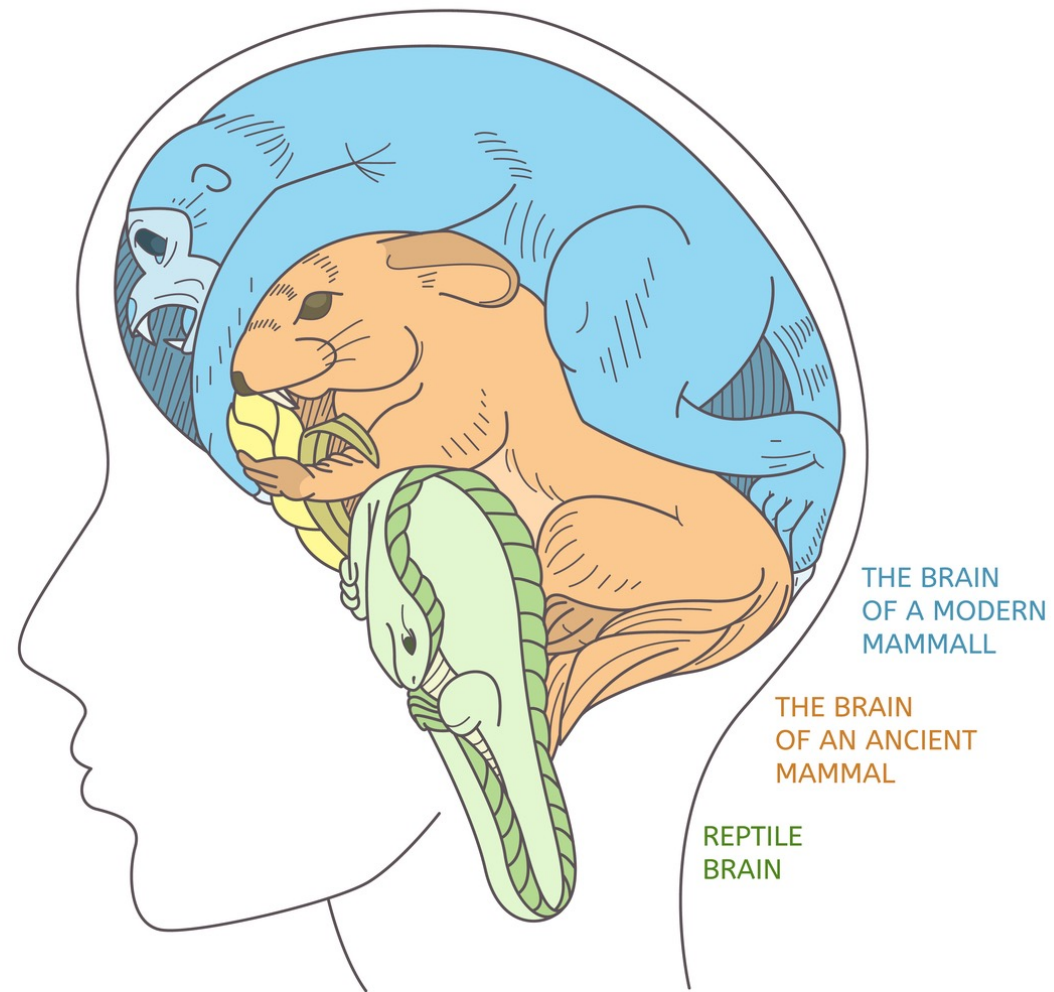


Hjemmesidedesign der taler til din modtagers **hjerne**

Marie Wengler, PhD Fellow | **MIND**DESIGN



Agenda

Fra UX til
adfærdsdesign

Eksempler på
"Motivation"

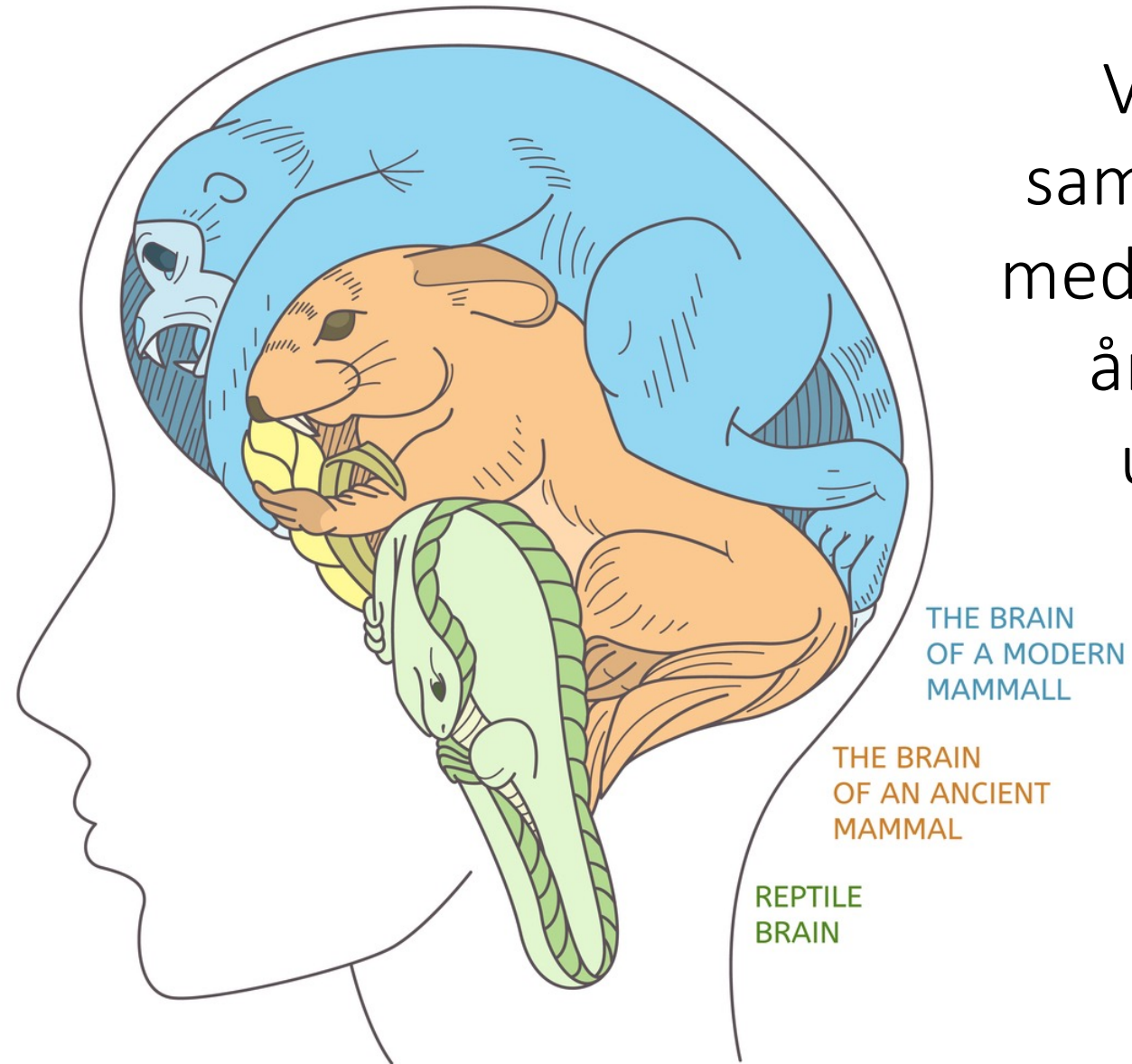
Workshop

Eksempler på
"Ability"

Eksempler på
"Trigger"



Vi går alle
sammen rundt
med en 200.000
år gammel
urhjerne



THE BRAIN
OF A MODERN
MAMMALL

THE BRAIN
OF AN ANCIENT
MAMMAL

REPTILE
BRAIN

Brugervenlighed

Brugbarhed

Visuelt design

Indhold og sprogbrug

Interaktionsmønstre

Informationsarkitektur

Funktionelle specifikationer

Bruger behov og business mål

Brugervenlighed

Er det nemt at bruge?

Brugbarhed

Skaber det værdi
for brugeren?

Visuelt design

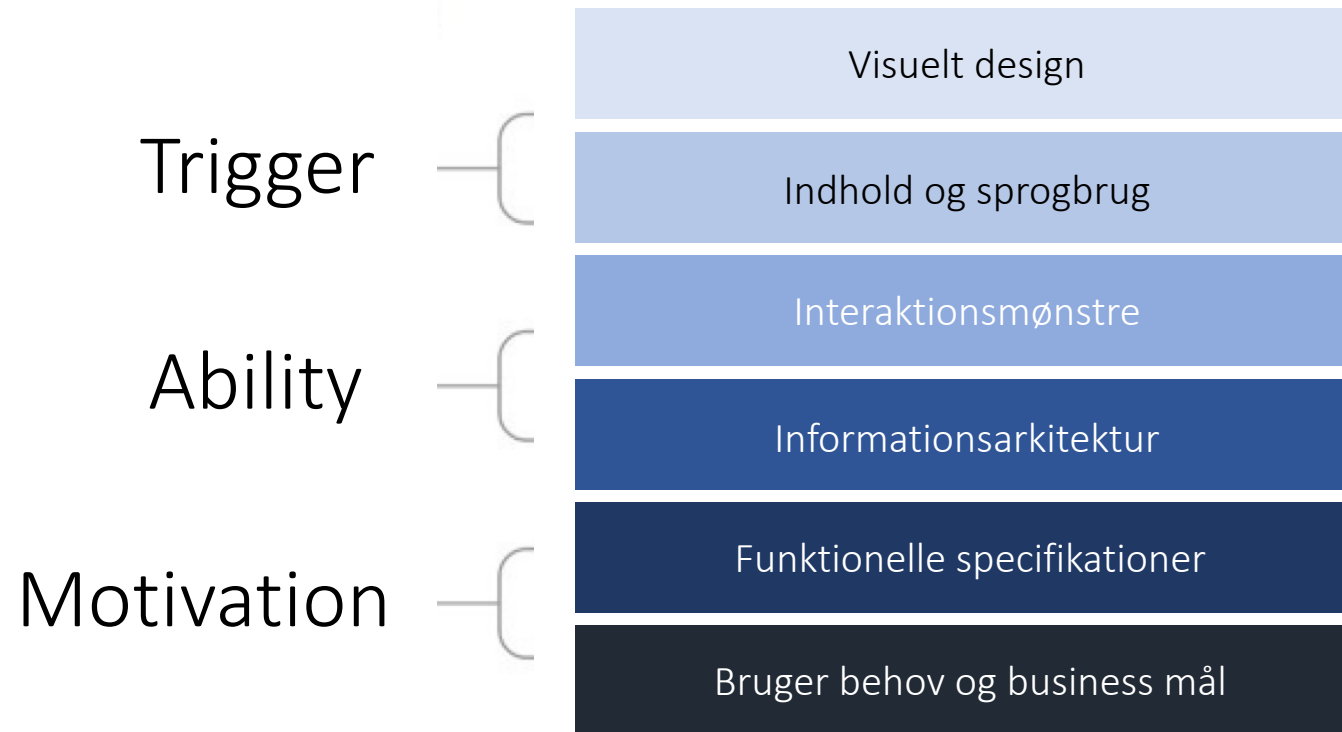
Indhold og sprogbrug

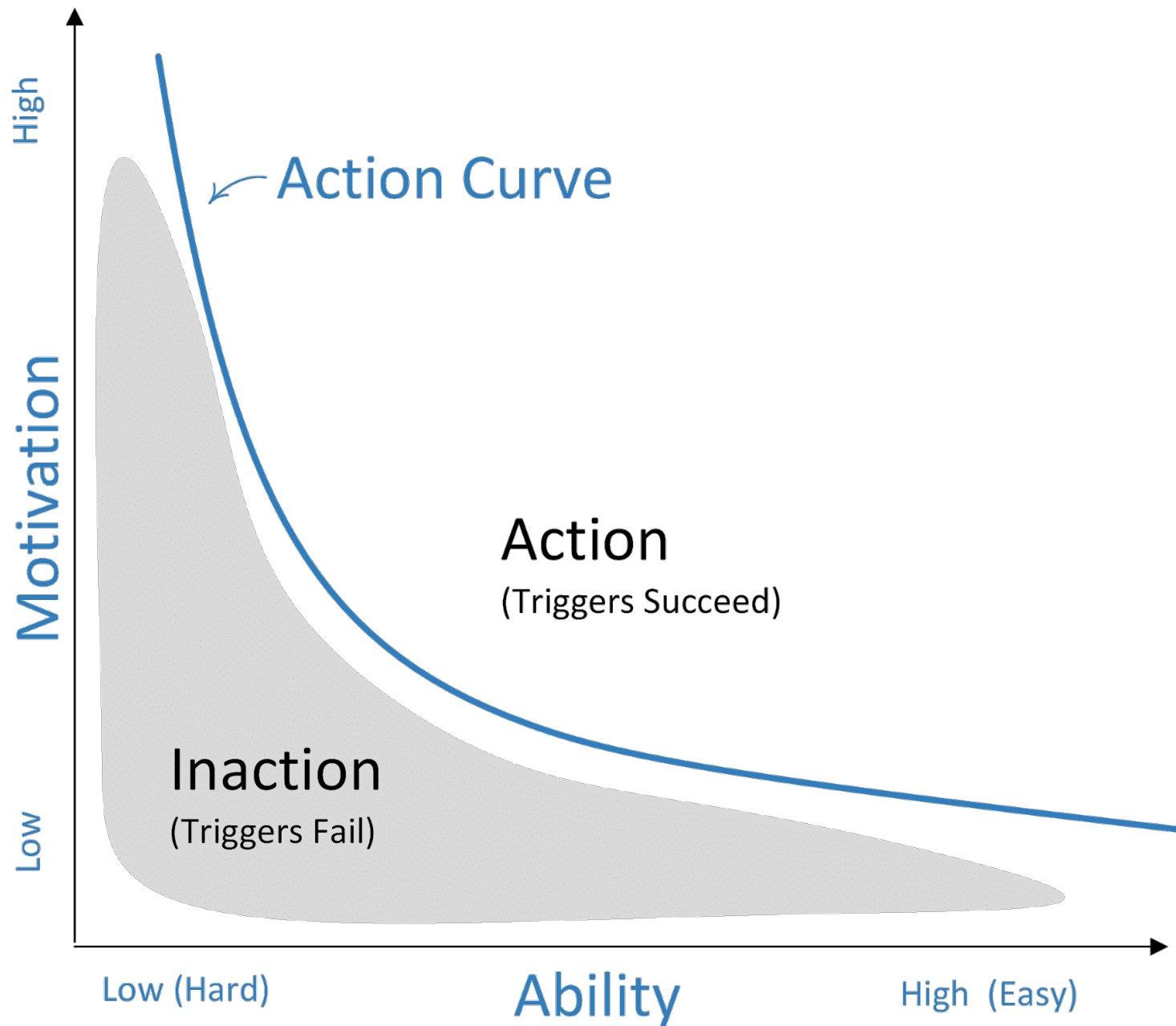
Interaktionsmønstre

Informationsarkitektur

Funktionelle specifikationer

Bruger behov og business mål

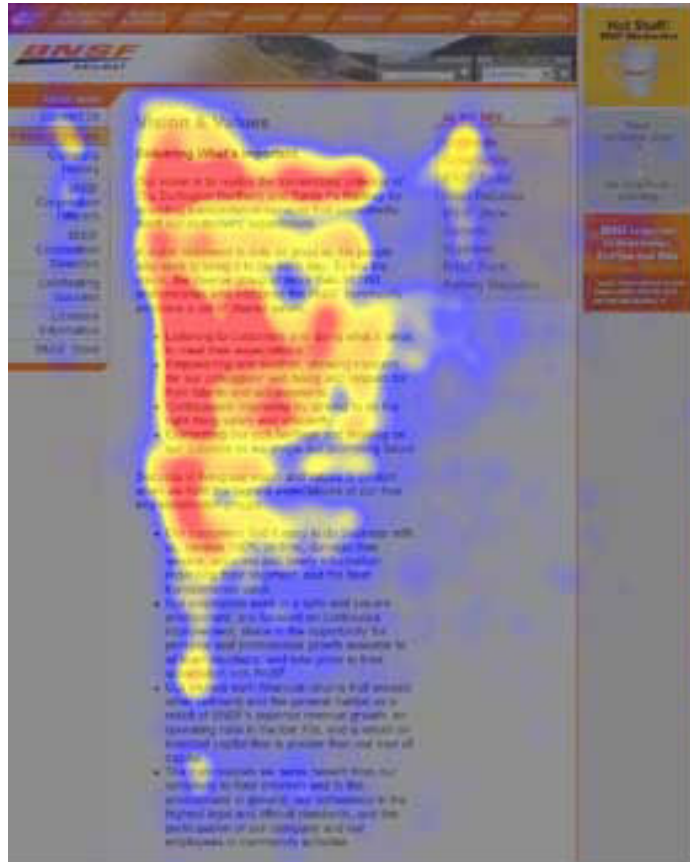




B.J. Fogg Behavior Model

Ability

Stil mod høj scannability



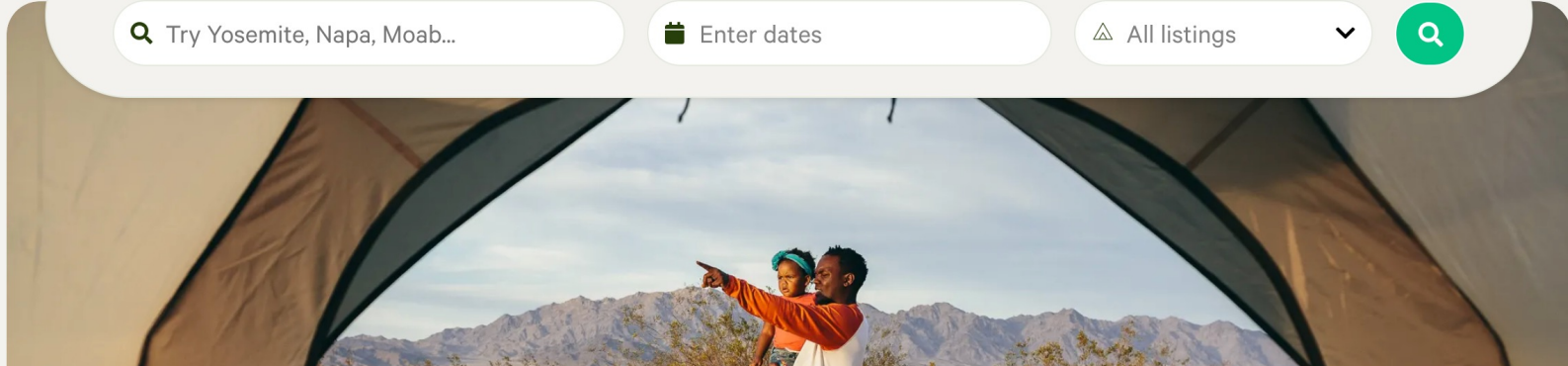
Find yourself outside.

Discover and book tent camping, RV parks, cabins, treehouses, and glamping.

WHERE TO?

DATES

ACCOMMODATIONS



CTA

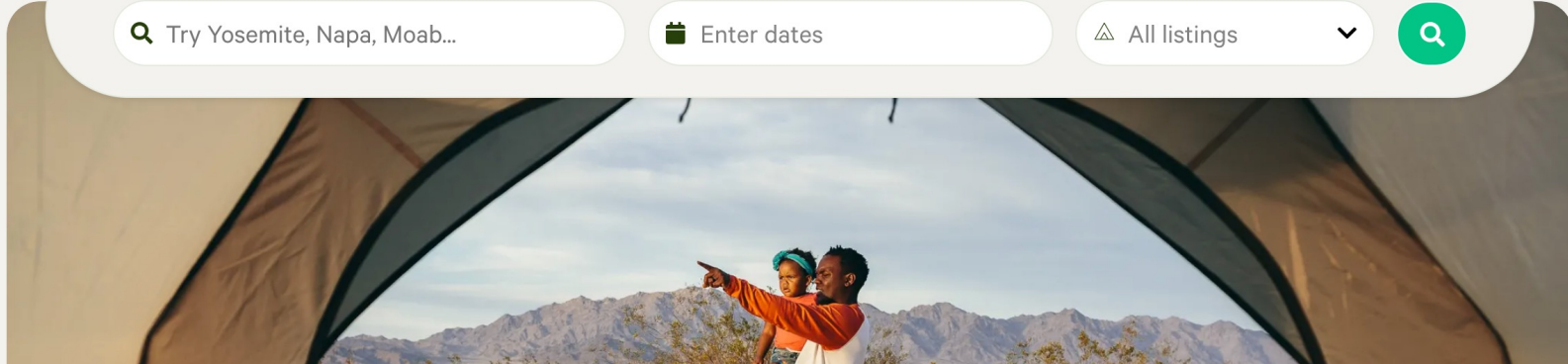
Find yourself outside.

Discover and book tent camping, RV parks, cabins, treehouses, and glamping.

WHERE TO?

DATES

ACCOMMODATIONS



Von Restorff Effekten

Når du isolere noget fra ellers homogene omgivelser –
altså fremstår *salient* – så lægger vi mere mærke til det

Plan on endless creativity

Find the one that's right for you.

Starter

For personal use

FREE

[Download XD](#)

[Get unlimited collaboration tools until October*](#)

Single App

For professionals and small teams

US\$9.99/mo

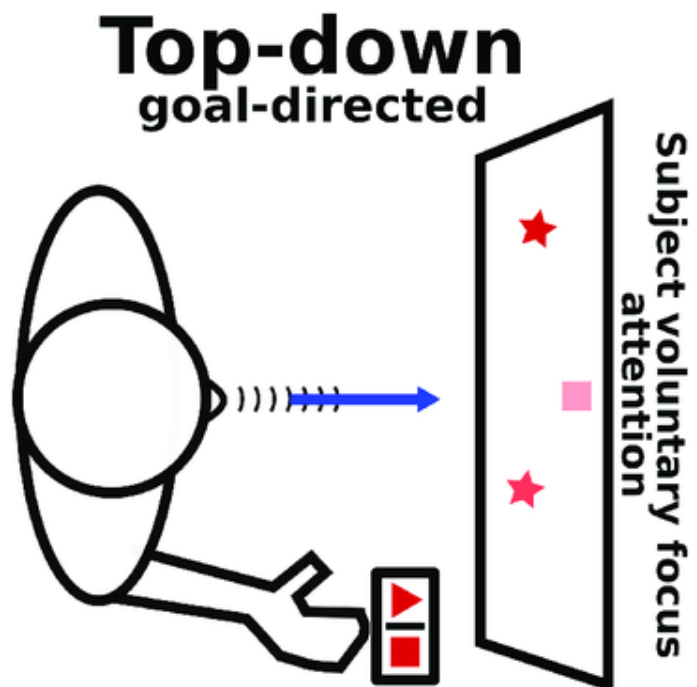
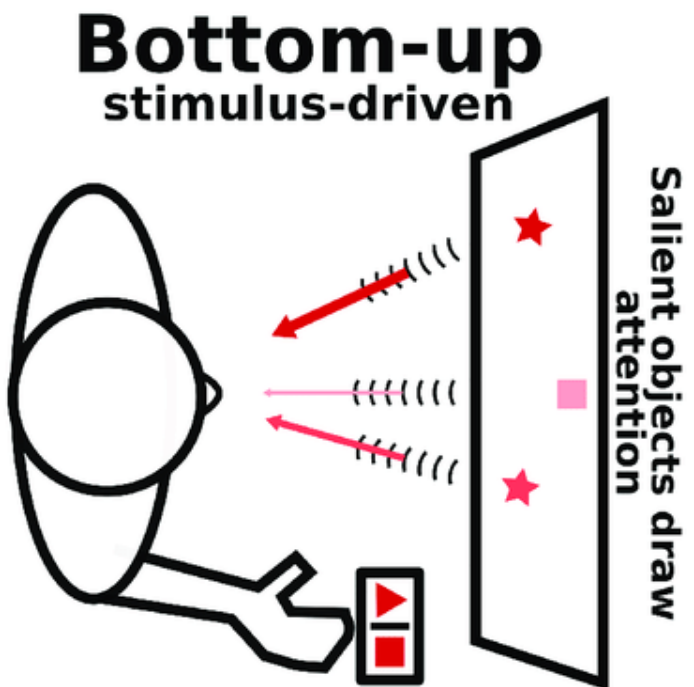
[Get started](#)

All Apps

20+ Creative Cloud apps, including XD, Photoshop,
Illustrator, and After Effects

US\$52.99/mo

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Tommelfingerregler for CTA

- CTA bør være stor nok til, at brugeren ser den
- CTA bør placeres med det samme – og flere gange
- CTA bør have godt med “space” rundt omkring sig, så den står mere frem i layoutet
- CTA bør have en farve, der adskiller sig fra resten af layoutet
- Undgå at bruge flere salient knapper - så konkurrerer de om opmærksomheden

TEKSTSTØRRELSER OG -TYPER

The image shows a screenshot of the Hipcamp website homepage. The layout includes a top navigation bar with the Hipcamp logo on the left and links for 'Near Me', 'About', 'Earn Hipcash', 'Log in', 'Sign up', and a green 'Start Hosting' button on the right. The main content area features a large headline 'Find yourself outside.' followed by a sub-headline 'Discover and book tent camping, RV parks, cabins, treehouses, and glamping.' Below this is a search bar with three sections: 'WHERE TO?' containing a search input with the text 'Try Yosemite, Napa, Moab...', 'DATES' containing an input with 'Enter dates' and a calendar icon, and 'ACCOMMODATIONS' containing a dropdown menu with 'All listings' and a search icon. The background of the search bar and the main content area is a photograph of a man and a child looking out from a tent towards mountains.

HIPCAMP

Near Me About Earn Hipcash Log in Sign up **Start Hosting**

Find yourself outside.

Discover and book tent camping, RV parks, cabins, treehouses, and glamping.

WHERE TO? DATES ACCOMMODATIONS

Try Yosemite, Napa, Moab... Enter dates All listings

Try Yosemite, Napa, Moab... Enter dates All listings

Header: op til 32px

Subheader: 18-22 px

Body copy: 14-16px

Scannabilitet er vigtigt

Sans Serif

Scannabilitet er vigtigt

Serif

Det er hårdere for øjnene at læse på en skærm
(du læser $1/4$ langsommere end på papir)

GESTALT

The image shows the top section of the Hipcamp website. At the top left is the logo "HIPCAMP". To the right are navigation links: "Near Me", "About", "Earn Hipcash", "Log in", and "Sign up". A green button labeled "Start Hosting" is positioned to the right of these links. Below the navigation is a large heading "Find yourself outside." followed by a sub-heading "Discover and book tent camping, RV parks, cabins, treehouses, and glamping." Below this is a search bar with three sections: "WHERE TO?" with a search input containing "Try Yosemite, Napa, Moab...", "DATES" with a calendar icon and "Enter dates", and "ACCOMMODATIONS" with a dropdown menu showing "All listings" and a search icon. A blue arrow points from the word "GESTALT" to the search bar area, and another blue arrow points to the "Start Hosting" button.

HIPCAMP

Near Me About Earn Hipcash Log in Sign up [Start Hosting](#)

Find yourself outside.

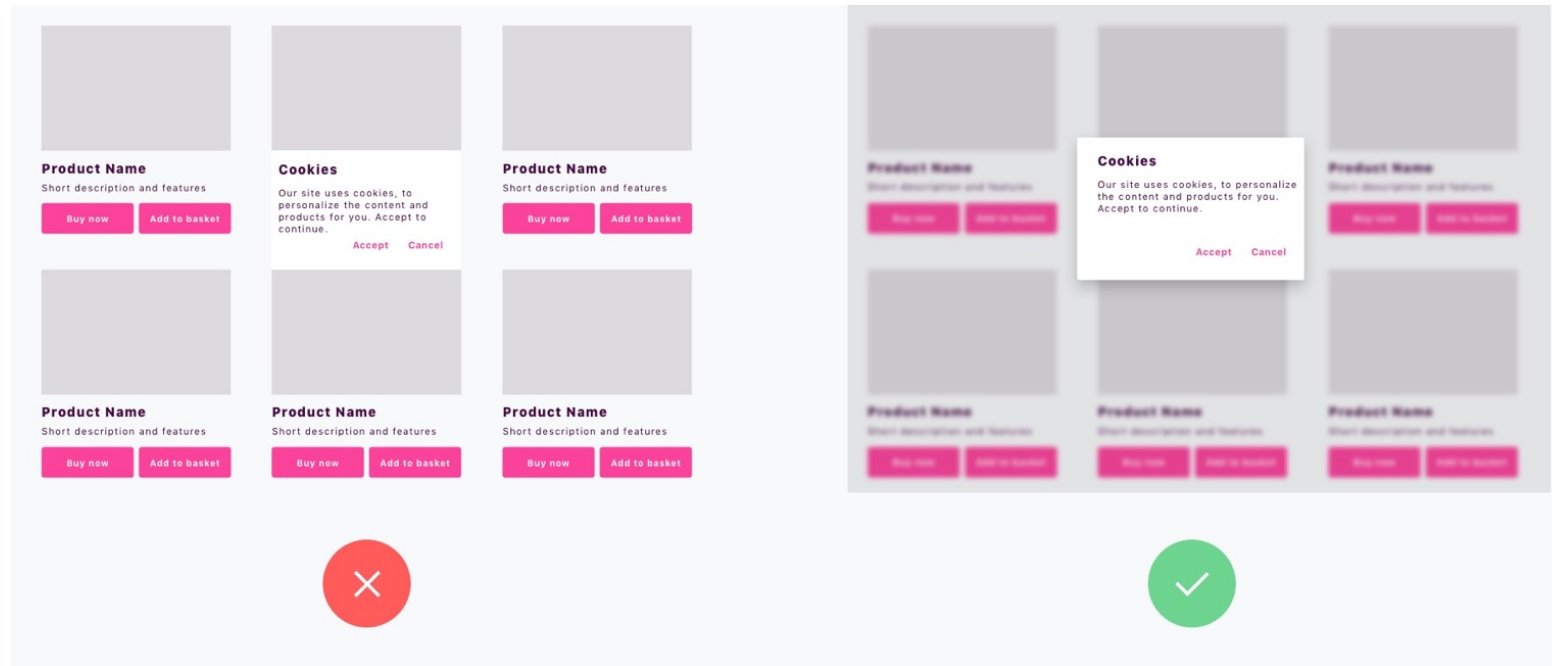
Discover and book tent camping, RV parks, cabins, treehouses, and glamping.

WHERE TO?

DATES

ACCOMMODATIONS

Forgrund/baggrundsprincippet



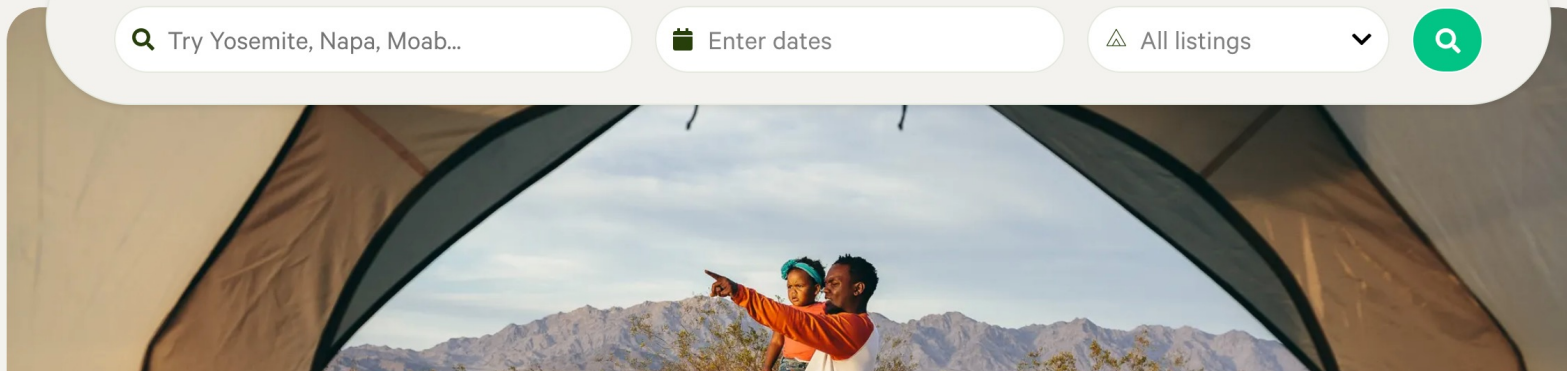
Find yourself outside.

Discover and book tent camping, RV parks, cabins, treehouses, and glamping.

WHERE TO?

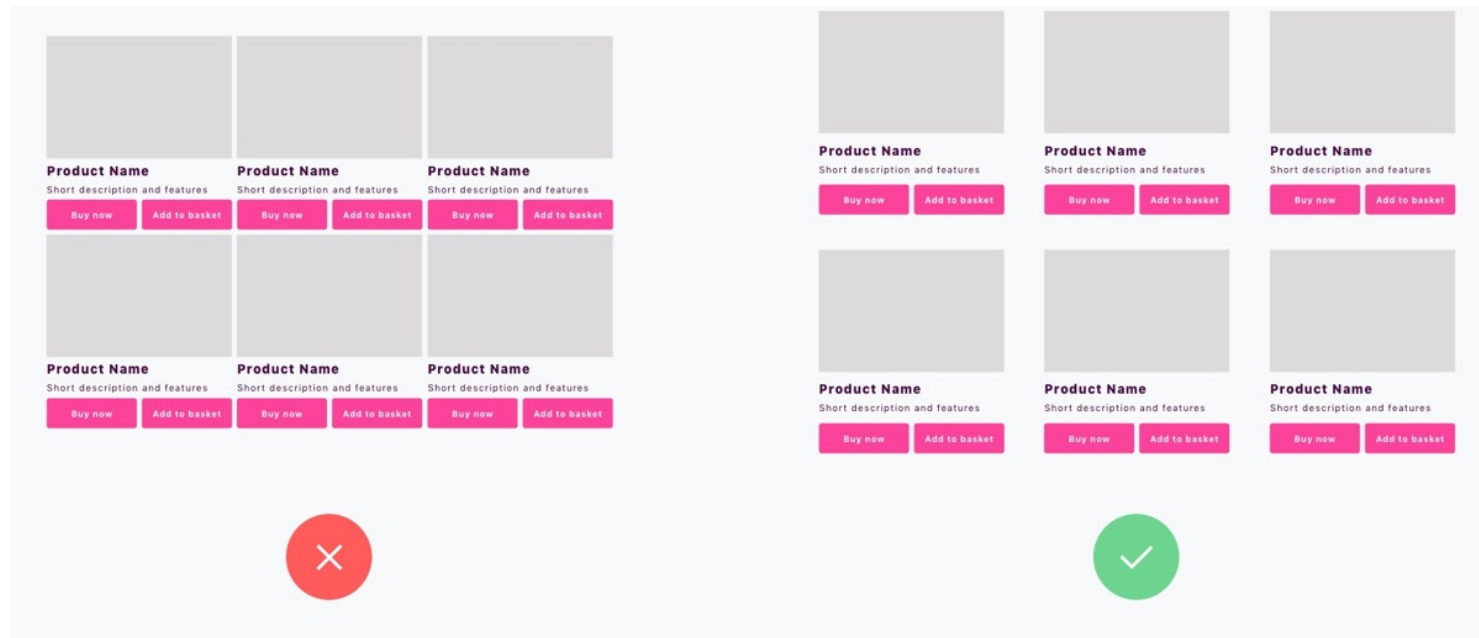
DATES

ACCOMMODATIONS



Hele søgefeltet er subtilt fremhævet som en 'forgrund' i sig selv

Nærhedsprincippet



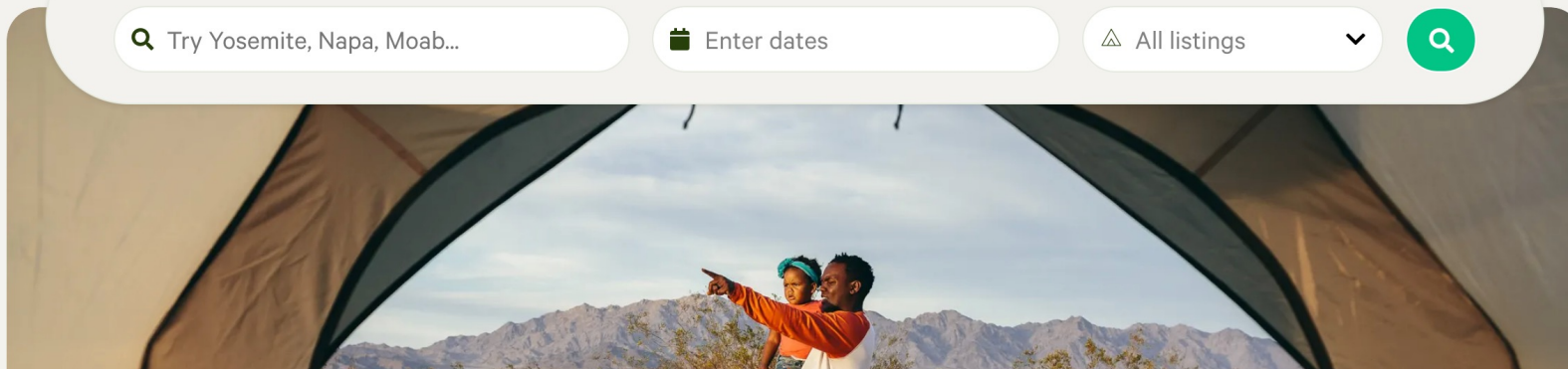
Find yourself outside.

Discover and book tent camping, RV parks, cabins, treehouses, and glamping.

WHERE TO?

DATES

ACCOMMODATIONS



Hele søgefeltet er placeret (subtilt) i sin egen 'boks', uafhængig af baggrunden, hvilket indikerer til os at det er en funktion i sig selv

Ensartethedsprincippet

The diagram illustrates the Ensartethedsprincippet (Consistency Principle) through two examples of user interface elements. Each example shows a grid of four product cards, each with a 'Product Name' and 'Description and features'.

Left Example (Incorrect): A red circle with a white 'X' indicates this is an incorrect application of the principle. The first two cards have solid pink 'Edit' and 'Remove' buttons. The last two cards have a solid pink 'Edit' button and a white 'Remove' button with a pink border.

Right Example (Correct): A green circle with a white checkmark indicates this is the correct application of the principle. All four cards have a solid pink 'Edit' button and a white 'Remove' button with a pink border, maintaining visual consistency across the interface.

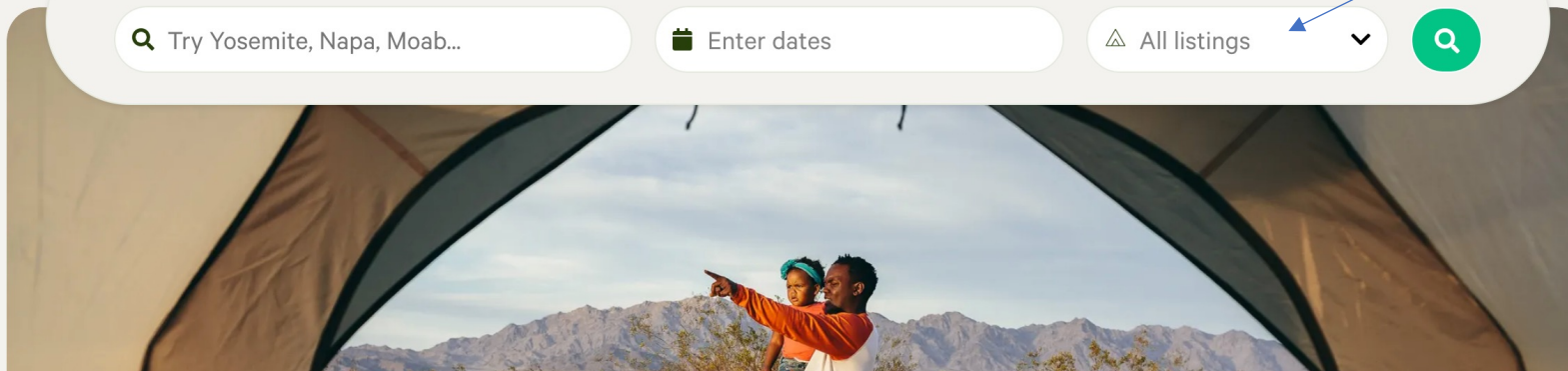
Find yourself outside.

Discover and book tent camping, RV parks, cabins, treehouses, and glamping.

WHERE TO?

DATES

ACCOMMODATIONS



De tre hvide søgefelter indikerer med deres form og farve at de har samme funktion

VISUALS

HIPCAMP

Near Me About Earn Hipcash Log in Sign up [Start Hosting](#)

Find yourself outside.

Discover and book tent camping, RV parks, cabins, treehouses, and glamping.

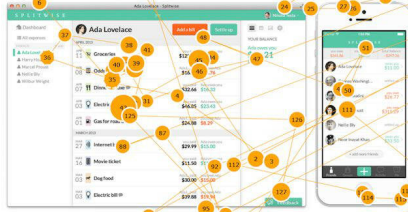
WHERE TO? DATES ACCOMMODATIONS

Try Yosemite, Napa, Moab... Enter dates All listings

The background image shows a family of three (a man, a woman, and a child) looking out from the entrance of a tent at a mountain range under a clear sky.

Split expenses with friends.

Share bills and IOUs. Make sure everyone gets paid back. Totally free for web, iPhone, and Android.



Get started now
(It's free!)



IOUs made easy.

Splitwise takes the trouble out of sharing expenses - with friends, with roommates, with anyone.

We do the math for you

Splitwise keeps a running total over time, so you can pay each other back in a single payment, instead of a bunch of small ones.

Who owes who

Dave is owed \$44 total	Eirik owes Dave \$22.28
Sarah owes Dave \$41.16	
Liam owes \$110.56 total	Eirik owes \$118.28 to Jennifer
	Eirik owes \$22.28 to Dave
Jennifer is owed \$118.28 total	Eirik owes Jennifer \$118.28
Sarah owes \$41.16 total	Sarah owes \$41.16 to Dave

Friendly email reminders

Get notified when the rent check is due...or get a reminder when you forget to pay someone back.

Hi Jon,
Jon Hatch (jon@example.com) just sent you an IOU for \$100 at Amy's on Splitwise.

[View on Splitwise](#)



Splitwise is a free and simple way for friends and houses to keep track of who owes whom. Now to square up with Jon and track your own IOUs today!
- The Splitwise Team
P.S. Have questions or suggestions? Let us know at help@splitwise.com.

We're fairness experts

How should we split the cost of a sofa? At what point is a car a car? Participate in cool fairness research and get advice on all sorts of common sharing problems.



Komplekse billeder risikerer at forvirre og "redirect attention" fra CTA og andre vigtige budskaber

Motivation

Brug bydeform og aktive udsagnsord – og drop de tunge navneord

Kompetenceudvikling

Få udviklet dine kompetencer

Klagevejledning

Klage: hvad gør jeg?

Indmeldelse

Meld mig ind / Hvordan melder jeg mig ind?

Reduktion af elafgift

Få billigere el

*Brug de ord, dine brugere bruger –
så fremmer du brugervenligheden
og reducerer cognitive load!*

Chunking

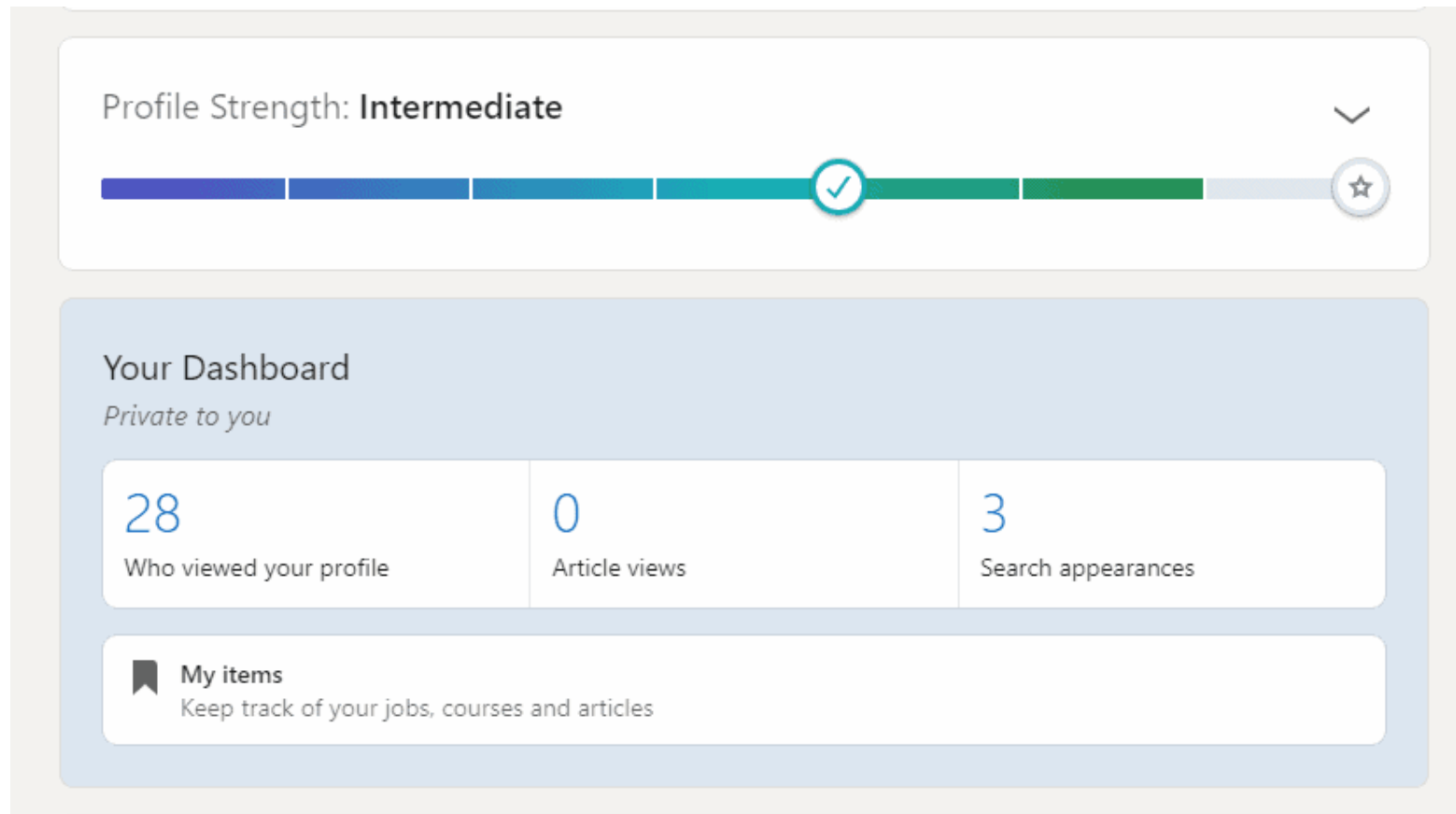
Vi har svært ved at håndtere én stor opgave, men kan overskue den når den brydes ned i mindre bidder

The screenshot shows a Duolingo lesson interface. At the top, there is a progress bar, a heart icon with the number 2, and navigation icons for LEARN, STORIES, DISCUSS, and SHOP. The main task is titled "Traduza esta frase" (Translate this phrase). It features a cartoon character with a speech bubble containing the English text "Is this house for sale?". Below the character is a text input field with the Spanish text "esta casa está à venda?". A green banner at the bottom of the task area says "Correto!" (Correct!) and has a "CONTINUAR" (Continue) button. To the right of the task is a menu of topic categories, each with an icon and a number in a yellow badge: Basics 1 (5), Phrases (4), Animals (4), Food (3), Family (3), Transport (2), Shopping (2), and School (1). A blue arrow points from the text on the right to the "Animals" category icon.

Ved hjælp af "chunking" brydes en uoverskuelig opgave ned i mindre bidder

Zeigarnik Effekten

Vi søger at færdiggøre ufærdige opgaver - og husker dem endda bedre!



Social Proofing

Vi vil helst ikke skille os for meget ud fra flokken

Free Plan	Starter Plan	MOST POPULAR Corporate Plan	Enterprise Plan
\$0 user/month	\$19 user/month	\$39 user/month	\$119 user/month
<p>- 200 <u>Tracked Emails</u> / month</p> <p>- <u>Email Power Tools</u> (Snoozing, Send Later, Mail Merge, Templates, Thread Splitting)</p>	<p>All features in Free Plan plus:</p> <ul style="list-style-type: none">- <u>Linked Boxes</u>- Unlimited <u>Email Tracking</u>	<p>All features in Starter Plan plus:</p> <ul style="list-style-type: none">- <u>Tasks, Call Logs, and Meeting Notes</u>- <u>Formula Columns</u>- <u>Email Filters</u>- <u>Advanced Reporting</u>- <u>Advanced Permissions</u>- Premium Email Support	<p>All features in Corporate Plan plus:</p> <ul style="list-style-type: none">- <u>Custom Permissions</u>- Premium Phone Support
GET STARTED	REQUEST TRIAL	REQUEST TRIAL	CONTACT US

*Hvis andre foretrækker det her valg,
så bør jeg vel også gøre det?*

Trigger

Default bias

Vi har tendens til at køre med det nemme valg

Free Plan	Starter Plan	MOST POPULAR Corporate Plan	Enterprise Plan
\$0 user/month	\$19 user/month	\$39 user/month	\$119 user/month
<ul style="list-style-type: none">- 200 <u>Tracked Emails</u> / month- <u>Email Power Tools</u> (Snoozing, Send Later, Mail Merge, Templates, Thread Splitting)	<p>All features in Free Plan plus:</p> <ul style="list-style-type: none">- <u>Linked Boxes</u>- Unlimited <u>Email Tracking</u>	<p>All features in Starter Plan plus:</p> <ul style="list-style-type: none">- <u>Tasks, Call Logs, and Meeting Notes</u>- <u>Formula Columns</u>- <u>Email Filters</u>- <u>Advanced Reporting</u>- <u>Advanced Permissions</u>- Premium Email Support	<p>All features in Corporate Plan plus:</p> <ul style="list-style-type: none">- <u>Custom Permissions</u>- Premium Phone Support
GET STARTED	REQUEST TRIAL	REQUEST TRIAL	CONTACT US

Ved at vise brugeren det mest "populære" valg, giver vi dem en default at falde tilbage på, som gør valget letter – vi kører med det siden anbefaler

Hick's & Miller's Law

For mange valgmuligheder fører til *cognitiv load* - og således handlingslammelse/uoverskuelighed. Mennesket kan i gennemsnit håndtere 2-7 ad gangen.



1-16 of over 50,000 results for **"world map"**

Amazon's Choice



World Map - Timezones

£10.93 ✓prime

Get it by **Tomorrow, Aug 11**

Eligible for FREE UK Delivery

More buying choices

£9.83 (2 new offers)

Med Amazon Choice guides brugeren til at foretage et valg

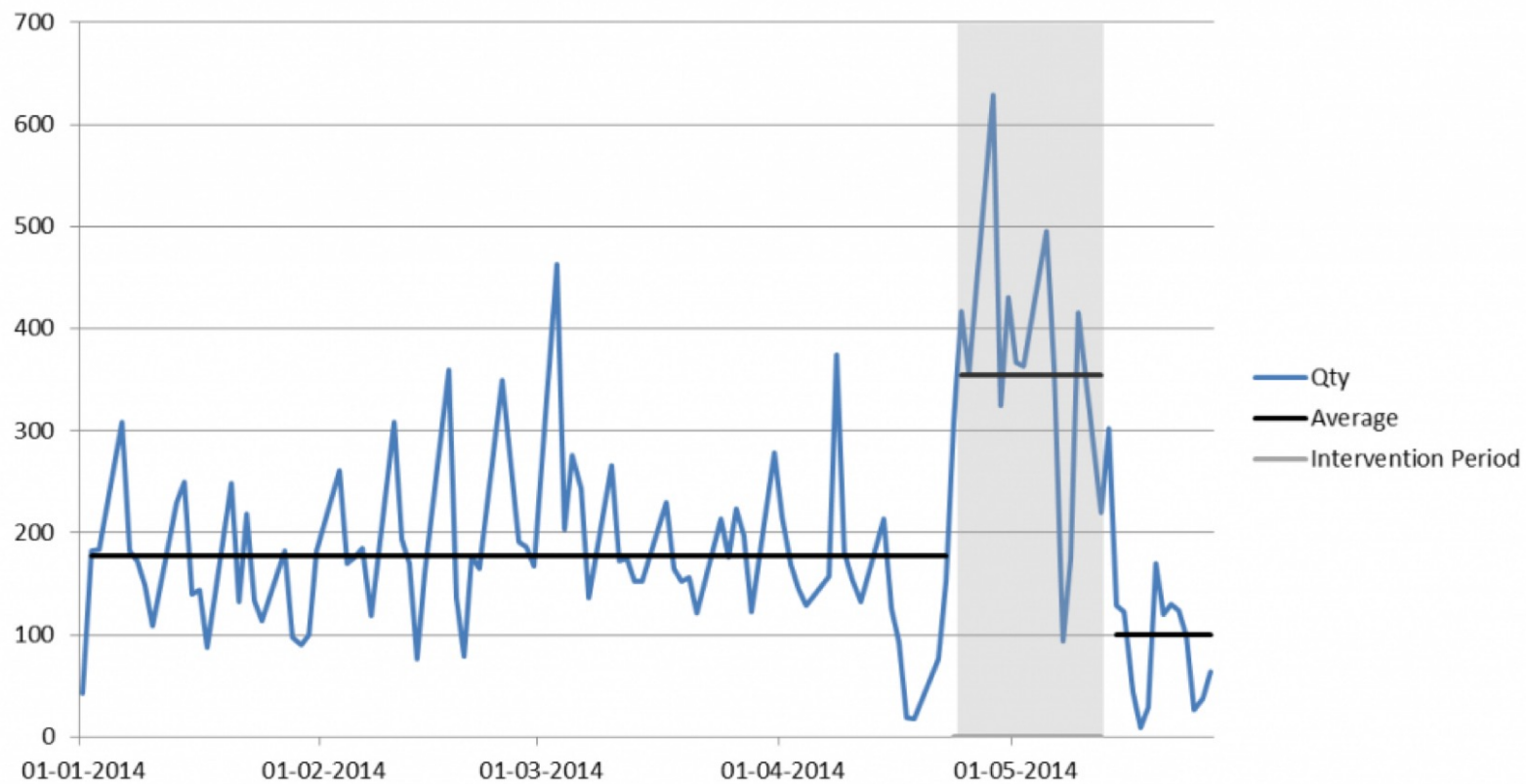
Prompts

Stamdata

Erhvervsstyrelsen har følgende oplysninger om virksomheden,
Erhvervsstyrelsen med CVR-nummer 10150817

Navn	Erhvervsstyrelsen
Adresse:	Langelinie Allé 17 2100 København Ø
Telefon:	35291000
E-mail:	Mangler

No. of changes per dag



Reference: iNudgeYou for Erhvervsstyrelsen

K-faktor

Lav K-faktor bruger: giver efter for øjeblikkelige impulser på bekostning af langsigtede belønninger

Høj K-faktor bruger: er i stand til at nedtone sine øjeblikkelige impulser for at optimere langsigtede belønninger

Hvor ligger din modtager?

Lav K-faktor



Høj K-faktor

System 1

Hurtig tænkning

Ukontrolleret, ubevidst, uanstrengt,
kræver næsten ingen energi

Multitasking

Emotionelle, intuitiv

Effektiv adfærd

Danne førstehåndsindtryk
og vane-baseret adfærd

Lav K-faktor
bruger

System 2

Langsom tænkning

Kontrolleret, bevidst, anstrengende,
energikrævende

Montotasking

Refleksiv og selvkontrolleret

Optimal adfærd

Lære nyt sprog eller udregne 23×12

Høj K-faktor
bruger

Der er kun 3 timer tilbage med discount på nye Adidas sko. Jeg er nødt til at slå til nu!

System 2a
Refleksiv tænkning

De ligner rimeligt meget dem jeg allerede har i forvejen. Og desuden sparer jeg ikke særligt meget.

System 2b
"Algoritmetænkning"

System 1
Automatisk tænkning

System 1 "blocker"

Respons

Automatisk tænkning styrer beslutningen

Kritisk refleksion styrer beslutningen

Tilpasset efter Stanovich (2009)

Lav K-faktor

VBESTLIFE

Bluetooth Gamepad, VBESTLIFE 2.4G Wireless Bluetooth Gaming Game Controller Gamepad for Phone Smart TV Computer



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Only 5 left in stock.

Want it Friday, 10 Aug.? Choose **Priority Delivery** at checkout. [Details](#)

Tør du misse chancen?

Høj K-faktor

PriceRunner

Hvad kan vi hjælpe med i dag?



Produkter ▾

Bedst i test

🏠 > [Hjem & Husholdning](#) > [Interiør & Møbler](#) > [Lamper](#) > [PH-lamper](#)



-2.420 kr.



Louis Poulsen PH 2/1 Bordlampe

★★★★★ 5,0 (3)

Bedøm

Overvåg pris

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Denne lampe fra Louis Poulsen kommer med IP20-klassificering. Så få sat en behagelig stemning indenfor med en lampe som den her.

Sammenlign priser fra 1.265 kr. til 5.895 kr. · Placering 2 i **Speciallamper**

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Priser

Anmeldelser og test

Statistik

Produktinformation



Kun på lager



Pris med fragt

Mere ▾

ANNOUNCE

Fra Lampemesteren.dk
PH 2/1 Bordlampe Højglansforkromet - Louis Poulsen

4.200 kr.

Designcentershop
PH 2/1 BORD, GLAS MELLEMSKÆRM

fra 1.265 kr.

PAUSE

WORKSHOP



... eller gå ind på: <https://www.borger.dk/familie-og-boern/barsel-oversigt/barsel-loenmodtagere/barsel-loenmodtagere-ny-orlovsmode>

1. I grupper, identificer udfordringer ved [borger.dk's](https://borger.dk) nuværende landingpage for barsel med udgangspunkt relevante adfærdspsykologiske indsigter

(OBS: fokuser kun på denne landingpage og undlad at trykke videre til login med mitID)

2. På baggrund heraf, nytænk hvordan [borger.dk's](https://borger.dk) landingpage for barsel kan optimeres. Hvordan kan *motivation*, *ability* og/eller *trigger(s)* aktiveres/tilføres, så siden er mere intuitiv at anvende?

Brug gerne tegnegrej ved bordene til at illustrere jeres ide!

3. Opsamling kl. 11.35!

MINDDESIGN

WWW.MINDDESIGN.DK