

[BE FOUNDATIONS] NUDGES & CHOICE ARCHITECTURE



Choices are everywhere - how do you help people make good decisions?
This worksheet introduces NUDGES and CHOICE ARCHITECTURE.

1) WHAT ARE THEY?

A **CHOICE ARCHITECT** is someone who indirectly influences the choices of others

The mechanism you create to facilitate the choice is your **CHOICE ARCHITECTURE**

A **NUDGE** helps the decision maker to do make the best choice

2) IMPORTANT NOTES

- Everything matters
- There are no neutral options
- You cannot avoid being a choice architect - any format is influencing the choices, so it is best to be informed
- Nudges can help simplify complex choices and help illogical humans make good choices
- Nudges aren't mandates-they must be easily avoidable to count as a nudge

3) TYPES

i **N**centives

Understanding Mapping

Defaults

Give Feedback

Expect Error

Structure Complex Choices

What choices will you
work through?

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HELP?**

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