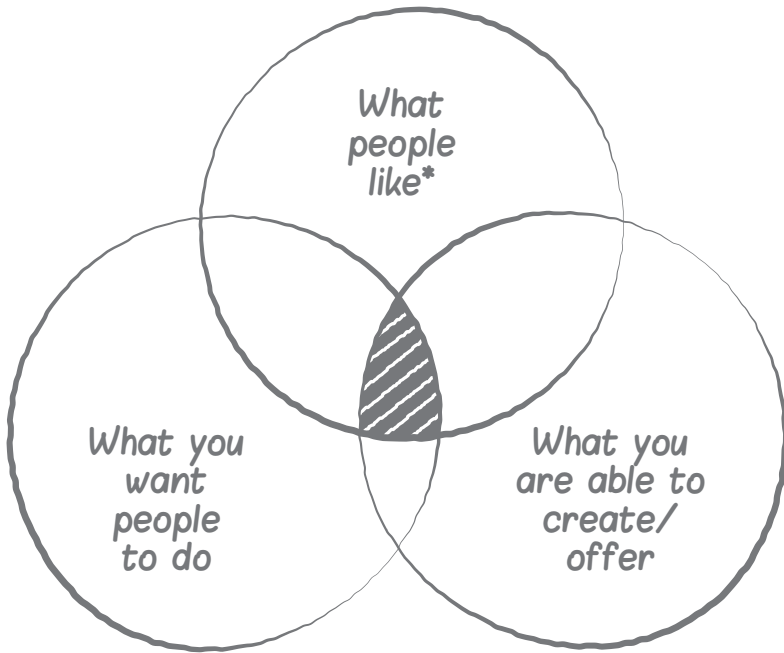


# Choice architecture

For choice architecture, you're creating a pull (rather than the usual push). Look at the shaded area in the visual. That's the sweet spot for developing those kind of answers, for designing the environment in which decisions are made.



*\*22 things people like: to have fun, to relax, to feel secure, to feel clever, to be popular, to be more successful, to be part of something good, to win, to be more attractive, to laugh, to feel joy, to do something worthwhile, to make a difference, to be recognized, to be thanked, to smile, to share, to eat something tasty, to experience something interesting or pleasurable or exciting or rewarding in some way.*

## Toolkit

1. Look at a problem that involves people
2. Ask what is it that those people could do to negate the problem?
3. Now you have something quite different to brainstorm: how do we create (or present) an environment where people actively choose the route we want them to take?