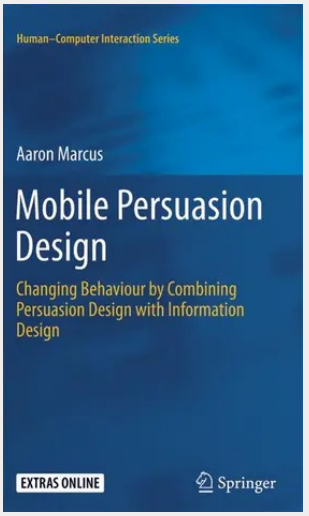
Marcus

Mobile Persuasion Design

Changing Behaviour by Combining Persuasion Design with Information Design



Mobile Persuasion Design presents five conceptual design projects (or 'Machines') for new mobile applications (smartphone or tablet with Web portals) that combine theories of persuasion and information design to change people's behavior.

The Green Machine persuades home consumers to save energy. The Health Machine persuades people to change nutrition and exercise habits, so as to avoid obesity/diabetes. The Money Machine persuades baby boomers to improve wealth management and to spend and save appropriately. The Story Machine persuades family members to share more inter-generational stories among families that are geographically distributed and asynchronous, sometimes across multiple countries and cultures. The Innovation Machine persuades entrepreneurs to practice good design-thinking and adopt innovation practices.

The Machines have been published worldwide since 2009. In 2011, the Green, Health, and Money Machines won design awards in an international competition hosted by the International Institute for Information Design, Vienna.

Mobile Persuasion Design presents ten conceptual design projects (or ¿Machines¿) for new mobile application's (smartphone or tablet with Web portals) that combine theories of persuasion and information design to change people¿s behaviour. Areas such as the environment, health, learning and happiness are explored, looking at ways of marrying people¿s wants and needs to make simple, usable and desirable mobile applications. A user-centred design approach has been used, adopting user experience (UX) methods, in-depth case studies and market analysis to see what a modern user needs from their mobile application. By applying concepts like persuasion theory and information architecture, try to find ways to satisfy these needs and positively change their user habits.In 2011, the Green, Health, and Money Machines won design awards in an international competition hosted by the International Institute for Information Design, Vienna.

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