

# *Behavioural Design for SmartCommunities*

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Affect  
Our actions are  
shaped by emotional  
associations

Commitment  
We seek to be  
consistent with our  
public promises

OGILVY  
ON  
ADVERTISING

OGILVY  
ON  
ADVERTISING

*Until recently, the world  
has been viewed through  
broken binoculars*

**“We are always  
rational!”**

- Neoclassical Economics

**“We can make  
hypothetical decisions”**

- Traditional Market Research







# We know that creatively applying behavioural science delivers results...

18%

Reduction in crime by painting babies' faces on shop fronts.



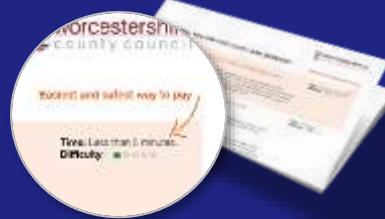
63%

Reduction in the levels of dangerously contaminated hands.



61%

Increase in direct debit sign ups for primary care by reducing perceived 'effort.'



£1.9m

Saved in customer retention by optimizing call centre scripts.



56%

Increase in \$1 Chip sales year on year.



35%

After having seen our campaign, 35% of our sample claimed that they've stepped in to help a friend.



13%

Boost in vulnerability (related to reductions in risk taking) with simple PPE design.



250%

Increase trials of Huggies in hospitals by changing the choice architecture.



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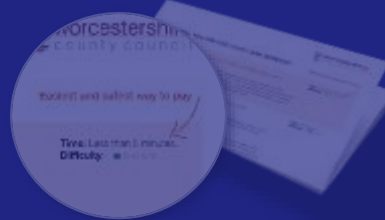
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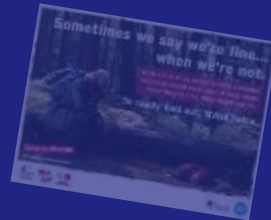
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**“How do we stem anti-social behaviour on the streets of London?”**



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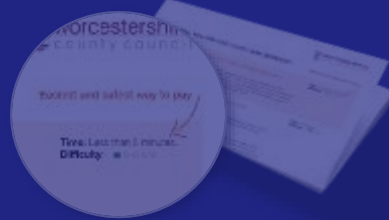
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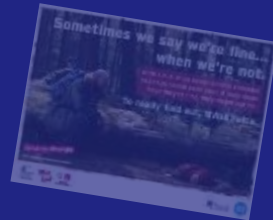
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# “How do we prevent injuries in factories?”







1/3



SARAH ZHANG SCIENCE 08.10.16 07:00 AM

# WHY OLYMPIC BOXERS AREN'T WEARING HEADGEAR ANYMORE



Rio 2016: Germany's Pfeifer Erik (in blue) throws a punch at Virgin Islands' Clayton Laurent Jr. during a Men's Super Heavy (+91kg) Olympic boxing match.

 YURI CORTEZ/AFP/GETTY IMAGES

## Olympic boxing: Men to stop wearing protective headguards

1 March 2016 | Boxing

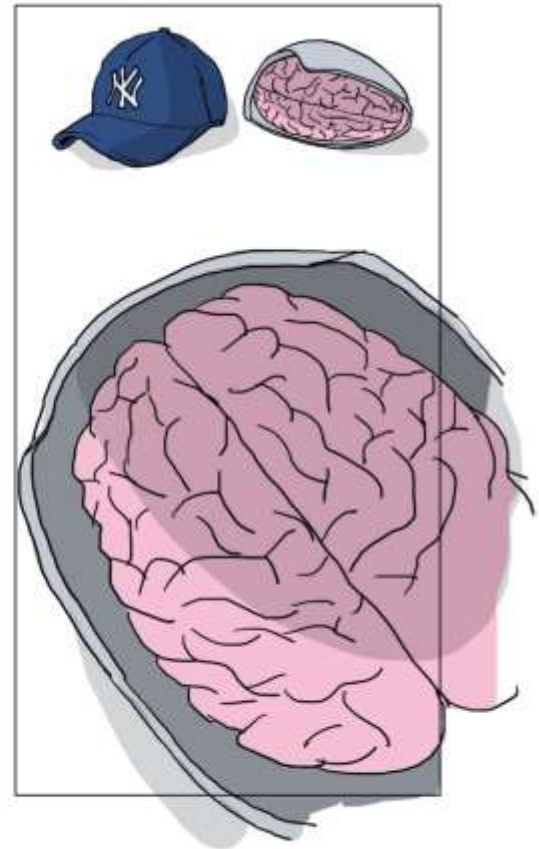
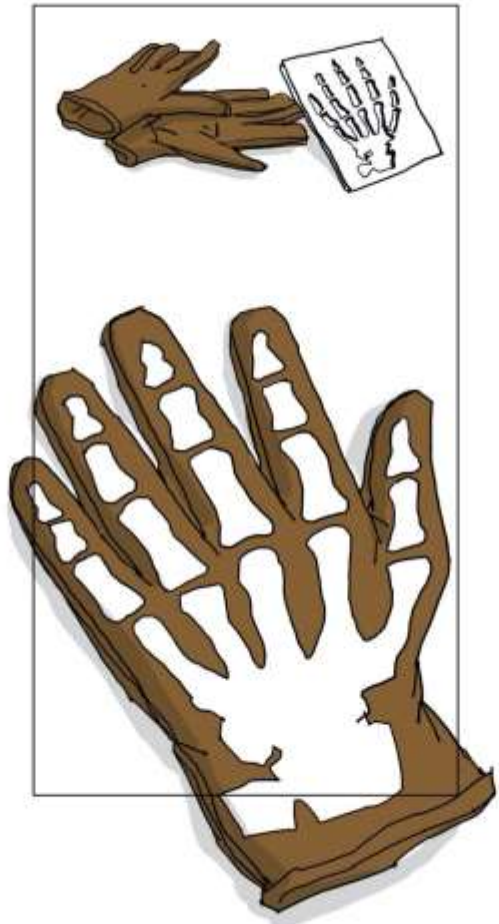
 Share



Boxers have worn headguards in every Olympics since 1964

## The surprising reason Olympic boxers don't wear protective head guards







**Photo-Realistic**



**Graphic Image**



**Detailed Outline**



**Minimalist 'Cues'**



**Skeleton**





## Do our new gloves increase perceived vulnerability?

**Condition 1**



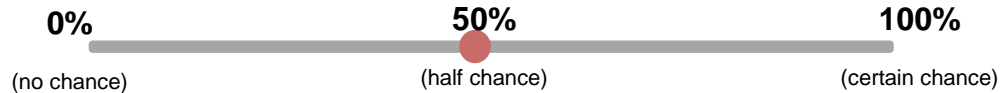
**Condition 2**



**Condition 3**



1. *If the person pictured in the photo has an accident using this tool, what do you think are the chances they incur a serious injury to their hand?*



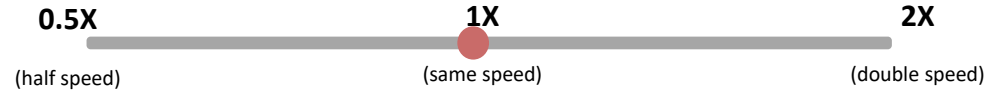


## Example:

Page 5: **Hammer** Glove Cut Level 5

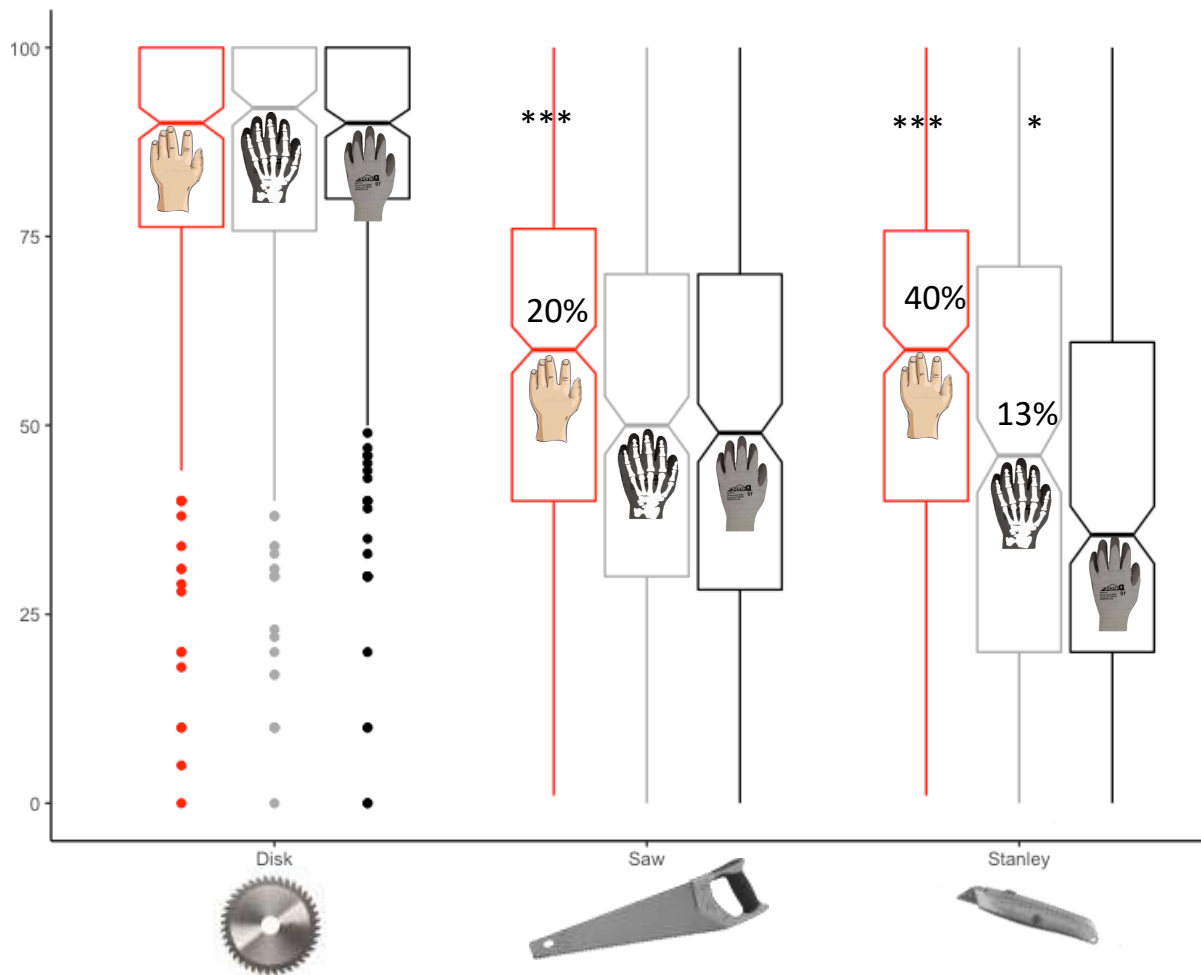
Top

1. How much faster do you think the person in this video could hit with the hammer whilst remaining at an appropriately low risk of injury?



Side

Vulnerability





13%

increase  
in perceived  
vulnerability

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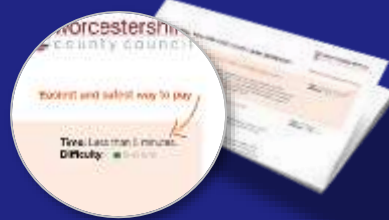
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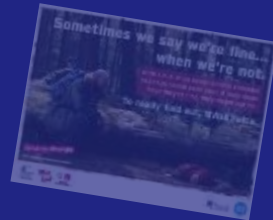
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**“How do we reduce  
organisational debt by  
getting people to pay on  
time?”**





***Our challenge:***

How do we nudge users to pay on time, by direct debit, by only optimising the letters and invoices they receive?

## *Three key behavioural barriers for our audience to pay*

### **Hard to process:**

Clients can find it hard to read the design and fonts of the letter

### **Information overload**

Unclear how to make payments

### **Lack of perceived consequence**

for lack of payment

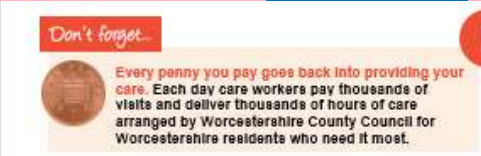


Increase the ease to process the information



*Chunking*

Increase the perceived value of the service



*Labour illusion*

Increase the perceived consequences



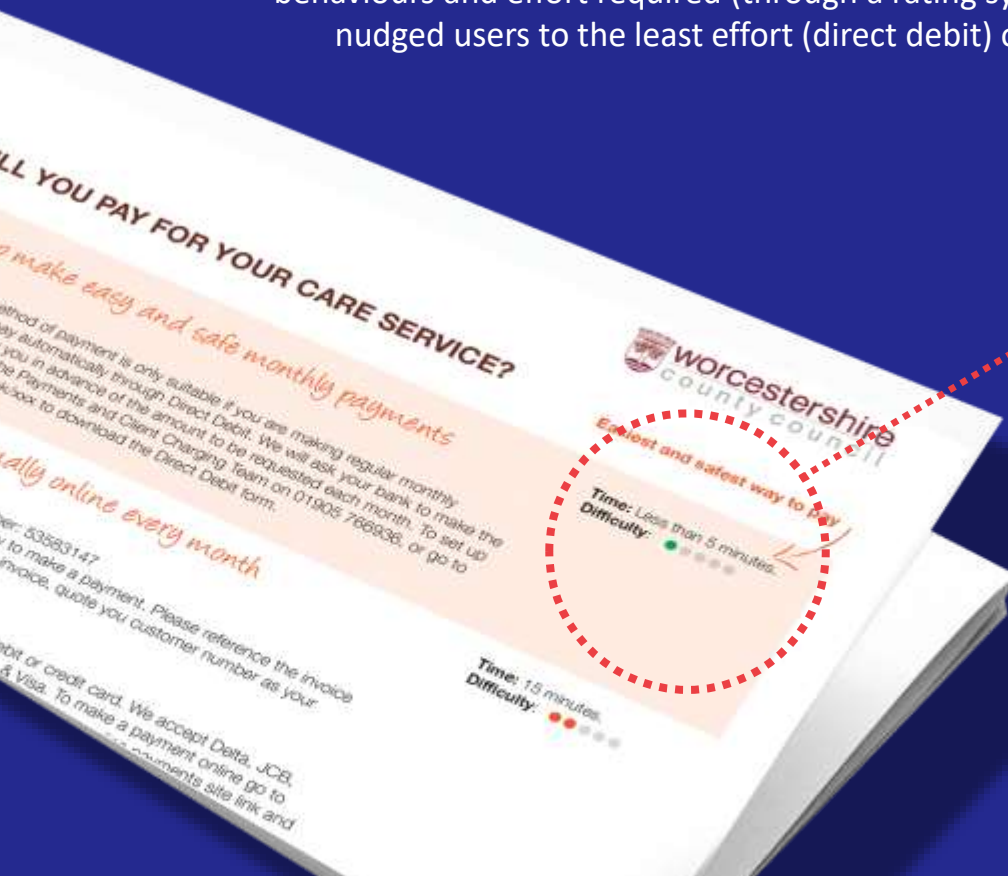
*Loss aversion*

How do we frame  
direct debit  
payments as the  
most attractive way  
to pay?

*Asymmetric decoy:*

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**The Effort Index** – ordering the payment methods by behaviours and effort required (through a rating system), nudged users to the least effort (direct debit) option.



**+61%**  
Direct Debit  
Sign-ups

# GRAZIE

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