Persuasive systems design: Case Recover! app

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Outline

• PSD approach
• Case Recover!
• Key takeaway
PSD APPROACH
Persuasive Systems Design Model
Forms of influence

- **Persuasion**
  - Exchanges of money, goods, or services for actions by the person being influenced

- **Inducements**
  - Force and possibly economic sanctions

- **Coercion**
  - A pop-up window or a hyperlink may be purposefully deceitful (example)
The PSD Model

• Persuasion Postulates
• Persuasion Context
  – To discern opportune and/or inopportune moments for delivering the message(s)
• Persuasive Features
  – To implement actual SW features

Persuasion postulates

1. Information technology is never neutral
2. People like their views about the world to be organized as consistent
3. Persuasion is often incremental
4. Direct and indirect routes are key persuasion strategies
5. Persuasive systems should be both useful and easy to use
6. Persuasion through persuasive systems must always be unobtrusive to a user’s primary tasks
7. Persuasion through persuasive systems should always be transparent

After understanding the postulates

PERSUASION CONTEXT

The intent
- Intended Outcome/Change

The event
- Use, user and technology contexts

The strategy
- Persuader, message, route, bias

PERSUASIVE DESIGN CATEGORIES AND FEATURES

Primary task support
Dialogue support
Perceived credibility
Social influence
CASE RECOVER!
Design research
ASKELMITTARI

Askeltavoite: 10000
Pituus: 175

Matka / km
0.0 kilometriä
Ei aktiivinen

Trip / määrä

Aloituspäivä: 15.8
Lopetuspäivä: 13.9

VOIMAVARAT

Palautuminen

Viikko

Punainen = oma tulos
Sininen = Muiden tulos

Kuinka paljon sinulla on voimavaroja?

Voimavarojen määrä 3

Tallenna vastaus
A set of tools...

- Stress statistics
- Pedometer
- Recovery statistics
- Posture change reminder
- Dietary rhythm rehearsal
- Diet planning
- Circadian rhythm

Of course. But something more important...
Goal setting with the principles of...

1. Self-monitoring
2. Virtual rehearsal
3. Praise
4. Suggestion
5. Reminders
6. Liking
7. Trustworthiness
8. Social comparison
PERSUASIVE FEATURES
Self-monitoring

I can do this!

I’m getting there.

I need help!
Suggestion
Reminders

• Email, SMS, etc.
Liking
Turstworthiness
Verifiability

tall tales
untruths
lies
rumors
falsehoods
stories
deceits
fictions
debits
facts
studies
Social comparison
The key
Goal setting with the principles of...

1. Self-monitoring
2. Rehearsal
3. Praise
4. Suggestion
5. Reminders
6. Liking
7. Trustworthiness
8. Social comparison

Primary task support
Computer-human dialogue
Credibility
Social influence
<table>
<thead>
<tr>
<th>Primary task</th>
<th>Reduction</th>
<th>Tunneling</th>
<th>Tailoring</th>
<th>Personalization</th>
<th>Self-monitoring</th>
<th>Simulation</th>
<th>Rehearsal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Credibility</td>
<td>Trustworthiness</td>
<td>Expertise</td>
<td>Surface credibility</td>
<td>Third-party endorsements</td>
<td>Real-world feel</td>
<td>Authority</td>
<td>Verifiability</td>
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<tr>
<td></td>
<td>Social learning</td>
<td>Social comparison</td>
<td>Normative influence</td>
<td>Social facilitation</td>
<td>Co-operation</td>
<td>Competition</td>
<td>Recognition</td>
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<tr>
<td>Dialogue</td>
<td>Praise</td>
<td>Rewards</td>
<td>Reminders</td>
<td>Suggestions</td>
<td>Similarity</td>
<td>Liking</td>
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</tr>
</tbody>
</table>

**Persuasive feature categories**

Validated and concretize the design
KEY TAKEAWAY

Persuasive systems design
Humanized technologies

Being part of our everyday lives opens up tremendous opportunities for influencing people’s behaviors.

The role of persuasive systems design will only keep growing.

Finally, effort should be put into…
... understanding user behaviors
… building HBCSSs for users
... by using PSD methodology
... in a socially responsible manner
This is the next frontier for health interventions.
THANKS FOR STAYING PLEASE COME AGAIN

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