred design or

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persuasive design. If you want to change behaviour three elements have to happen at the same time: motivation, ability, prompt. Also known as B=MAP. Advice is to start at ability.

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**BJ Fogg model explained -
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The science of persuasion gives three very clear answers to this. People tend to like you more if: You are similar to them; Pay people compliments; If you cooperate with them towards a mutual goals; In short,

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you can behavioural design
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Combining . . .

What Causes Behavior Change
The Fogg Behavior Model
shows that three elements
must converge at the same
moment for a behavior to
occur: Motivation, Ability,
and a Prompt. When a

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Behavior does not occur, at least one of those three elements is missing. The Fogg Behavior Model (FBM) makes it easier to understand behavior in general.

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Behaviour Model

According to Fogg,
persuasive technology uses
seven strategies to
influence behavior:
reduction, tunneling,
tailoring, suggestion, self
monitoring, surveillance,

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and conditioning. Reduction
- simplifies a task that the
user is trying to do.
Tunneling - guides the user
through a sequence of
activities, step by step.

Designing for Behavioral

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individuals attitude, or
behavior, or both The study
of persuasion in the context
of technology has lead to
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Such union of media Informatics and psychology is denoted as persuasive design and refers to all technological intervention

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components, which help people to take, regularly use and re-take (after relapses into unwanted behavior) interventions.

Along this trend, the present chapter introduces (1) theories of health

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Behavior change and summarizes (2) present persuasive design approaches, thereby ending with (3) future directions in the field.

Persuasive E-Health Design

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**for Behavior Change |
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To address the problem that most existing PTs employ the one-size-fits-all design approach, I developed the Model-driven Persuasive Technology (MPT) design

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approach for tailoring PTs to various user types. The MPT is based on studying and modelling user's behaviour with respect to their motivations.

DESIGN FOR BEHAVIOUR CHANGE:

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A MODEL-DRIVEN APPROACH FOR

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