# Scarcity

# Scarcity

1

We infer value in something that has limited availability or is promoted as being scarce.

Limit signups to 100 per day, and display the number available in real time next to the sign up button.

# Curiosity

# Curiosity

2

When teased with a small bit of interesting information, people will want to know more.

Whilst a user is waiting to enter your website, show an image of one of your key customers with a link to find out more about how they use your service.

# Framing

# Framing

3

The way in which messages are stated can alter our judgement and influence our decisions.

To drive donations, Wikipedia can run a banner on its website stating: ‘donating to Wikipedia costs less than a cup of coffee per day.’

# Priming

# Priming

4

Subtle visual or verbal suggestions help us recall specific information, influencing how we respond.

Use a blue palette throughout a payment details section to create a consistent feel of trust.

# Familiarity Bias

# Familiarity Bias

5

We tend to develop a preference for things merely because we are familiar with them.

During a major interface change, offer a ‘classic version’ or link to ‘go back to our old version’.

# Surprise

# Surprise

6

Our brains are aroused by new and unexpected discoveries (within our normal routines).

When we notice a user continually creating Jira issues using the button in the top nav, we can offer an inline dialogue for an easier way of creating them quickly.

# Set Completion

# Set Completion

7

The closer a collection is to being complete, the more we desire collecting all pieces.

During an onboarding flow, display a user's progress as a percentage and the steps required to reach 100% completion.

# Authority

# Authority

8

We want to follow the lead and advice of a legitimate authority.

When a new user signs up, send them an email from a founder explaining how to get the most out of the product, quickly.

# Trigger

# Trigger

9

We need small nudges placed on our regular paths to remind and motivate us to take action.

Use an in-product notification system to remind a user they need to complete outstanding issues in their sprint.

# Delight

# Delight

10

We remember and respond favorably to small, unexpected and playful pleasures.

Instead of showing a basic 404 page, offer a humble and addictive game to the user like the dinosaur game in Google Chrome.

# Sequencing

# Sequencing



We are more likely to take action when complex activities are broken down into smaller tasks.

Rather than challenge the user with walls of text or possible configurations, use gradual reveal and progressive disclosure.

# Ownership Bias

# Ownership Bias

12

We more highly value goods or services once we feel like we own them.

After an evaluator has become a customer, issue a welcome pack and membership card to re-inforce the feeling of owning the product.

# Gifting

# Gifting



We feel the need to reciprocate when we receive a gift.

Don’t just give the user a free trial, give them a referral code to gift someone else a trial too (and a further 7 days free if their friend signs up).

# Social Proof

# Social Proof



We tend to follow the patterns of similar people in new or unfamiliar situations.

In marketing material, explain how NASA uses Jira to land the Mars Rover.

# Self-Expression

# Self-Expression

15

People seek opportunities to express their personality, feelings or ideas.

Allow the user to customise the interface and stamp their own personality into the design.

# Positive Mimicry

# Positive Mimicry 16

We learn by modeling our behavior after others.

Allow users to choose from standard workflows used by your most successful customers.

# Limited Choice

# Limited choice



We're more likely to make a choice when there are fewer options.

In your most important product areas, ensure there's a single message and call to action on the screen.

# Contrast

# Contrast



When scanning new visual information we are unconsciously drawn to things that stand out against their surroundings.

Within long pages of documentation use strong colors or boxed out panels to draw attention.

# Loss Aversion

# Loss Aversion



We hate losing or letting go of what we have (even if more could be had).

Announce new features to the user by requesting they first give up some features.

# Variable Rewards

# Variable Rewards 20

“Random” rewards make powerful motivations - they seem scarce and unpredictable (and they’re less likely to conflict with intrinsic motivation).

On a user’s 15th login, issue an Amazon voucher on you!

# Value Attribution

# Value Attribution 21

Sometimes we value goods and services more if they cost a premium.

Websites often offer higher priced signup options on homepages, which may not be better value.

# Status Quo Bias

# Status Quo Bias



We tend not to change an established behavior (unless the incentive to change is compelling).

Clearly explain the key value in an interface change so that customers don’t stick to what they know.

# Status

# Status



We constantly assess how interactions either enhance or diminish our standing relative to others and our personal best.

Display motivational metrics to users, showing where they rank in their team and where their team ranks in the world.

# Need for Certainty

# Need for Certainty



We crave certainty and are more likely to take action if specific information is available.

Use data smarts to confidently state if a user will fail in their project, and a checklist of actions they can take to get back on track.

# Appropriate Challenges

# Appropriate Challenges



We delight in challenges, especially ones that strike a balance between overwhelming and boring.

Don’t over-simplify. Ensure getting work done offers enough challenge to provide a sense of achievement once completed.

# Limited Duration

# Limited Duration 26

Given a choice between action and inaction, a limited time to respond increases the likelihood that people will participate.

Couple a newly added feature with a self-destruct mode - if it isn’t used within 7 days, the user loses it.

# Competition

# Competition



When sharing the same environment, we often strive to attain an advantage over other people.

When soliciting research, show there are five users live on the network and offer a prize to the first who completes our survey.

# Anchoring & Adjustment

# Anchoring & Adjustment



When making decisions we rely too heavily - or anchor - on one piece of information which is often irrelevant.

Before you offer an upgrade to a user, show how their team's output has increased since using your product.

# Reputation

# Reputation



We care more deeply about personal behaviors when they may affect how peers or the public perceive us.

On a help site, award points to users when they offer assistance to other community members - think Stack Overflow.

# Limited Access

# Limited Access

30

We naturally desire things that are perceived as exclusive or belonging to a select few.

Instead of offering a new feature to everyone, give it to your most active users first.

# Feedback Loops

# Feedback Loops

31

We are engaged when we see our actions modify subsequent results.

As a user adds tickets to a sprint, show the sprint's likely outcome visually with red or green UI elements.

# Achievements

# Achievements

32

We are more likely to engage in activities in which meaningful achievements are recognised.

An encouraging micro interaction could accompany the completion of a tasks list.

# Humor Effect

# Humor Effect



Humorous items are more easily remembered – and enjoyed!

Offer strange facts at moments when people have to wait for the system - think MailChimp.