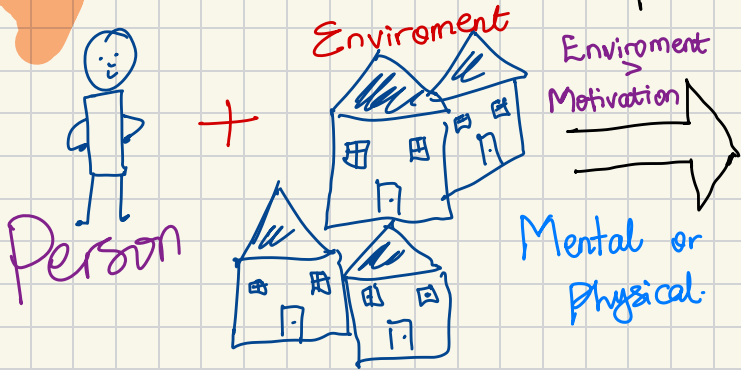


Good Habits are designed

# CONTEXT

Bad Habits are Designed Too!

## How Environment Shapes Behavior



### FRICITION

↑↑ Friction Harder

Friction = Effort + Barriers

↓↓ Friction Easier

Behaviour ≠ Just willpower  
Context Matters

Design Friction on Purpose!!

### SMOKING

Bans Change Habits.

### FOOD

Closer = Chosen

### EXERCISE

Distance Matters

- Smoke bans created barriers & reduced cues like ashtrays
- Smoking dropped in the U.K by 80%

- It's easy to pick a healthy snack if it's visible & convenient
- Store fresh fruits visibly.

- Moving the couch away from TV made neighbourhood more walkable & gyms easier to access
- Difficult = harder.

- Don't rely only on Motivation
- Design better Contexts
- Small changes → Big Effects

Out of sight = Out of mind.