

SN1

The Science of HABITS:

But first... what even are

HABITS? $\rightarrow$ Things that we
DON'T NOTICE we do.



"non-conscious"
behaviors

formed through
repetition



we don't THINK
about how to
make coffee...

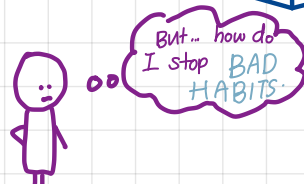
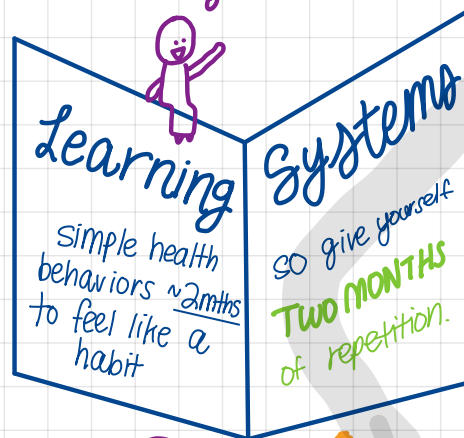
IT JUST HAPPENS.

key words **overtime**:
habits don't appear in one try.

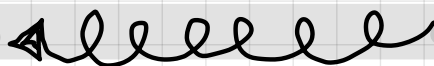
~~2024!!~~

That's why new
years resolutions
are tough.

But how do
I change?!



FRICTION:



"eye-level is buy-level"

NO SMOKING
— case study —

no smoking **INDOORS**
{ made people think }
whenever they habitually
want to smoke.

\$ TAXES \$

on cigarettes.



you have to go
ask the
counter.

make it **MORE CONVENIENT** to encourage
MORE DIFFICULT to discourage