

WTF? Persuasive Design

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Grapefruit*

#mobilio14



UX Design

**UX
Design**

+ ITERATIONS

+ AGILE

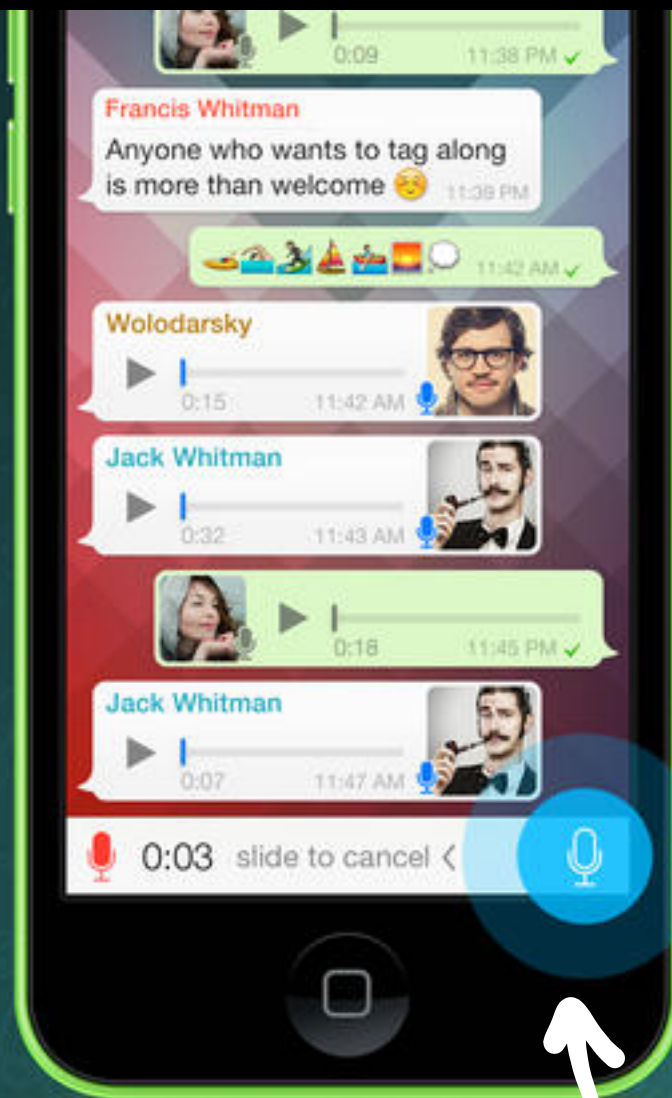
+ DESIGN
THINKING

+ TADAAA!

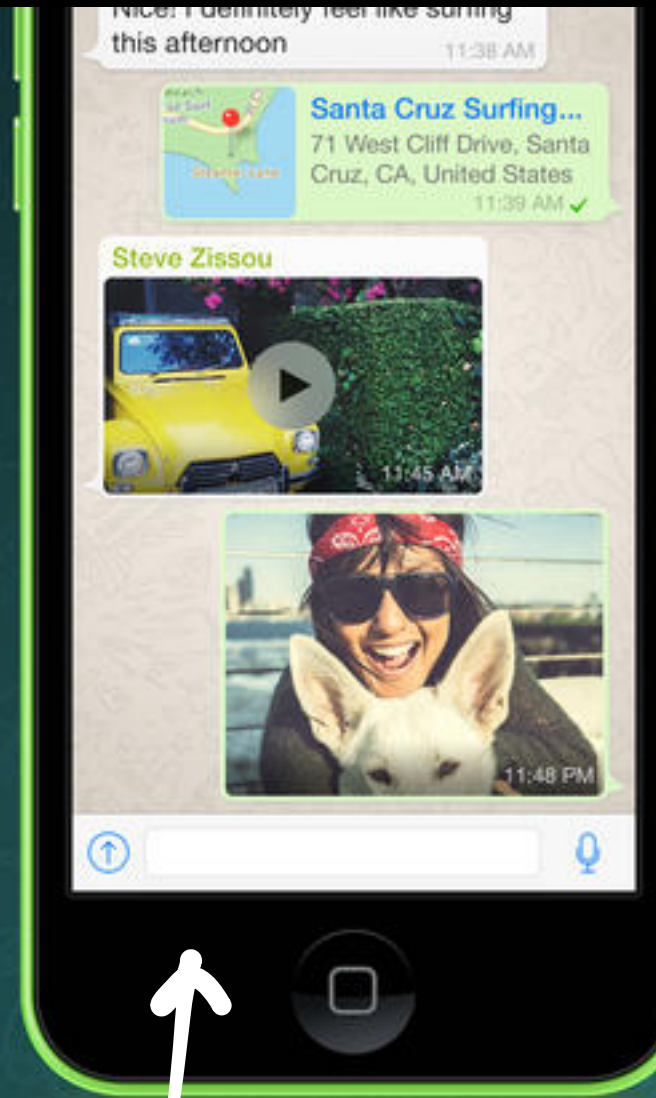
+ CUSTOMER
DEVELOPMENT

+ LEAN
STARTUP

Simple. Personal.
Real time messaging.



Message quickly with
Voice Messages



Send photos and videos
instantly

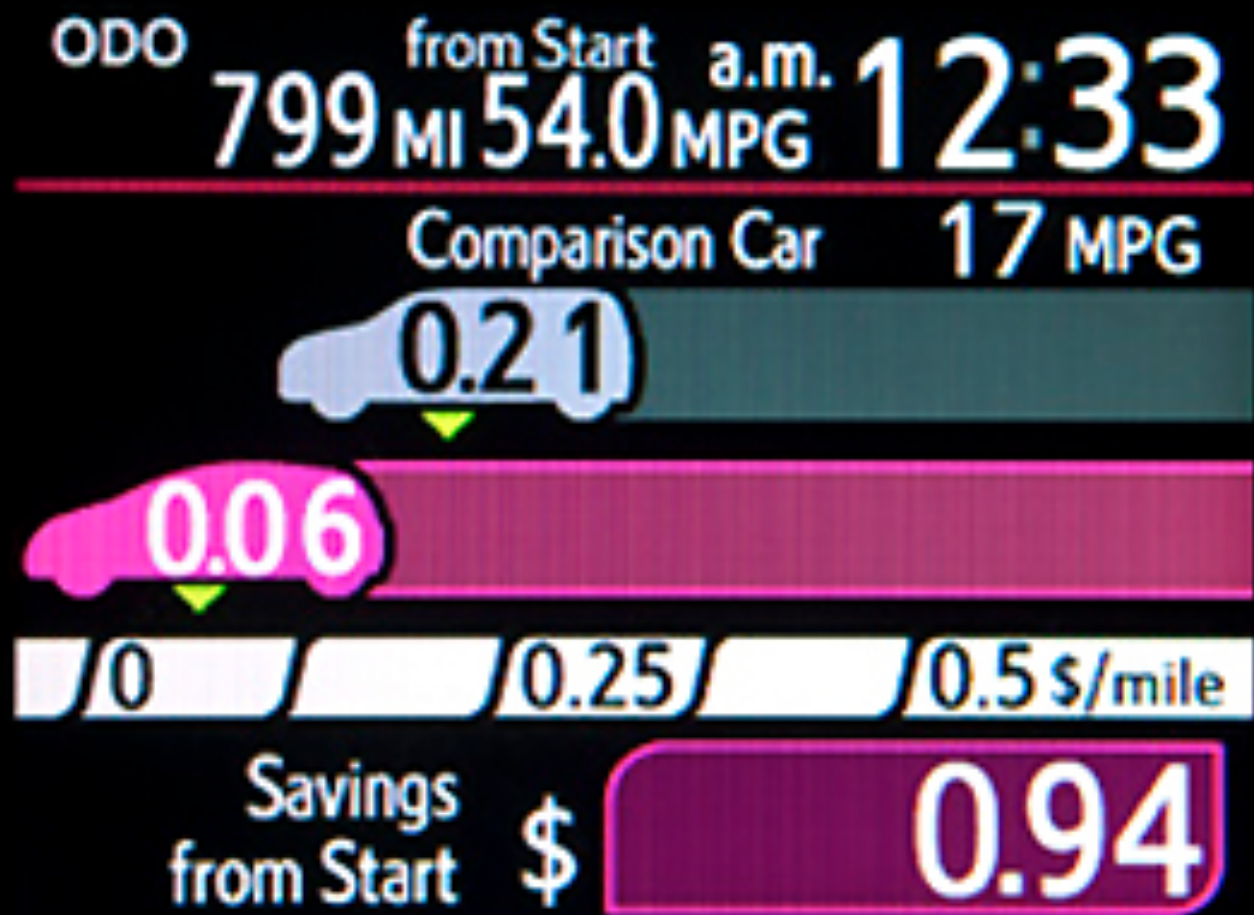
WHATSAPP

BEHAVIOR



Persuasive Design

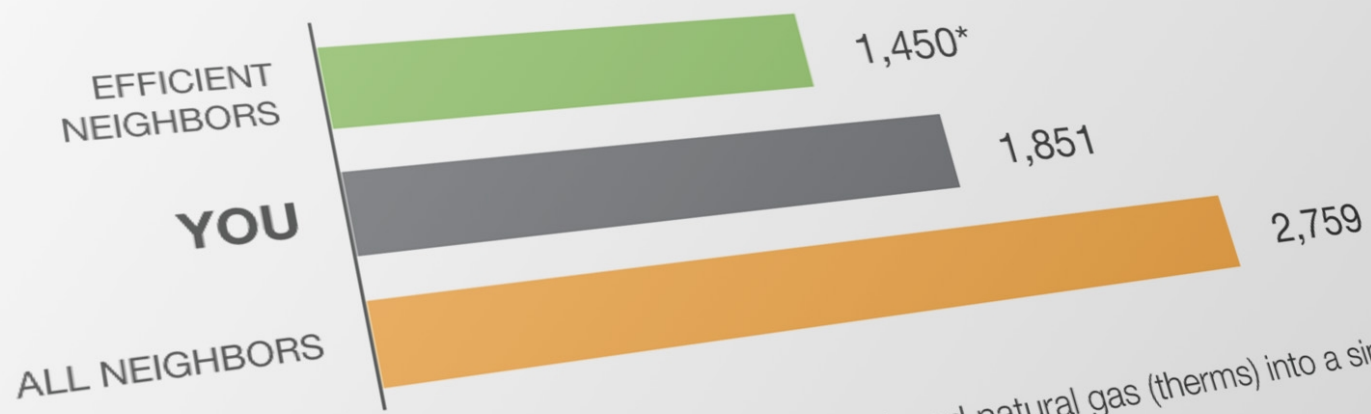




TOYOTA
PRIUS

November Neighbor Comparison

You used **28% MORE** energy than your efficient neighbors.



HOW YOU'RE DOING:

GREAT 😊😊
GOOD 😊
MORE THAN AVERAGE 😊

* This energy index combines electricity (kWh) and natural gas (therms) into a single measurement.

WHO ARE YOUR "NEIGHBORS"?

ALL NEIGHBORS
Approximately 100 occupied nearby homes that are similar in size to yours (avg 2,023 sq ft) and have both electricity and natural gas service.

You used **74% MORE** energy than your neighbors.
This costs you about \$100 more per month.

SMUD

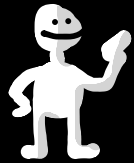
Neighbor Comparison

MAGIC

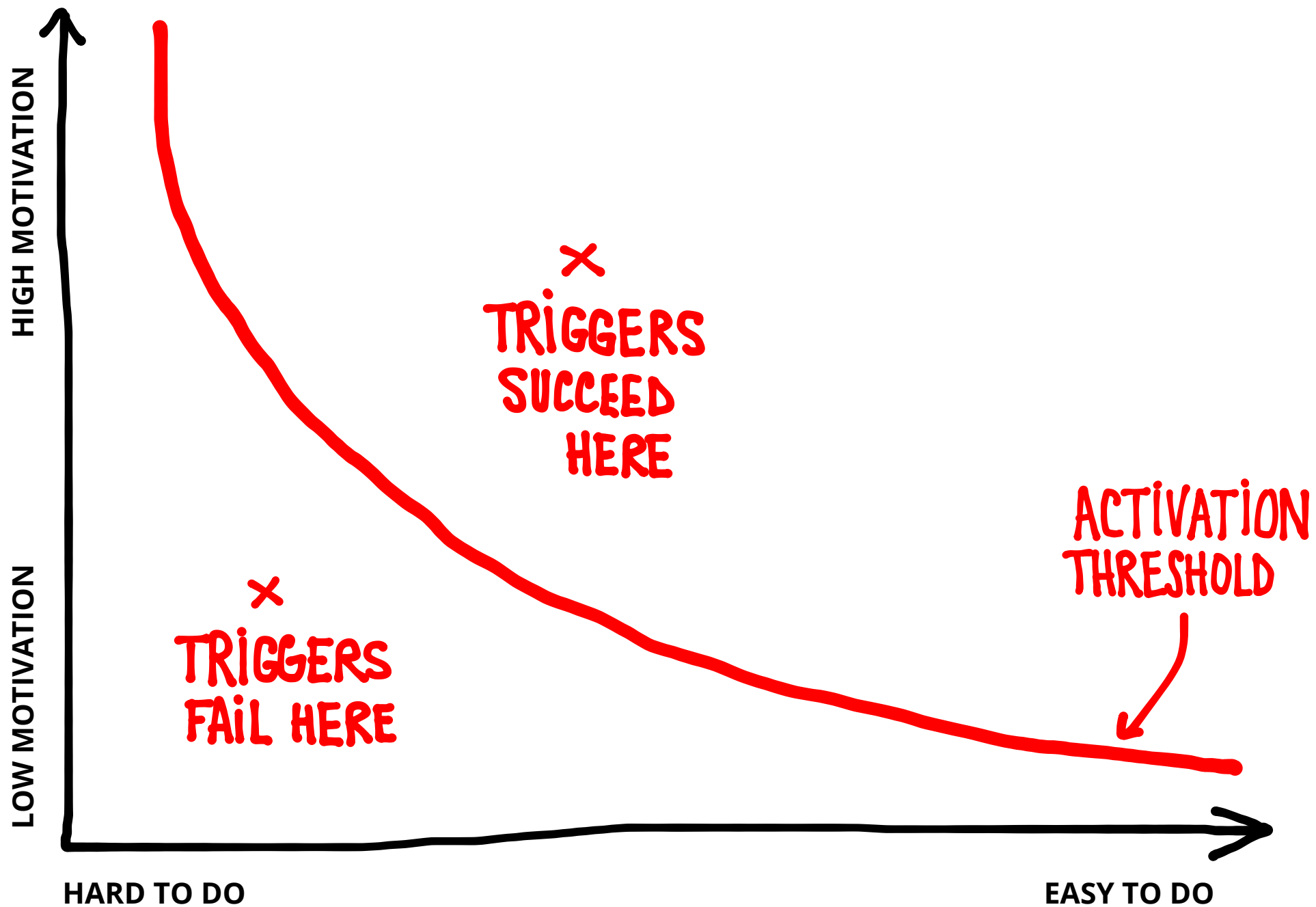
- or -

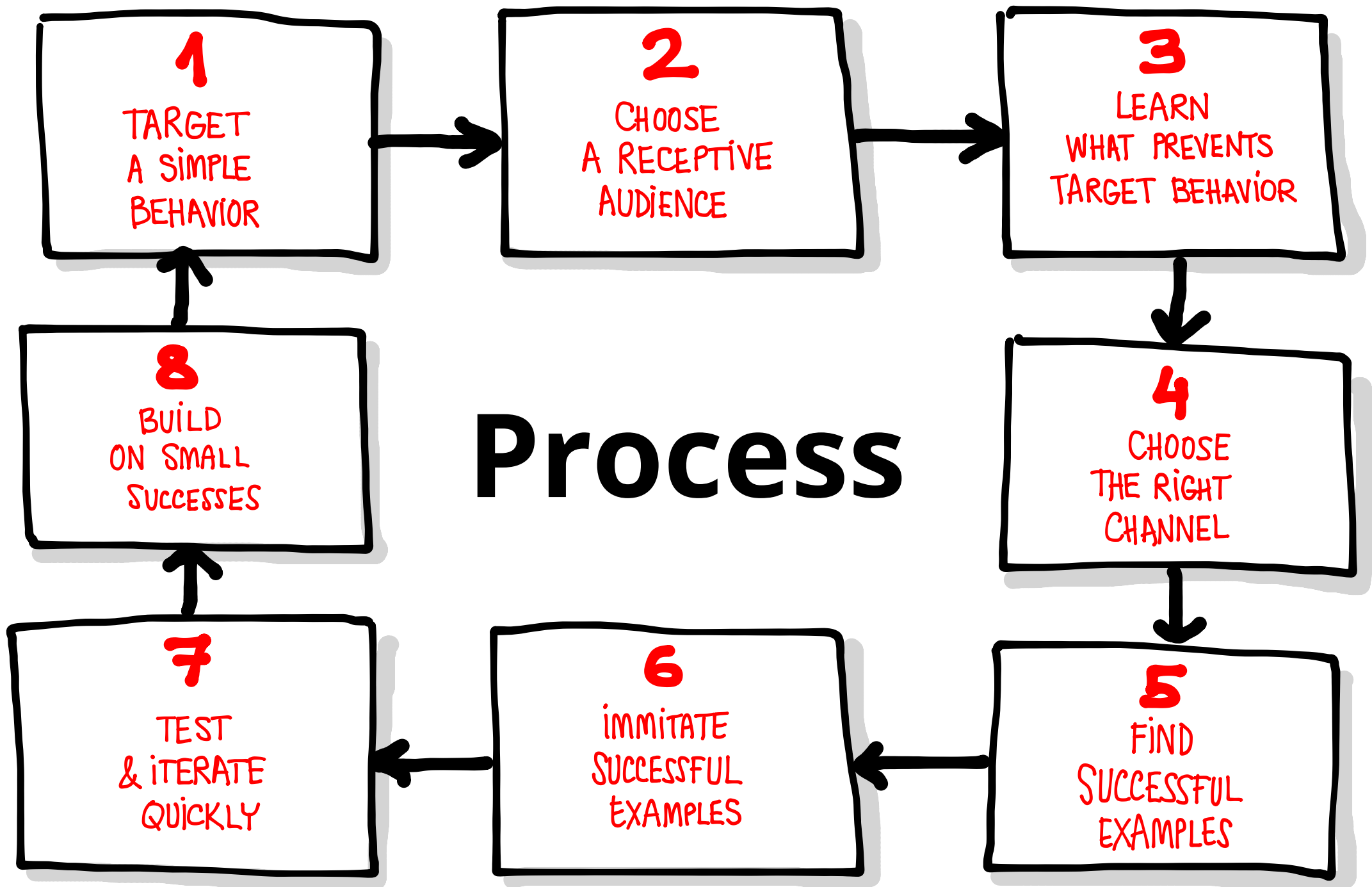
LUCK?

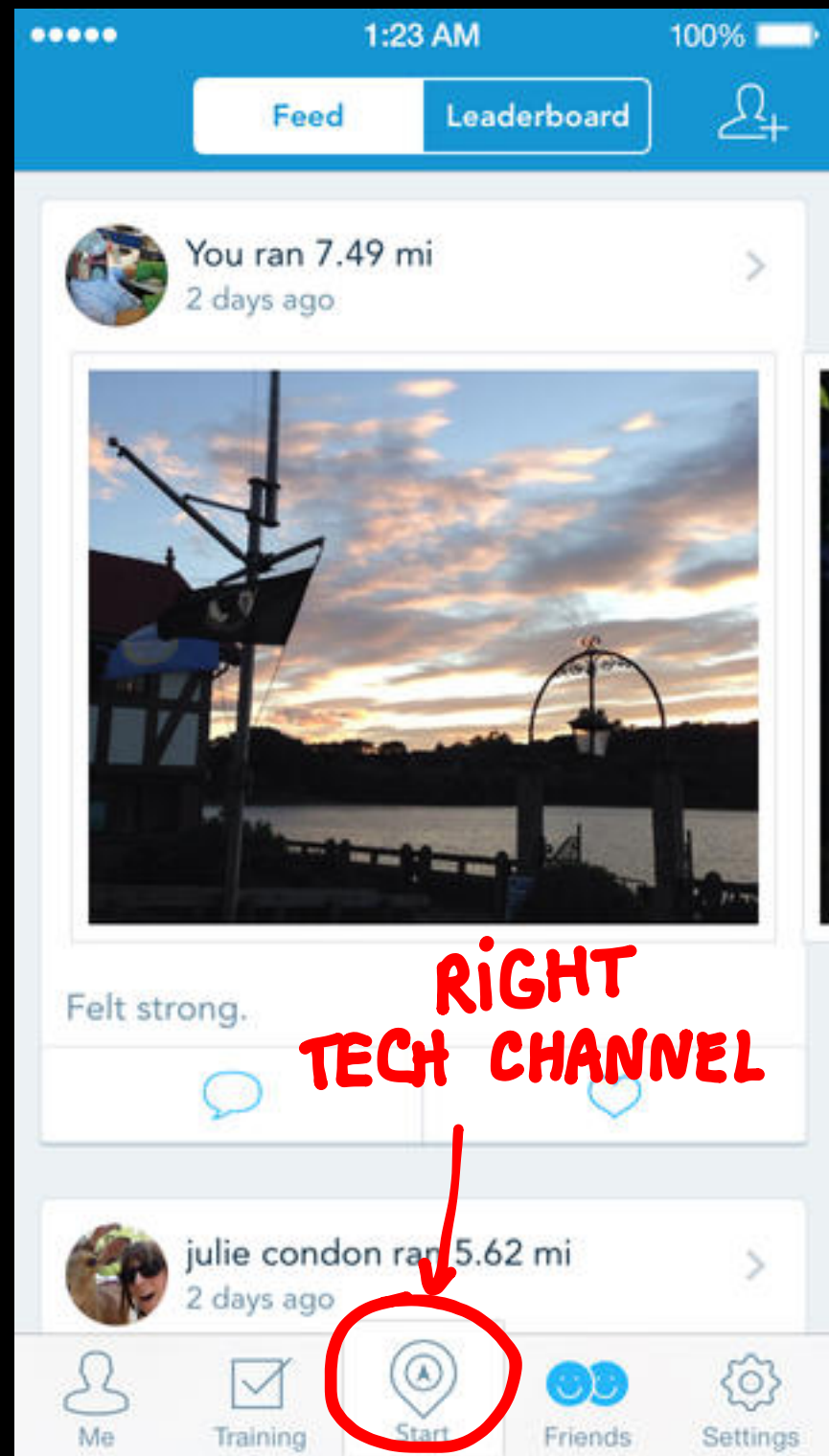
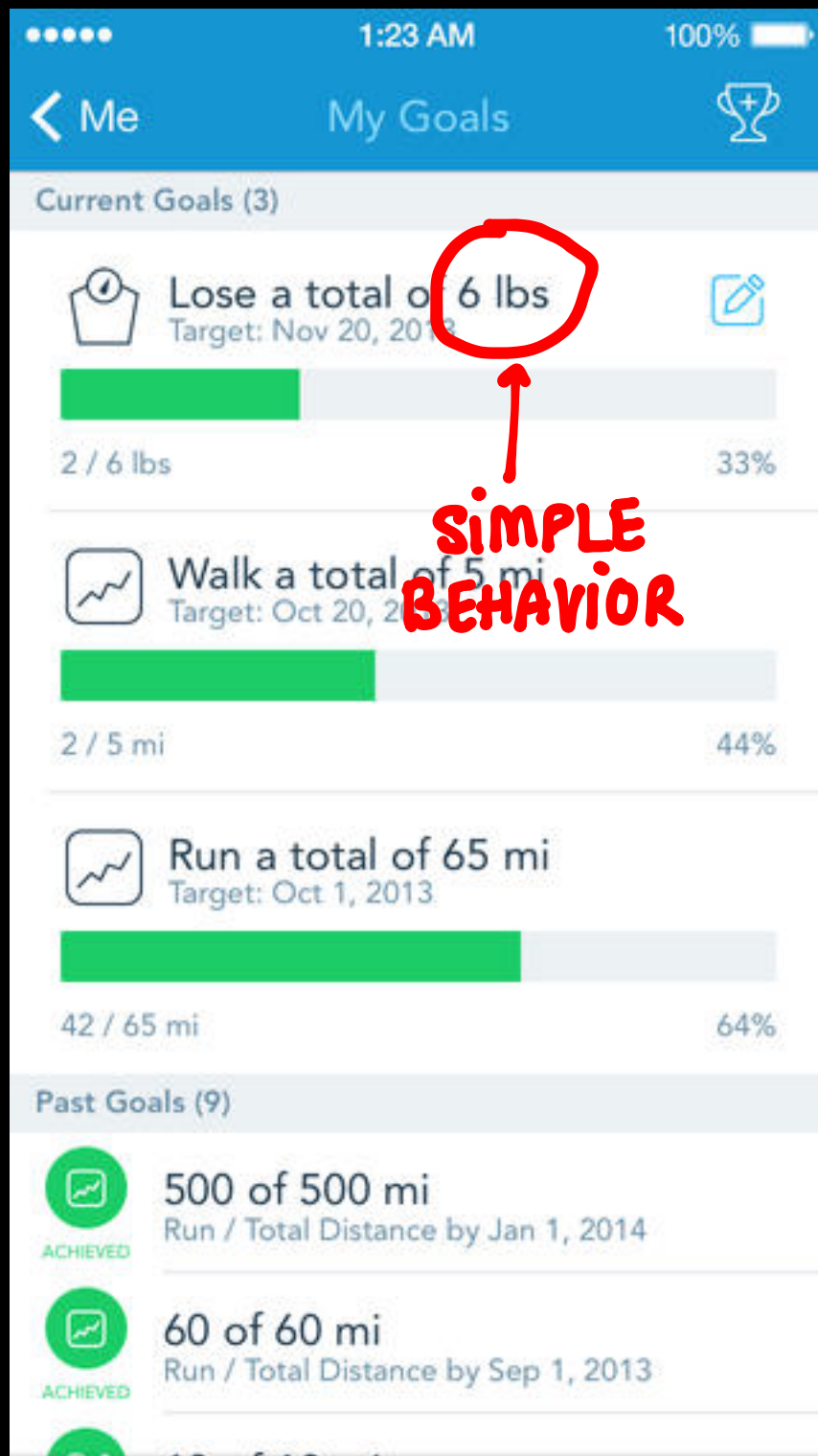




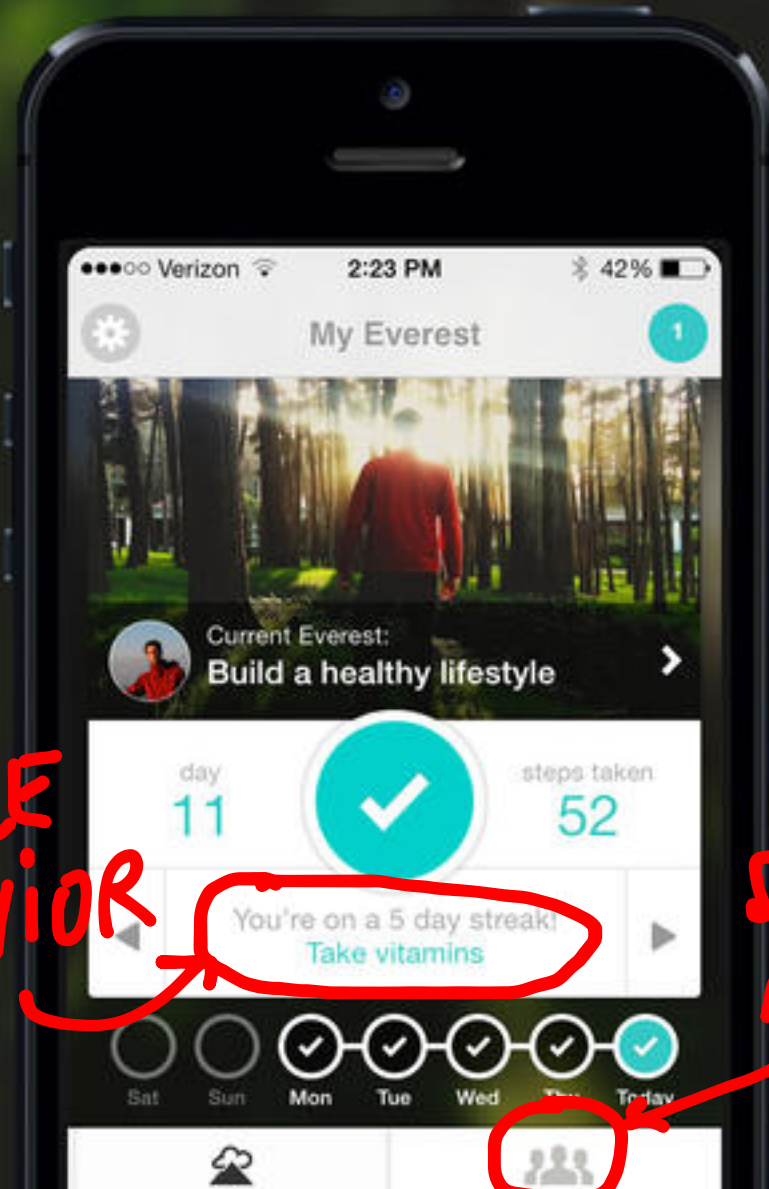
Behavior = Motivation + Ability + Triggers







Everest is a place to
**capture all your dreams
and goals**

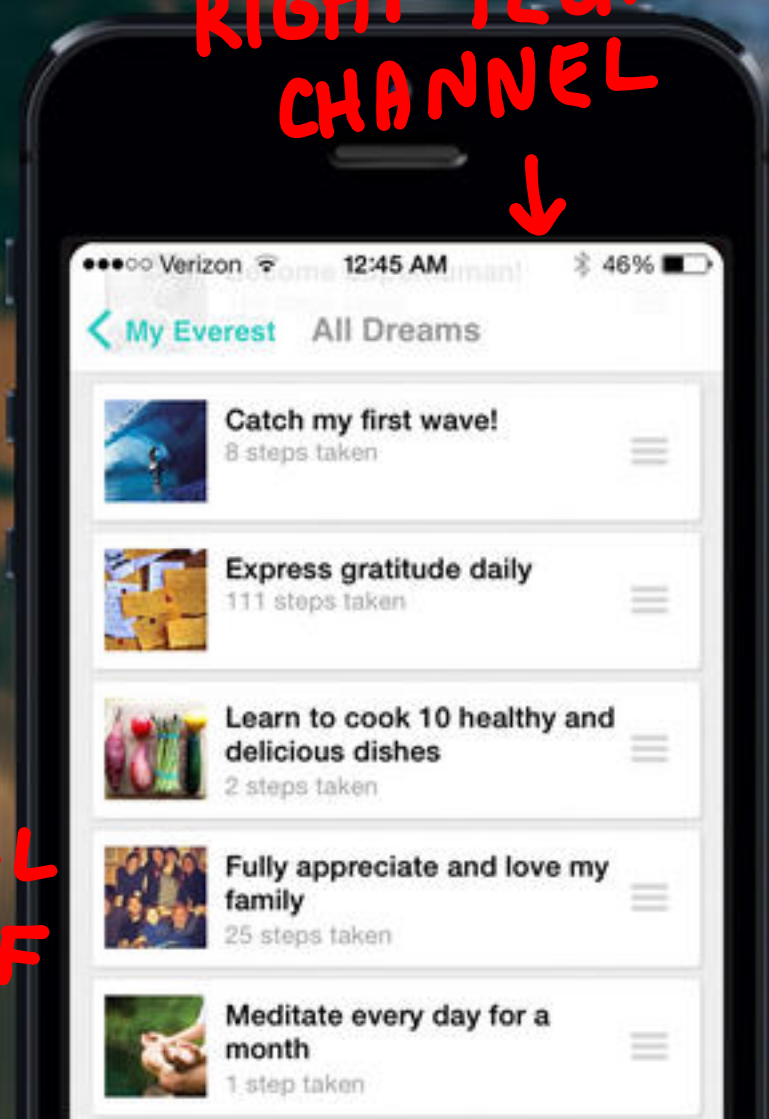


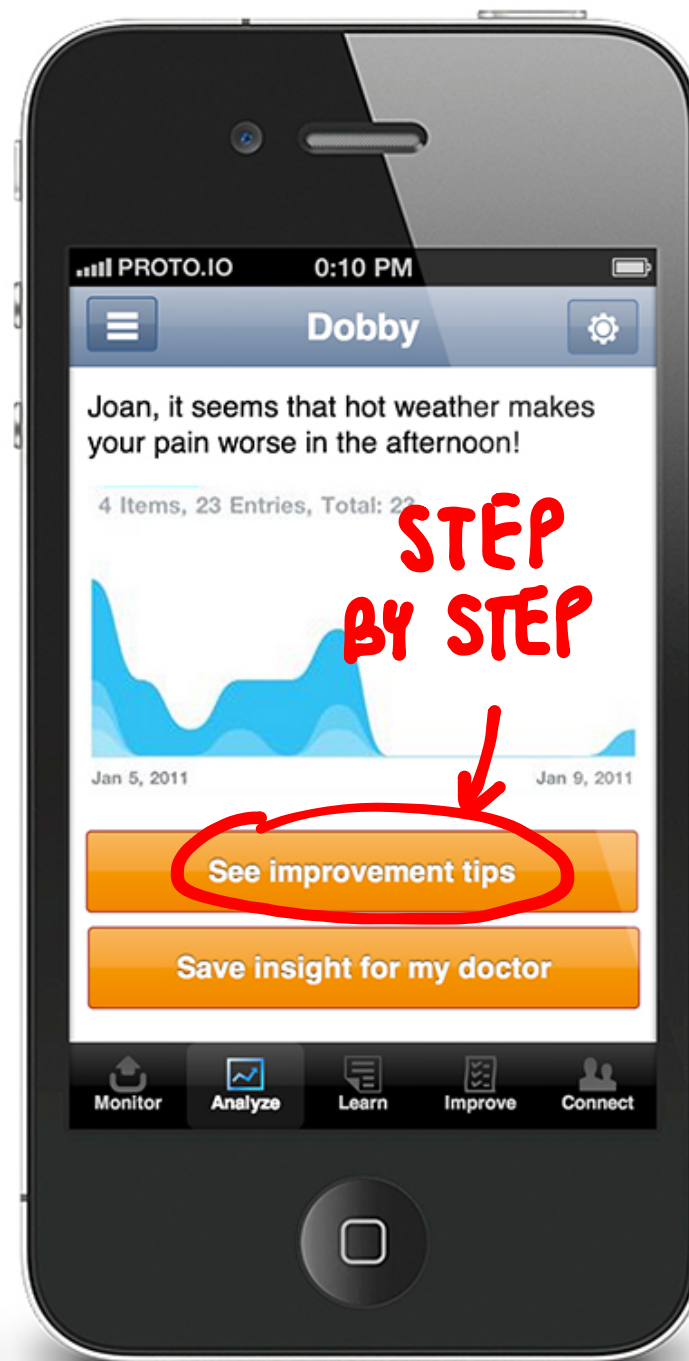
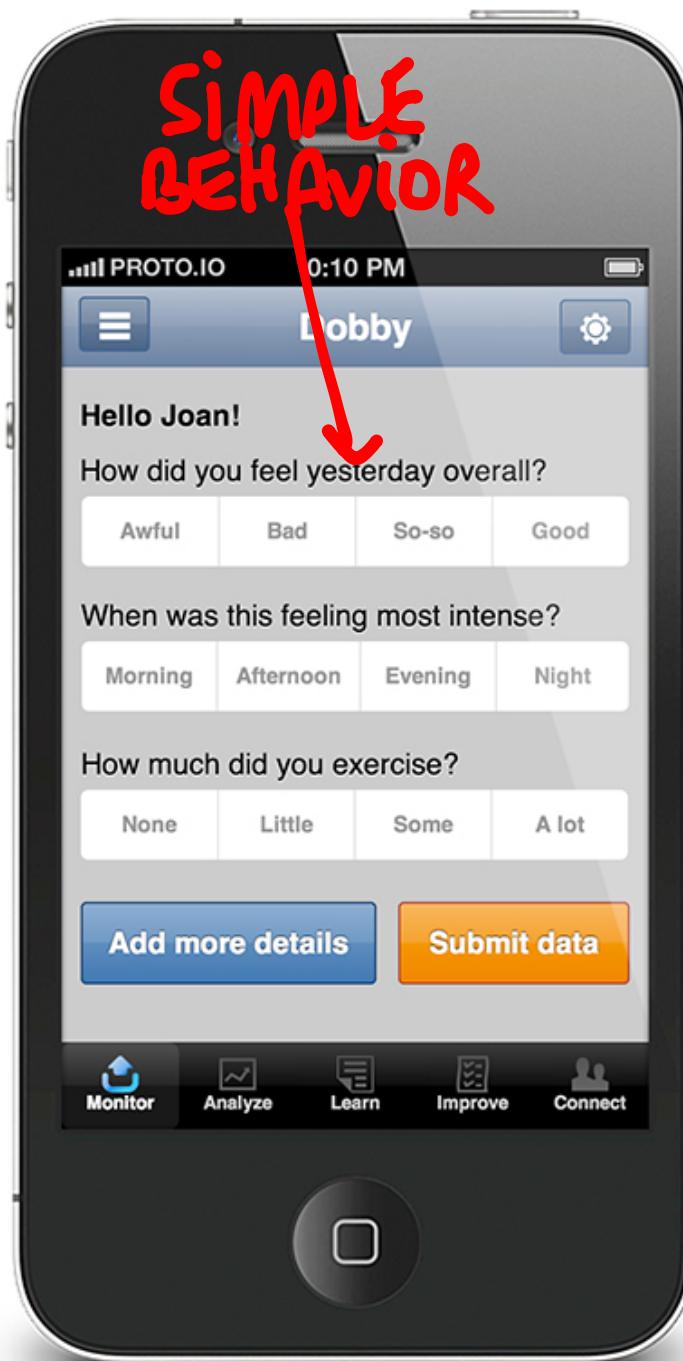
SIMPLE
BEHAVIOR

SOCIAL
PROOF

Pick an Everest:
one goal to focus on

RIGHT TECH
CHANNEL







Thanks!

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www.grapefruit.ro