

Nudging

Types of Nudges:

Defaults: Stick with pre-set choices.

Simplification: Streamline processes and information.

Social Norms: Influence by peer actions.

Saliency: Highlight key information and choices.

Feedback: Offer immediate response.

Incentives: Align small rewards with goals.

Ease & Convenience: Simplify desired actions.

Priming: Environmental/Contextual Cues to trigger response.

Loss Aversion: Emphasize potential losses.

Reminders and Prompts: Create cues to create attention.

Choice Architecture:

Nudge Type	Is it a Complex Behaviour / Decision?	Is it a One-Time Behaviours / Decision?	IS it a Conscious Behaviours/ Decision?
Defaults		✓	
Simplification	✓		✓
Social Norms			✓
Saliency	✓	✓	✓
Feedback			✓
Incentives	✓	✓	✓
Ease and Convenience	✓		
Priming			
Loss Aversion	✓	✓	✓
Reminders and Prompts			✓

DECISIONS / BEHAVIOURS	BARRIERS	SOLUTIONS	NUDGES