Nudging around

Ard Kramer
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SANAE
GO LIVE with us

Introduction

Ard Kramer

Qualisopher

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What is nudging

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What is nudging

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What is nudging

Warning!!

People are not rational

Because why do we smoke ?

What is nudging

So how do we act?
We use two systems
(Daniel Kahneman)

System 1:

- Fast
- Unconscious
- Parallel
- Associative
- Low energy
- “Doer”

System 2:

- Slow
- Conscious
- Serial
- Analytical
- Cost a lot of energy
- “Planner”

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What is nudging

So we like to walk the elephant trail

What is nudging

A definition

A nudge is any aspect of choice architecture that alters people behavior in a predictable way without removing any options or significantly changing their (economic) incentives

A nudge is an intervention that must be easy and cheap to avoid

What are we going to do?

Can we nudge the people around us

to make better choices

to improve quality and testing in our organization?

What are we going to do this morning

- Situations /activities we like to nudge in a specific phase
- Presentation of some nudge effects
- How can you apply the nudge effects on those situations/activities = create your own nudges
- Present your own nudge to everyone

What are we going to do this morning

the following phases of software development we will explore

1. Preparation
2. Planning
3. Execution
4. Finishing / closing

Phase 1: preparation

GOAL

Define situations where you want more attention for quality /testing

Phase 1: preparation

Process:

1. Define at your table the situations
2. Make to top 3 list
3. Share the top 3 with everybody

Phase 1: preparation

Mindblowers that we can apply this phase

Activate unconscious behavior

Phase 1: preparation

Social Norms

Phase 1: Preparation

The Zeigarnik effect

Phase 1: Preparation

- Activate unconscious behavior

- Social norms

- Zeigarnik effect

Phase 1: Preparation

GOAL

Define nudges you can apply in this phase

Phase 1: Preparation

Process:

1. Silent brainstorming
2. Collect the ideas
3. Choose the best idea(s)
4. Present that idea to the others

Phase 1: Preparation

- Activate unconscious behavior

- Social norms

- Zeigarnik effect

Phase 2: planning

GOAL

Define situations where you want more attention for quality /testing

Phase 2: Planning

Process:

1. Define at your table the situations
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Phase 2

Mindblowers that we can apply this phase

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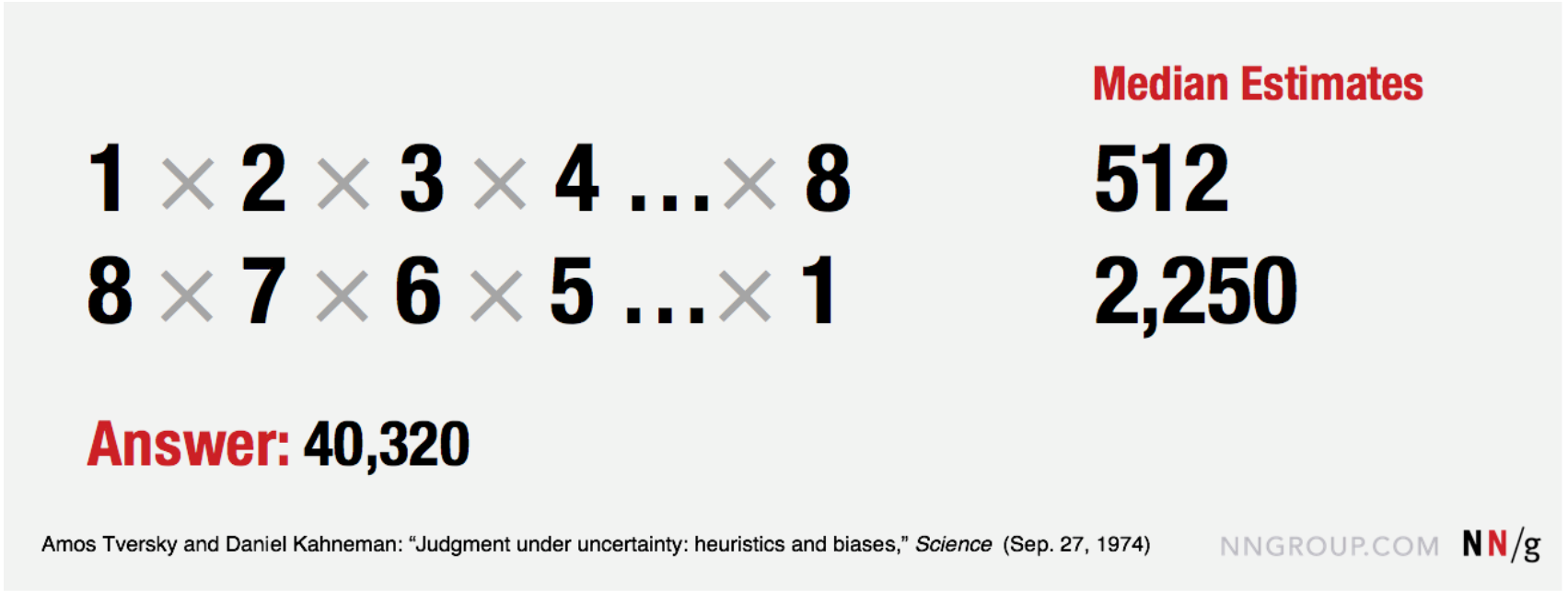
Phase 2

Anchoring



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Phase 2

Don’t make me think: keep it simple

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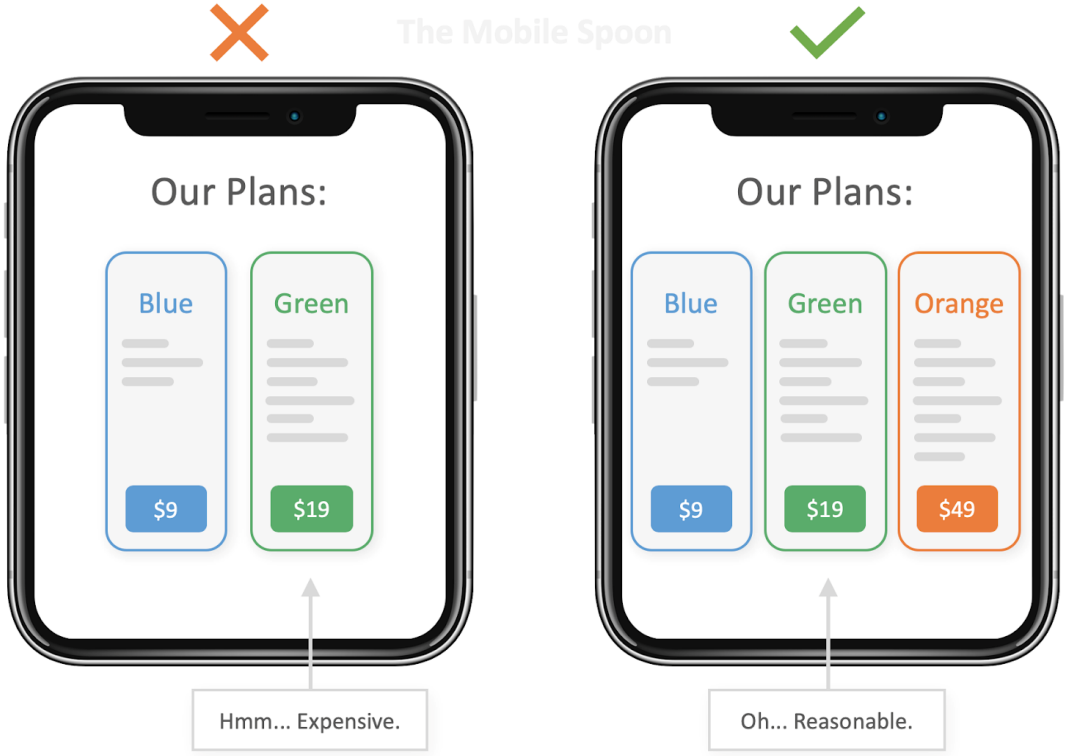
Phase 2

Decoy effect



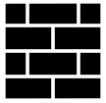
Phase 2: Planning

- Activate unconscious behavior

- Social norms

- Zeigarnik effect

- Anchoring



- Keep it simple

- Decoy effect

Phase 2: Planning

GOAL

Define nudges you can apply in this phase

Phase 2: Planning

Process:

1. Silent brainstorming
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Phase 2: Planning

- Activate unconscious behavior

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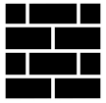

- Keep it simple

- Decoy effect

Phase 3: Execution

GOAL

Define situations where you want more attention for quality /testing

Phase 3: Execution

Process:

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Phase 3

Mindblowers that we can apply this phase

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Phase 3

Reciprocity

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Phase 3

Default option

Fields of Europe™ Summer

passport eligible

1. Pick Your Item

- Extra Large $69.99
- Large $59.99
- Medium $49.99
- Small $39.99

Add optional gift message

passport FREE Shipping/No Service Charge for 1 year across all our brands! details*

2. Enter Delivery Destination

Sign in to access your address book

Delivery Zip Code*

Location Type

Residence

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Phase 3

Endowed progress

Phase 3: Execution

- Activate unconscious behavior
- Social norms
- Zeigarnik effect
- Anchoring
- Keep it simple
- Decoy effect
- Reciprocity
- Default options
- Endowed progress

Phase 3: Execution

GOAL

Define nudges you can apply in this phase

Phase 3: Execution

Process:

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Phase 3: Execution

- Activate unconscious behavior
- Social norms
- Zeigarnik effect
- Anchoring
- Keep it simple
- Decoy effect
- Reciprocity
- Default options
- Endowed progress

Phase 4: Finishing

GOAL

Define situations where you want more attention for quality /testing

Phase 4: Finishing

Process:

1. Define at your table the situations
2. Make to top 3 list
3. Share the top 3 with everybody

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Phase 4

Mindblowers that we can apply this phase

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Phase 4

Availability bias

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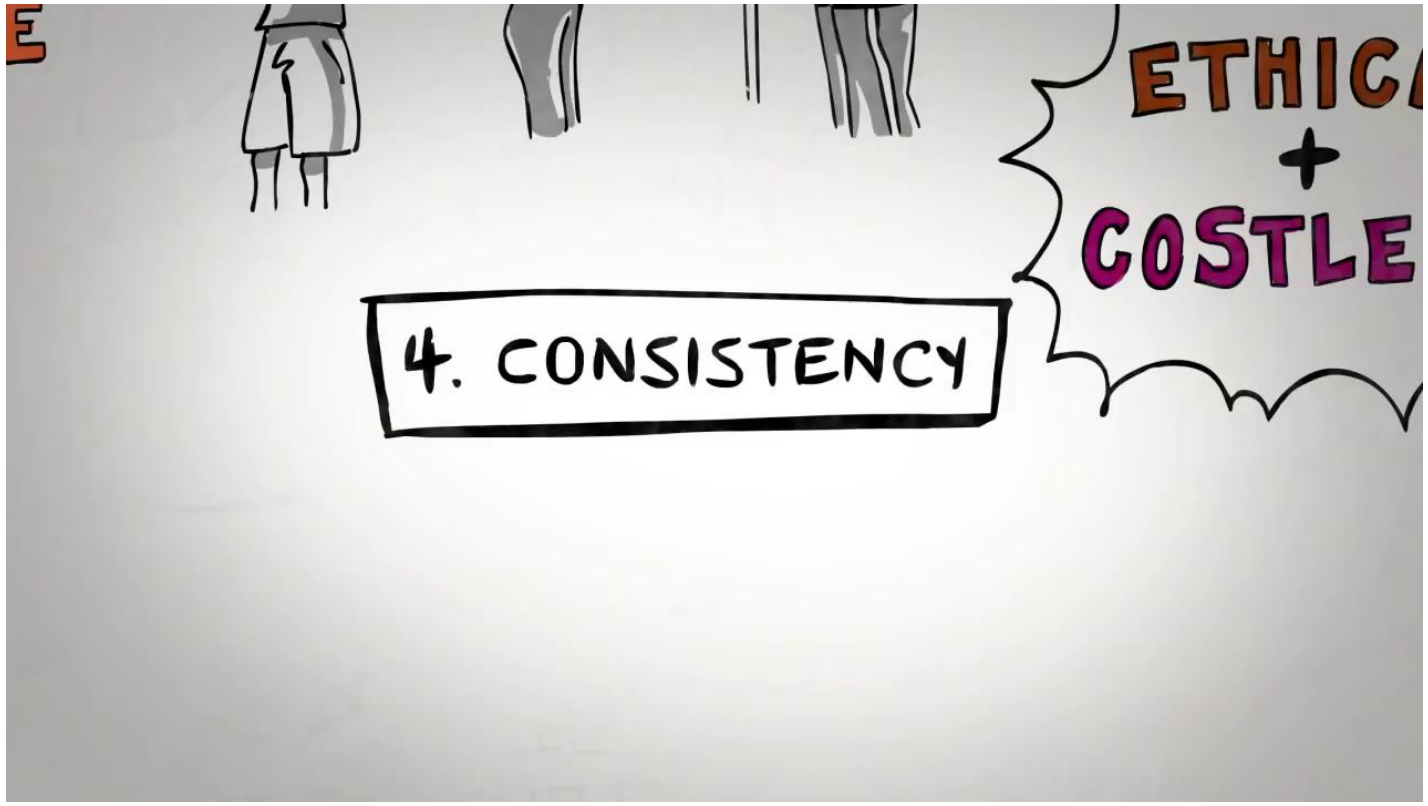
Phase 4

Commitment through consistency



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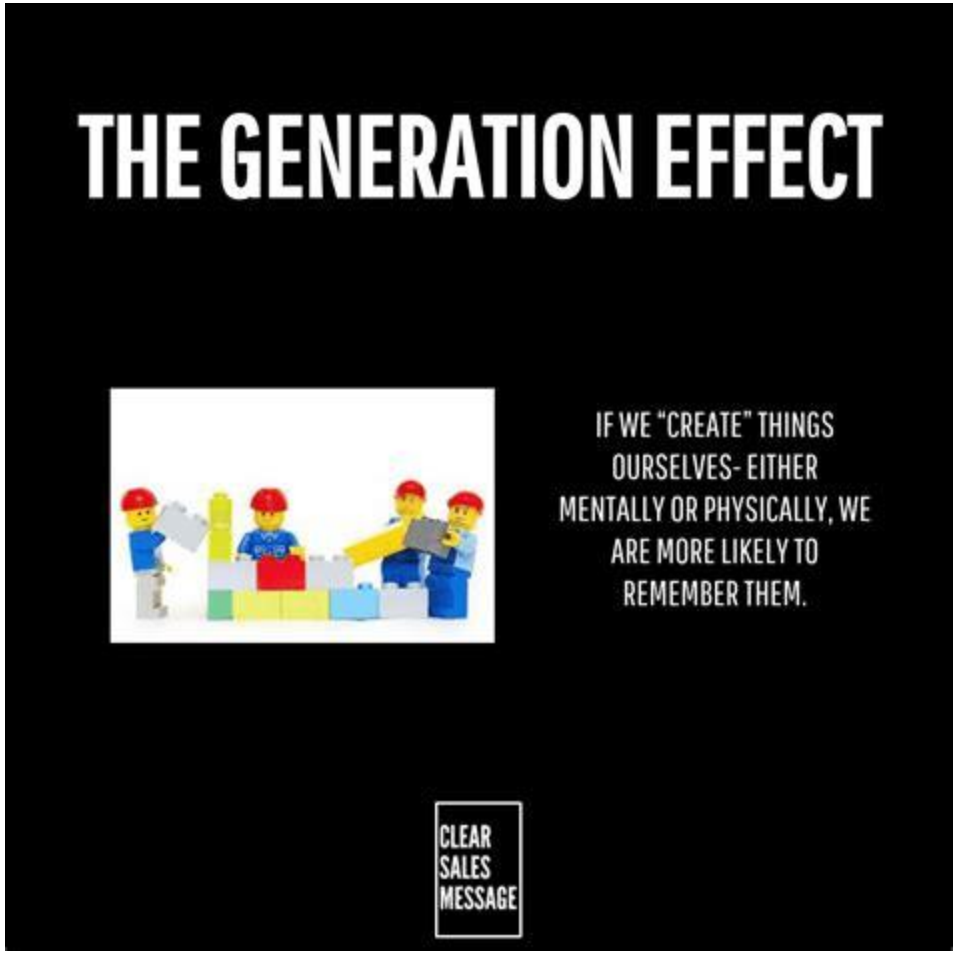
Phase 4

Generation effect



Phase 4: Finishing

GOAL

Define nudges you can apply in this phase

Phase 4: Finishing

- Activate unconscious behavior
- Social norms
- Zeigarnik effect
- Anchoring
- Keep it simple
- Decoy effect
- Reciprocity
- Default options
- Endowed progress
- Availability
- Commitment -> consistency
- Generation effect

Phase 4: Finishing

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Phase 4: Finishing

- Activate unconscious behavior
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- Reciprocity
- Default options
- Endowed progress
- Availability
- Commitment -> consistency
- Generation effect

Wrap-up

GOAL ACHIEVED?

Have we defined some interesting nudges we will use tomorrow?

Thank you very much!

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