Persuasive by Design
Behaviour Change Model

New Behaviour
Goal achieved: Comparing goal with behaviour
fitting ability, motivation, opportunity?

Goal abandoned:

Target Behaviour

Comparing goal with behaviour

seeing and realising

Knowing, norms, attitudes, resistance perceived control

Comparing goal with behaviour

internal and external influences on self-regulatory cycle

social influences, social support, commitment, peer pressure, cooperation, social comparison, filters and biases, lack of relevant information, conflicting behaviour, conflicting norms, excuses and white lies, frustration

New Behaviour

Goal achieved:

New Behaviour

New Behaviour

References: