

Persuasive Systems Design (PSD) framework

Dialogue Support

Software features that inspire users towards an extended interaction

Praise, rewards, **reminders**, suggestions, similarity, **liking**, **social role**

Primary Task Support

Software features that help users in reaching their goals

Reduction, **tunneling**, **tailoring**, **personalization**, **self-monitoring**, simulation, rehearsal

System Credibility Support

Software features that create a feeling of trust in using the system

Trustworthiness, **expertise**, **surface credibility**, **real-world feel**, **authority**, third-party endorsements, **verifiability**

Social Support

Software features that facilitate social interaction between users

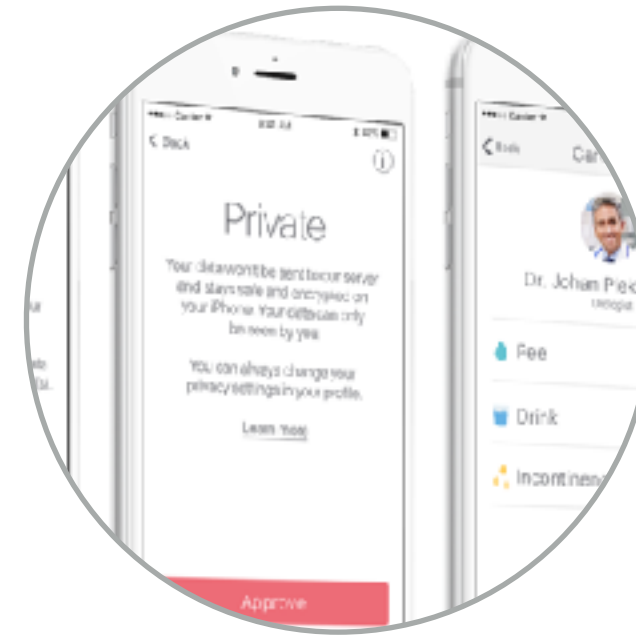
Social learning, **social comparison**, **normative influence**, **social facilitation**, **cooperation**, competition, recognition



Design



Security



Privacy



Insight



Gamification



Digital compliments



Smart Tech



Community



Personalized Content



Expert video calls

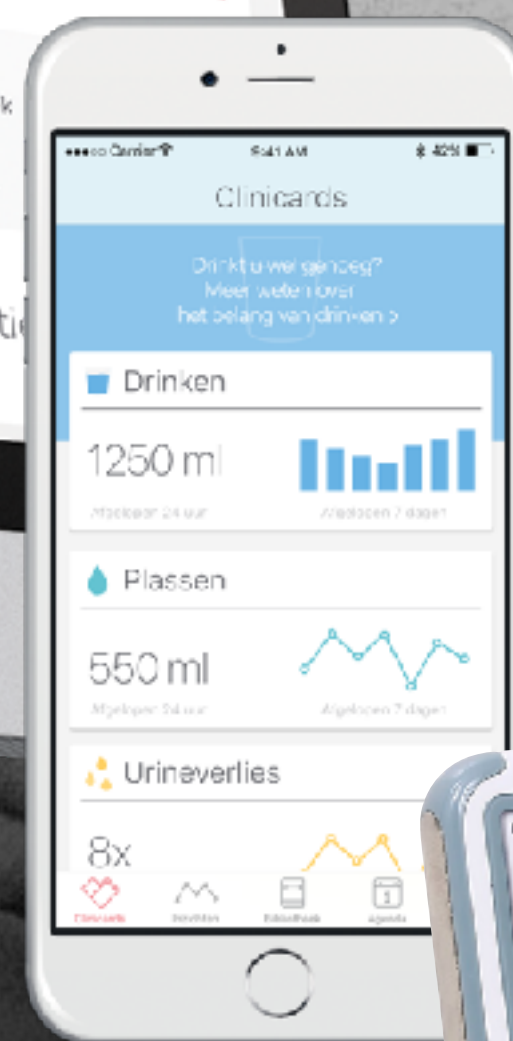
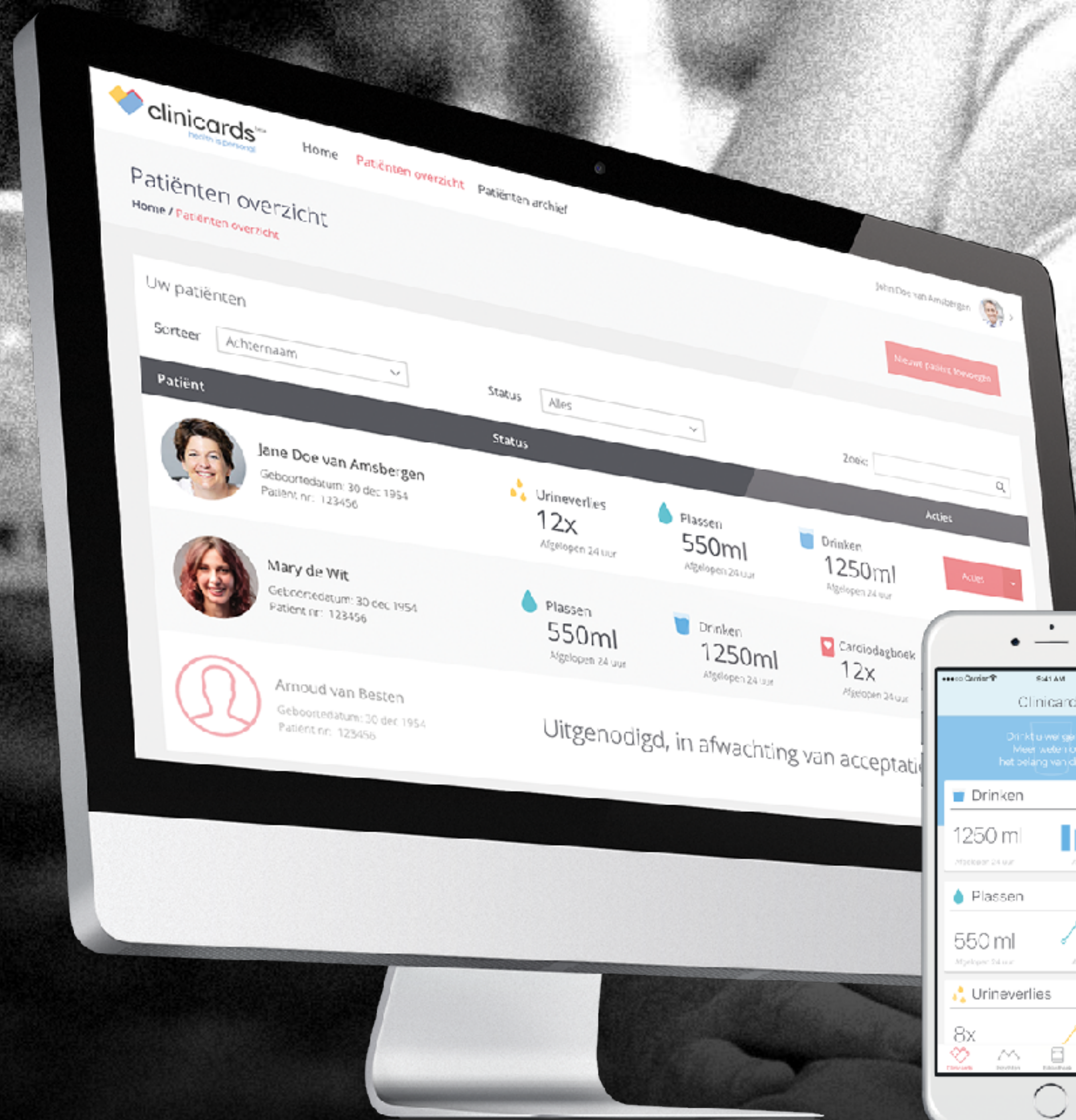


Notifications

ZwApp

Helping the unborn





Clinicians

Bariatric Post Surgery