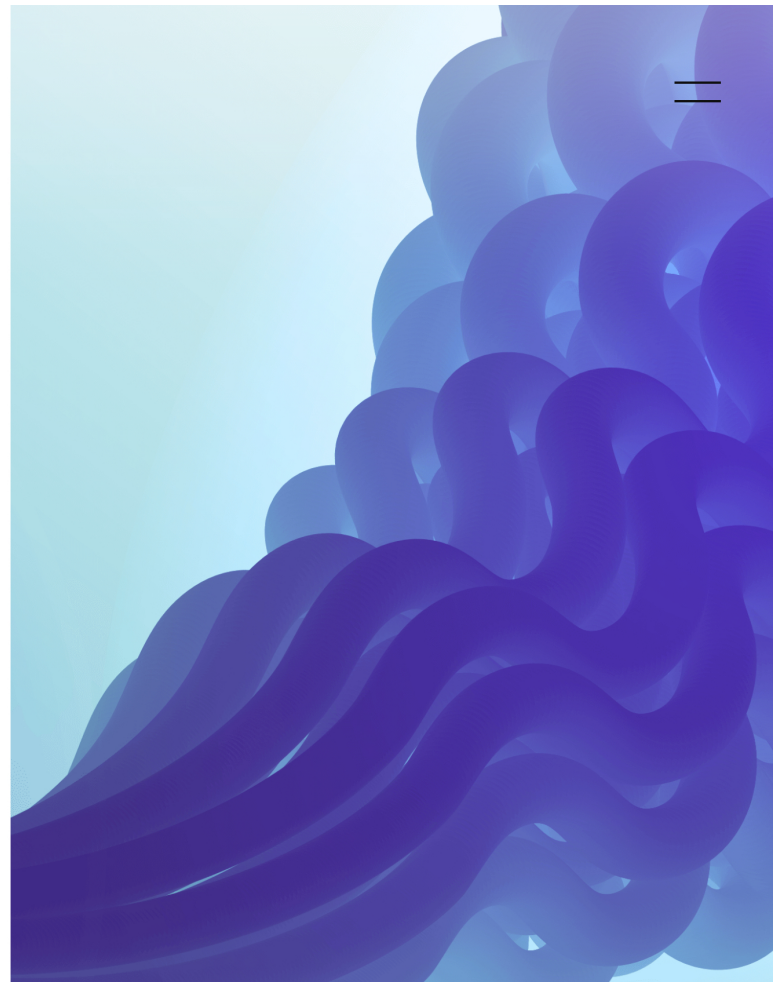




1 | What is Behavioural Design?

First steps 1 MIN READ



Behaviour design combines **behavioural science** with **user insights** and **business needs** to **de-risk innovation**, **design for positive behaviour change** and **map the unseen impact** of design choices on user and societal behaviour. It goes by a number of names, including Behaviour Change Design and Behavioural Design. The industry hasn't settled on a name. Yet.

Too often, we assume that consumers make rational decisions, but behavioural science shows us this is far from true. How we make decisions is influenced by the way our brains process information. These processes can sometimes go wrong. They miscalculate probability, make us focus on now and become prone to bias. Cognitive biases are systematic errors in our thought process. They impact most of the decisions we make and can lead to us doing irrational things.

We've all experienced irrational decision making. We say one thing and do another. Put off important decisions. And do things now that we know will regret later. You know, like not saving for retirement, drinking too much, skipping the gym... the list goes on.

The goal of behavioural design is to positively influence people's behaviour. It helps people to do what they already want to do. It aims to reveal these on a deeper level using a systematic approach. It doesn't manipulate or get people to do something they didn't actively choose to do.

Behavioural Design bridges the gap between what we think people will do, and what they actually do. A gap which is at the core of every problem. To design digital products and services based on real behaviours.

See the benefits of applying behaviour design to digital products, services and campaigns. Read: [How is behaviour design currently used in design?](#)

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2 What does a Behavioural Designer do?



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