

# Persuasive Systems Design (PSD) framework

## Dialogue Support

Software features that inspire users towards an <u>extended interaction</u>

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

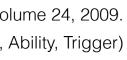
### **System Credibility** Support

Software features that create a f<u>eeling</u> of trust in using the system

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

> "Persuasive Systems Design: key issues, process model and system features" by Harri Oinas-Kukkonen and Marja Harjumaa, Communications of the Association for Information Systems, volume 24, 2009. PSD-model partially based on the B.J. Fogg Behavior Model (Motivation, Ability, Trigger)

	Primary Task Support
	Software features that help users in <u>reaching their goals</u>
	Reduction, tunneling, tailoring, personalization, self- monitoring, simulation, rehearsal
	Social
	Support
	Software features that facilitate social interaction between users
ł	Social learning, social comparison, normative influence, social facilitation, cooperation, competition, recognition





Design

Security

Privacy







Smart Tech

#### Community

Personalized Content



Insight



4 times



#### Gamification

#### Digital compliments



This Clinicard can be used to indicate on which moments of the day you consume certain substances such as nicotine, alcohol, caffeine or certain medication, that may influence you heart ythm. You can also indicate whether you erienced certain medical complaints, and e of these complaints.

r contain relevant



Expert video calls



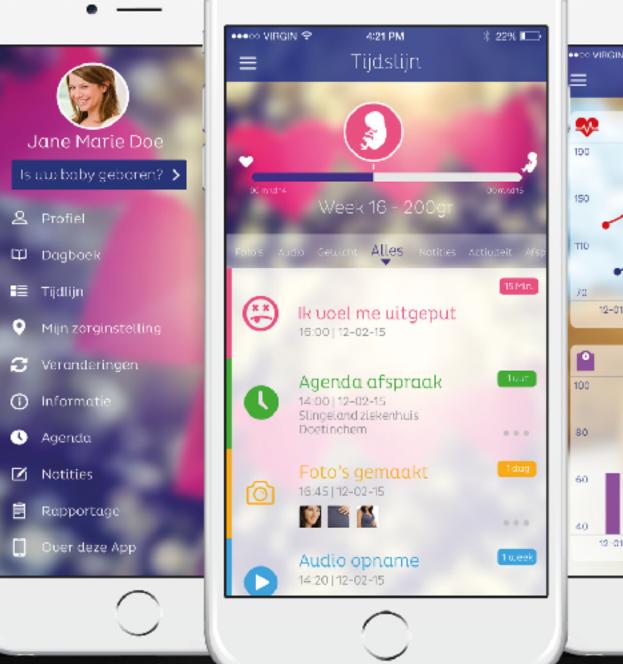
#### Notifications

# Helping the unborn



.

#### Slingeland Ziekenhuis



.



ZwApp



