

# Designing for Desire

The psychology of influence in recruiting new members



# Introductions

**Box UK specialise in user centred design, iterative development and the optimisation of digital platforms to support ambitious organisations in achieving their goals**





**Tom Evans**

Head of User Experience  
Applied Psychologist



**Lisa Innes**

Head of Marketing

# Questions?



**@boxuk**

**#designingfordesire**

**The psychology of influence?**

**How can we use insights from  
neuroscience and psychology in  
order to improve engagement and  
drive action?**

**Let's meet your brain**



# YOUR THREE BRAINS!



**Old brain**



**Middle brain**



**New brain**



# YOUR THREE BRAINS!



**Old brain**

Instinctual



# YOUR THREE BRAINS!



**Old brain**  
Instinctual



**Middle brain**  
Emotional



# YOUR THREE BRAINS!



**Old brain**  
Instinctual



**Middle brain**  
Emotional



**New brain**  
Rational



**200 million billion calculations**  
**(per second)**

**But our decisions are not always  
rational**

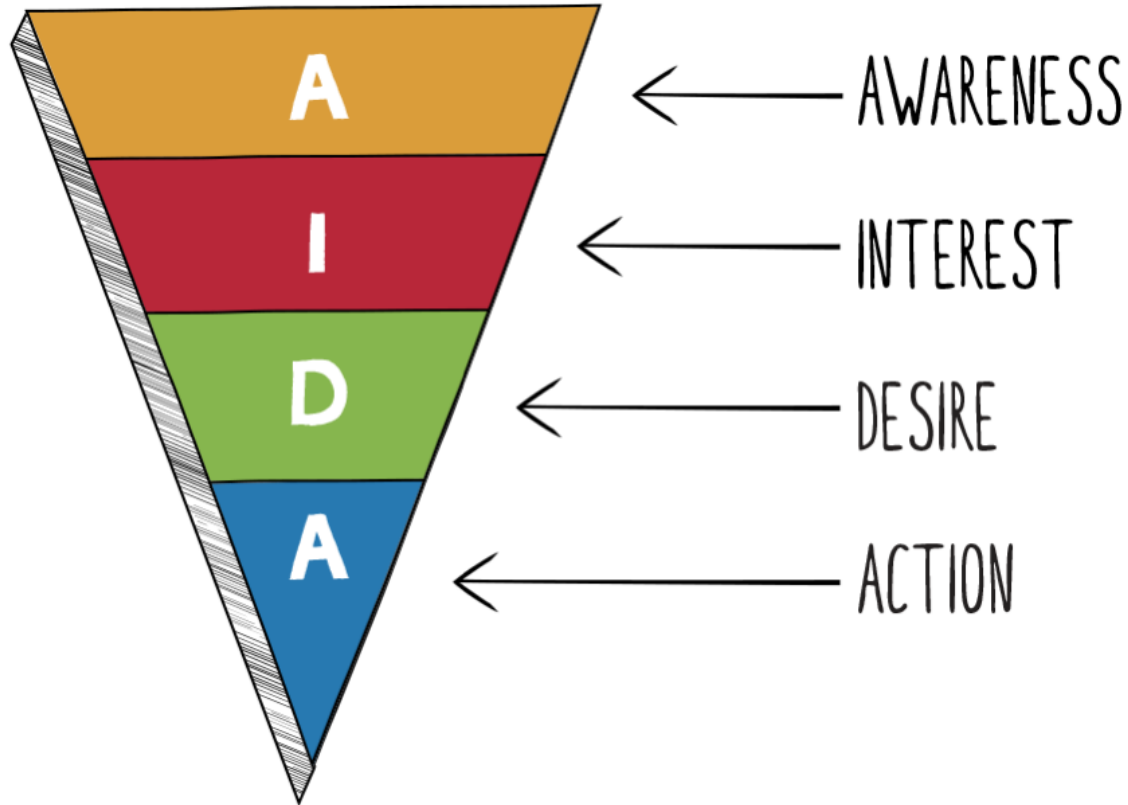


**We often rely on cognitive shortcuts  
(or heuristics) to help make decisions**



# The prospective member user journey

# THE AIDA MODEL



# 1. Designing for Awareness

**“People now generally lose  
concentration after **eight seconds**”**



**First impressions are created within  
1/20<sup>th</sup> of a second**

# Aesthetic-Usability Effect

PERSUASION

*Aesthetically pleasing designs are often perceived as being easier to use.*



**This first impression (good or bad)  
persists due to the halo effect**



**Website visitors typically read **less than 20%** of your carefully crafted content**

# **Design for scanning and the ‘scent of information’**

**Target the old (reptilian)  
brain's survival instincts**

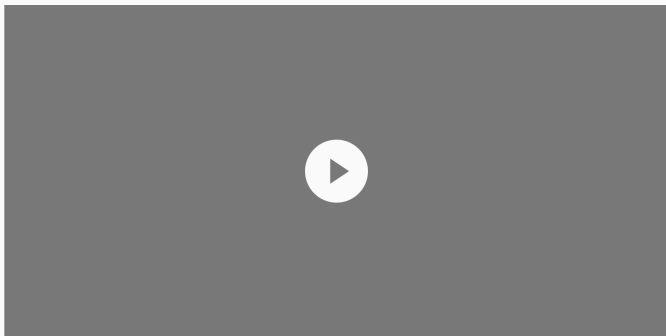




# Motion

## Material motion

Motion in the world of material design is used to describe spatial relationships, functionality, and intention with beauty and fluidity.



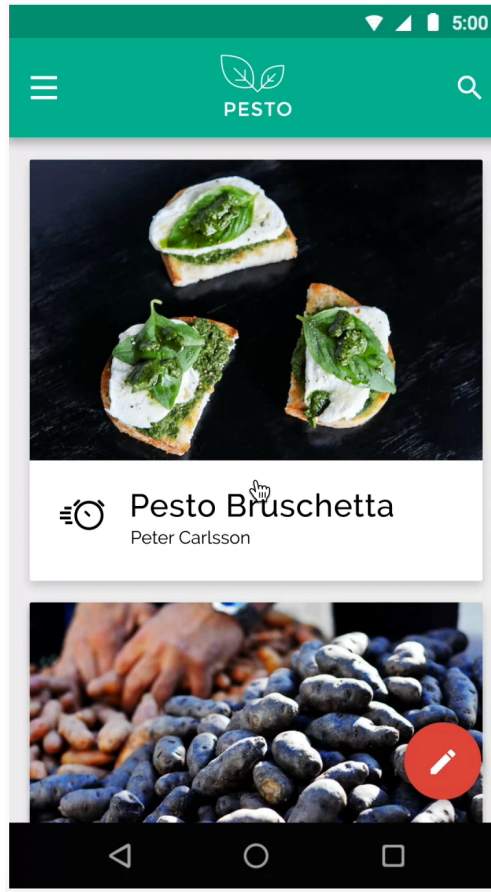
Contents

Why does motion matter?

How does material move?

What makes a good transition?

Implications of motion



Instinct



Instinct

# Contrast

ATTENTION / PERSUASION

*When scanning new visual information,  
we are unconsciously drawn to things that stand  
out against their surroundings.*





Instinct





Instinct



Face



Scrambled



Blank



Instinct



Face

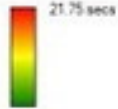


Scrambled



Blank





## Extra gentle for the most sensitive skin.

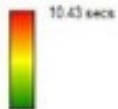
Sensitive skin is delicate. Add the chemicals and moisture of a diaper and you have diaper rash.

Baby Wipes' unique high-absorbency natural-blend cotton softener provides cotton-soft, extra thick, gel-free protection for your baby's sensitive skin. The chlorine-free materials and absorbent polymers is non-toxic and non-irritating. Clinically tested and pediatrician recommended for babies with allergies and sensitive skin.



Baby Wipes™





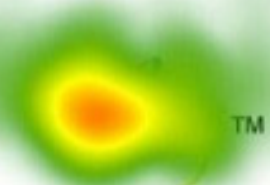
Instinct

# Engineered for the most sensitive skin.



Instinct adds the extra seals and moisture barrier to give the extra protection.

Instinct's unique high-absorbency natural-blend cotton padding provides cotton-soft, extra thick, gel-free protection for baby's sensitive skin. The chlorine-free materials and non-toxic polymers is non-toxic and non-irritating. Clinically proven by a pediatrician recommended for babies with allergies and sensitive skin.



TM

## Consider the following...

- **Design for scanning**
- **Strong visual hierarchy**
- **Aesthetic appeal**


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Read Janet Davies' first message to members



**Transatlantic Trade and Investment Partnership: How it affects you**



**Small Changes, Big Differences**  
Clinical supplies procurement



**100**  
BEST NOT-FOR-PROFIT TO WORK FOR 2015

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Membership benefits



**MyRCN**

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6 August 2015  
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-  **RCN responds to Monitor's letter to trusts**  
4 August 2015  
Read in full

Latest news

**Events**

-  **10 October 2015**  
RCN Imaging Forum workshop 2015  
Read in full
-  **15-16 March 2016**  
RCN Education Forum international conference  
Read in full


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- Frontline First
- Update your details
- RCN Foundation
- This is Nursing
- RCN Publications
- CPD: online learning


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- Students
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**Royal College of Nursing**  
Representing nurses and nursing, promoting excellence in practice, shaping health policies

You are here: Home

**Nurses' Day**

12 May is a chance to say thank you to nursing staff around the world.


[CELEBRATE WITH US](#)



**RCN Congress: Booking open!**

We're now taking bookings for the UK's largest nursing conference and exhibition: RCN Congress (18-22 June). Don't miss out on a fantastic opportunity to network, learn and develop and share best practice.

[BOOK TODAY](#)



The latest RCN guidance and briefings for nursing staff.

Upcoming RCN workshops, lectures, ceremonies and conferences.

Developments in nursing, health care and the work of the RCN.

## Join the UK's largest union and professional body for nursing

Whether you're a nurse, midwife, HCA, AP or student, you can get a huge range of benefits when you join the RCN.

JOIN THE RCN



### Other RCN Sites

[Working with us](#)

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[RCN Shop](#)

[Healthy Workplace](#)

[20 Cavendish Square](#)

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[RCNi](#)

[Congress 2016](#)

[RCN Steward Portal](#)

[Learning Zone](#)

[RCN Foundation](#)

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# Before

UNISON

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## Cuts: spending review

Public-service workers rally against the cuts.

Spending Review | Ask your MP | Events around the UK

### UNISON media releases

**Cuts: spending review**  
Public-service workers rally against the cuts.

### Dave Prentis, general secretary

David Cameron has been telling the bosses' organisation, the CBI, that he wants a new "economic dynamism" and there is an "incredible opportunity" to create jobs and encourage innovation.

That sounds to me, like just the latest spin from a coalition government that has slashed billions of pounds from public spending, consigning nearly one million people to the dole. Where on earth are all these new jobs and dynamism going to come from?

An £200m investment in technology and innovation centres over the next four years is small beer compared to the billions lost.

And as for Mr Cameron putting his faith in banks lending more, I say that is wishful thinking. High street banks are still not lending enough to help small companies to flourish through these tough times.

Read the UNISON analysis of the Spending Review and its impact on public services.

### At work

Local government  
Health care  
Education workforce  
Police & Justice  
Private contractors  
Business, community and environment  
Community and voluntary  
Professional registration- representation unit  
Migrant workers  
Hidden workforce

### Campaigns

A million voices for public services  
Labour Link  
Equal Pay  
International  
Stop the BNP  
Pensions  
Positively Public  
Speaking up for social workers

### Get active!

Join UNISON  
Activists' zone  
Bargaining zone  
Conferences  
Conferences 2010  
Elections  
Green issues  
Health and safety  
Learning & organising  
NEC routes  
New structures  
Recruitment

### Equality

Equalities in UNISON  
Young members  
Retired members  
LGBT members  
Disabled members  
Women  
Black members  
Challenging racism

### Debt advice

Worried about debt? We offer free, independent advice

### Why join?

Watch our video and find out about the essential services we offer

EXCLUSIVE DISCOUNTS

JOIN NOW ON 0800 0 857 857 OR AT JOINUNISON.ORG



# After

UNISON  
the public service union

Get help now  
**0800 0 857 857**

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## The Trade Union Bill – how we campaigned for key changes

Find out more

### 5 reasons why the PCC elections really matter

Read Dave Prentis's latest blog

### Debt advice

Worried about debt? We offer free, independent advice

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EXCLUSIVE DISCOUNTS

JOIN NOW ON 0800 0 857 857 OR AT JOINUNISON.ORG

### National lobby of Parliament against NHS bursary cuts

25 May 2016  
Houses of Parliament in London

### Are you an activist?

Visit the Organising Space

### UNISON rep wins praise for work on stress

### Ask your MP to speak up for student health professionals

### UNISON to consider national employer's final pay offer 2016/17 for higher education

### Special statement from UNISON Cymru Wales on ambulance tragedy

### Rhondda Cynon Taf

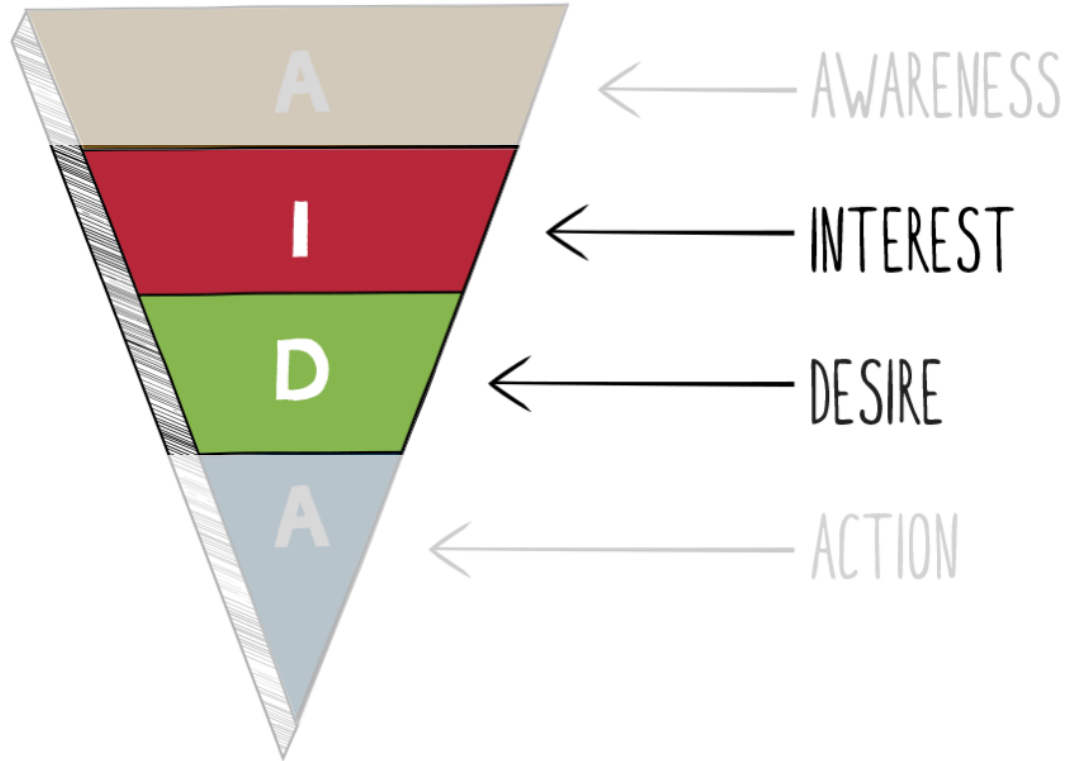
### Further education

### UNISON welcomes

### More news from

## **2. From Interest to Desire**

# THE AIDA MODEL





**Target the emotional  
'middle' brain**





Emotion

# Social Proof

PERSUASION

*We tend to follow the patterns of similar people  
in new or unfamiliar situations.*





Emotion





Emotion

HAPPENING NOW » GLOBAL LEADERS: LIFT THE GAZA BLOCKADE [Take Action Now!](#)

1 of 2 ▶



## World Leaders: Time for a Humane, Fair Refugee Response

AVAAZ

is the campaigning community bringing people-powered politics to decision-making worldwide ▶

THE AVAAZ MOVEMENT:

**44,015,634**

members worldwide

JOIN NOW

Email

### TAKE ACTION

#### Start Your Own Petition

Avaaz's new Community Petitions platform is supporting thousands to start and win campaigns, at the local, national, and international levels!

[START YOUR PETITION NOW ▶](#)

### JOIN THE CONVERSATION

#### Stories of Us

Stories are incredibly powerful. They bring us closer together and heighten our sense of shared humanity. Meet the Avaaz community in our great global storytelling.

[Read the stories ▶](#)

### HAPPENING RIGHT NOW

19 seconds ago mercedes Zobel, United Kingdom

*it's time to get russia to protect the ross sea!*

25 seconds ago Benjamin Morel, France

*it's time to get russia to protect the ross sea!*

31 seconds ago Jan Tauchman, Czech Republic

*it's time to get russia to protect the ross sea!*

33 seconds ago Manu, Italy

*nobel peace prize for greek islanders*

33 seconds ago Tom O'Grady, Ireland

*protect the palestinian activists*

### OUR COMMUNITY





Emotion



# World Leaders: Time for a Compassionate, Fair Refugee Response



**AVAAZ**  
is the campaigning  
community bringing  
people-powered  
politics to decision-  
making worldwide ▶

THE AVAAZ MOVEMENT:  
**44,015,634**  
members worldwide

JOIN NOW

 ▶

# Leaders: Time for a Fair Refugee Response

44,015,634

members worldwide

JOIN NOW

Email



Emotion



## Join Petition

Our petitions platform is the best way to start and win campaigns, at national and international levels!

[JOIN PETITION NOW](#) ▶

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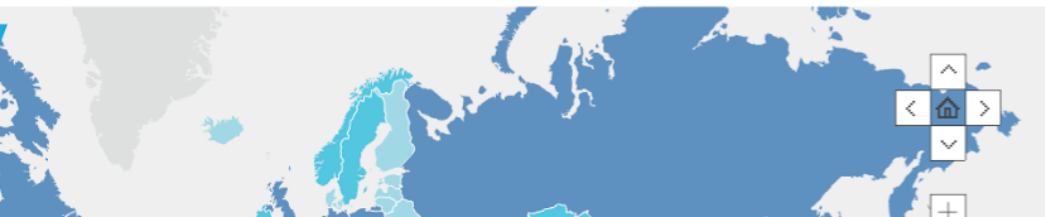


Manu, Italy  
**nobel peace prize for greek islanders**

33 seconds ago



Tom O'Grady, Ireland  
**protect the palestinian activists**





Emotion





Emotion

# Story

— PERSUASION / COMPREHENSION / MEMORY —

*All our decisions are filtered through a story—  
real or imagined—that we believe.*







Emotion



### Host a Blooming Great Tea Party

Enjoy cake, biscuits and more at your tea party and help us offer support to people living with a terminal illness.

[Get ready to party](#)

We're here for people living with any terminal illness, and their families. We offer expert care, guidance and support to help them get the most from the time they have left.



#### Sophie's story

'Arriving at the hospice it really hit me; my mum was dying. But the staff were so supportive. I remember they even served up bacon butties. Someone had told them I loved bacon butties...'

[Read the full story](#)

### Donate

I'd like to make a

Single donation  Regular donation

I would like to give

Remember, £20 pays for us to nurse someone with a terminal illness for one hour.

## How we can help


If you or someone you're close to has a terminal illness, we're here to support you.



## Sophie's story

By raising money through your Blooming Great Tea Party, you'll be helping Marie Curie care for more people at a time when they and their families need it most. Pauline was cared for in her final weeks at the [Marie Curie Hospice, Liverpool](#), and her daughter Sophie talks about what that care meant to their family.



 Pauline with her daughter, Sophie

"I was just 18, it was September 2009 and I was in the middle of auditions for drama school when my mum, Pauline, was diagnosed with oesophageal cancer.

"Mum was admitted to hospital straight away and there we were told that the cancer was not treatable and that Mum would need palliative care. It wasn't going to be possible for me to manage all the care at home, so she went straight from hospital to the Marie Curie Hospice, Liverpool.

### Being looked after

"Arriving at the hospice it really hit me; my mum was dying, and I couldn't change what was happening. But the staff were so supportive of us all. I remember they even served up bacon butties during the snowy winter mornings back in 2009. Someone had told them I loved bacon butties and I think they were looking after me specially.

"There was a regular volunteer at the hospice who was just a few years older than me and we used to chat; it was a support for me just that she was there. Her mum had been at the hospice too, and even though it had just been for one night, she was volunteering because she wanted to give something back.

"Mum was in the hospice for nine weeks and three days before she died on 27 December 2009, just a few weeks after her 61<sup>st</sup> birthday. But for all that time we received the most incredibly caring, friendly and loving support from the nursing, medical and volunteer staff. I cannot thank them enough for all that they did in my mum's final weeks.

### Support through counselling



Throw a tea party and help us care for more people living with a terminal illness.

[Sign up to host a tea party >](#)



Emotion

# Authority

PERSUASION

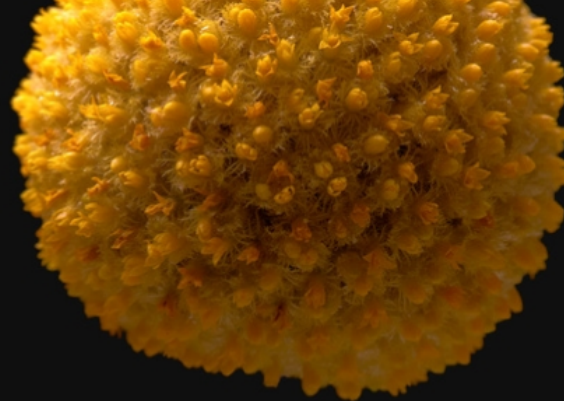
*We want to follow the lead and advice of  
a legitimate authority.*



## Quality

Our Quality investment team aims to provide low volatility returns by investing in attractively priced, high quality global businesses.

[Read more](#)



Emotion

Investment professionals

We buy the unloved. We try to spot potential.

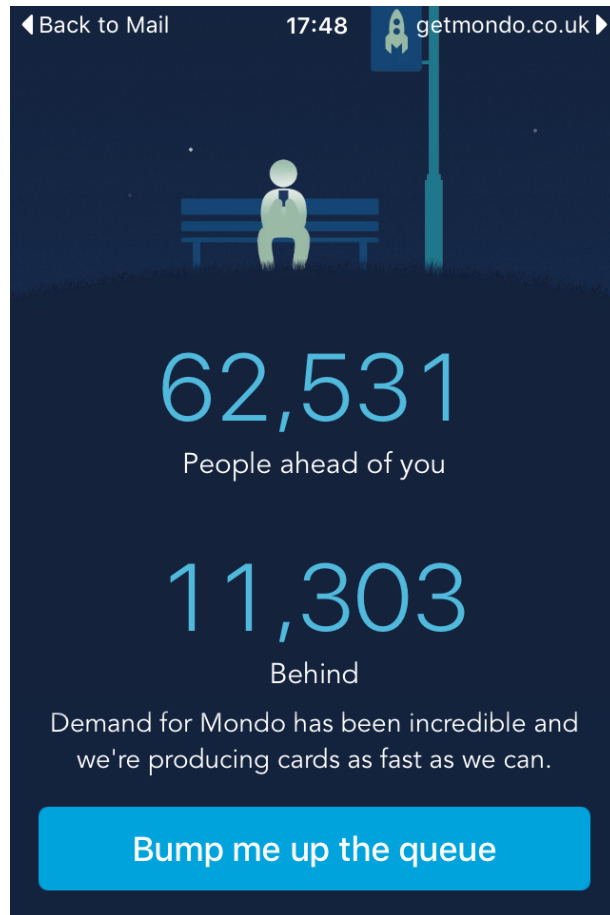
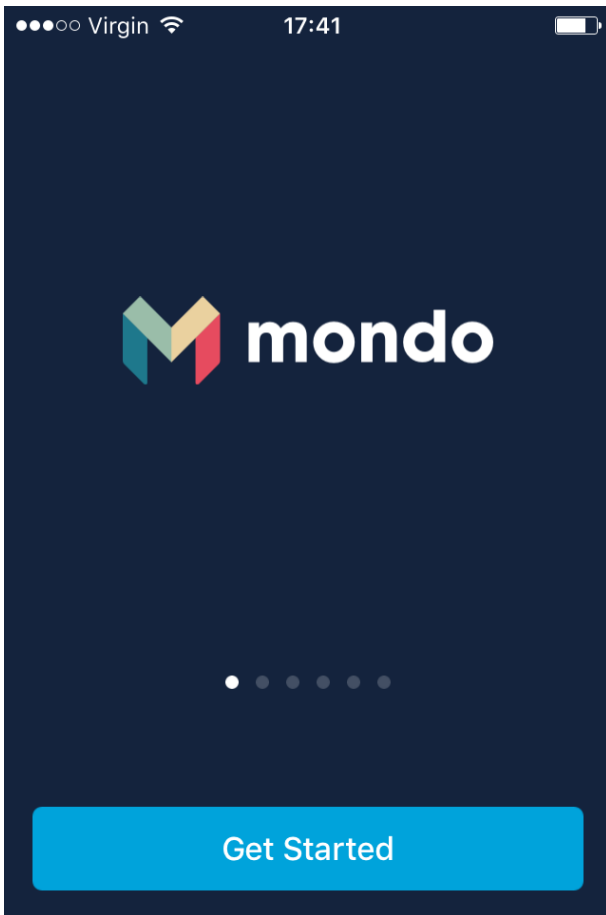
Alastair Mundy - Head of Value

[Read more](#)



## Consider the following...

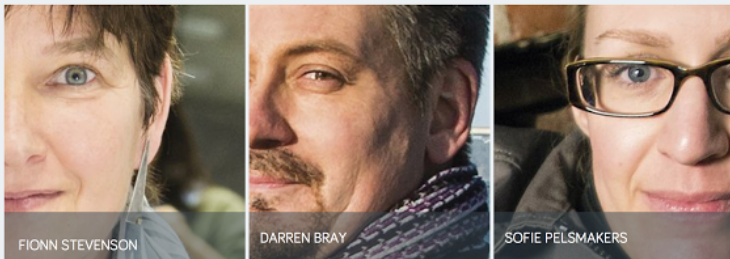
- **The power of peers**
- **Role models - stories**
- **Authority figures**



## RIBA ROLE MODELS

Architecture is becoming an increasingly inclusive profession, one that offers rich possibilities for a wide range of talented individuals.

12 role models explain how they have been able to forge careers within architecture. In doing so they send a message to others who may share one or more aspects of their identity – such as gender, background, ethnicity, disability, sexual orientation or education – that this could be a profession where they might thrive.



## MARAL RAHMANTALAB

## CATEGORIES

## OTHER ROLE MODELS

[Caroline Buckingham](#)

[Clare Nash](#)

[Dan Benham](#)

[Daniel Kerr](#)

[Darren Bray](#)

[Elsie Owusu](#)

[Fionn Stevenson](#)

[Sahinder Samra](#)

[Sofie Pelsmakers](#)

[Stephen Ware](#)

[Thomas Aquilina](#)

Maral studied for her Part 1 at the University of Lincoln before undertaking her first year placement at Medical Architecture who then sponsored her for her Part 2 qualification at Northumbria University and Part 3 examination at RIBA Northwest. In 2009, she was also supported by Northumbria University and received further sponsorship by RIBA Northeast to travel to Kenya to work on a voluntary building project in one of the rural villages. Maral qualified as an Architect in April 2013 and she now works at xsite architecture in Newcastle-upon-Tyne where she is working on a residential project in Ouseburn - Newcastle.





## General secretary's blog

Share



Dave Prentis is UNISON's general secretary – the highest elected post in the union. He speaks up for UNISON members, campaigns for public services and leads the union.

Print / Translate



Read Dave's blog for views on issues UNISON is working on and information on what he's doing.

Posted on **3 May 2016** by **Dave Prentis**

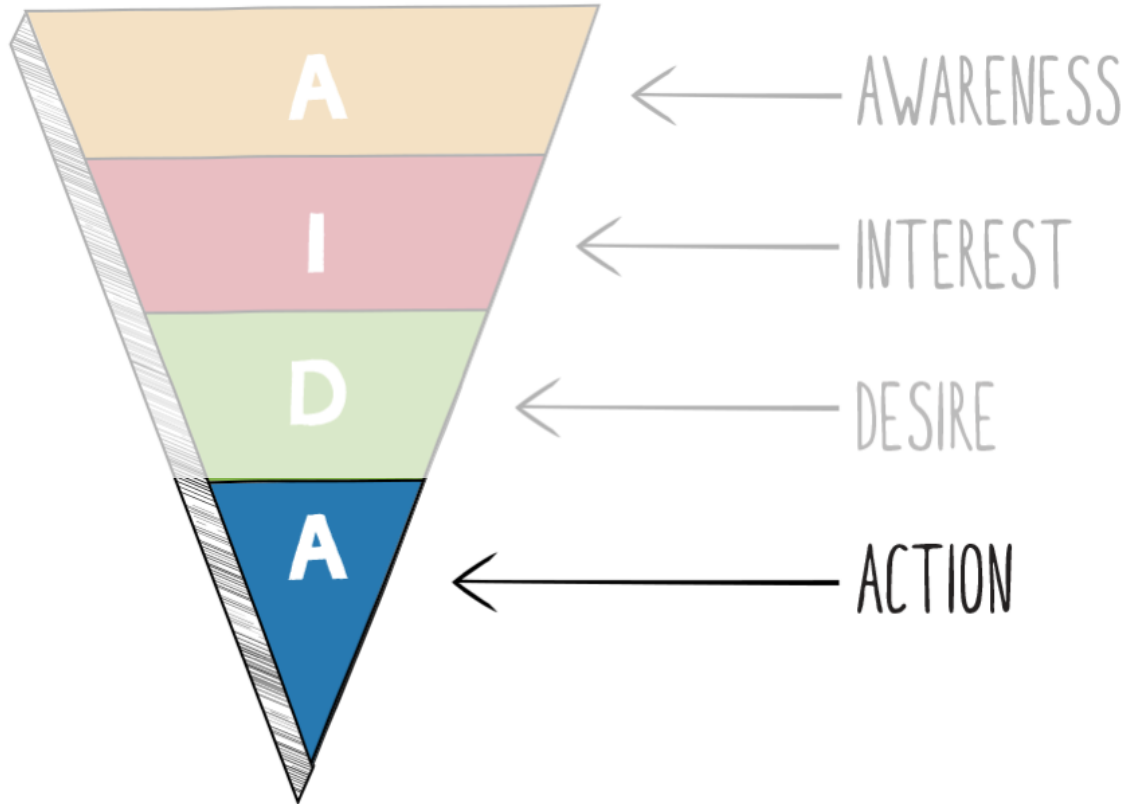
### Hardworking, dedicated school staff are being driven towards the exit door

Unless the government gets their act together, many of these invaluable public servants will leave their jobs – and their skills and talents will be lost to schools and children alike.



## **3. Driving Action**

# THE AIDA MODEL



**Target the rational 'new'  
brain**





Rational

1. Provide **rationale** to support their decision
2. Then make it as **easy** as possible



Rational

# Limited Choice

PERSUASION

*We're more likely to make a choice when there are fewer options.*



24 flavours



145 people



6 flavours



104 people



Rational

24 flavours



145 people



**3%**



6 flavours



104 people



**30%**

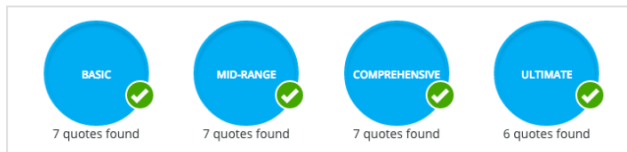




## Health Insurance

We've found 27 quotes from £84.10 per month.

Too many to choose from? You can simply uncheck the boxes below and watch the results change. [?](#)



Provider Name	Level of Cover	<a href="#">?</a> In-patient Benefits	<a href="#">?</a> Out-patient Benefits	<a href="#">?</a> Additional Benefits	Monthly Price <a href="#">▲</a>	Compare Results	
health on-line	Basic	✓	✗	✗	£84.10	<input type="checkbox"/>	<a href="#">More info</a>
AXA	Basic	✓	✗	✗	£102.15	<input type="checkbox"/>	<a href="#">More info</a>
Vitality Health Life	Basic	✓	✗	✗	£104.76	<input type="checkbox"/>	<a href="#">More info</a>
health on-line	Mid-Range	✓	✓	✗	£115.15	<input type="checkbox"/>	<a href="#">More info</a>
The Exeter	Basic	✓	✗	✗	£116.99	<input type="checkbox"/>	<a href="#">More info</a>
AXA	Mid-Range	✓	✓	✗	£129.91	<input type="checkbox"/>	<a href="#">More info</a>




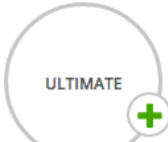






## Health Insurance

We've found 7 quotes from £156.82 per month.

Too many to choose from? You can simply uncheck the boxes below and watch the results change. ?

 <p>BASIC</p> <p>7 quotes found</p>	 <p>MID-RANGE</p> <p>7 quotes found</p>	 <p>COMPREHENSIVE</p> <p>7 quotes found</p>	 <p>ULTIMATE</p> <p>6 quotes found</p>
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Provider Name	Level of Cover	<span>?</span> In-patient Benefits	<span>?</span> Out-patient Benefits	<span>?</span> Additional Benefits	Monthly Price ▲	Compare Results
 health on-line	Comprehensive	✓	✓	✗	£156.82	<input type="checkbox"/> <a href="#">More info</a>
 The Exeter	Comprehensive	✓	✓	✓	£190.33	<input type="checkbox"/> <a href="#">More info</a>



Rational

# Get your quote in just seconds

We need a little info to see if you qualify for financial discounts.

I am single with no kids.  
I make \$50,000 per year.  
My ZIP code is 10012.

[GET QUOTE](#)



Rational

# Need for Certainty

————— PERSUASION / ATTENTION —————

*We crave certainty and are more likely to take action if specific information is available.*



## Consider the following...

- **Clarity**
- **Simplification**
- **Limited free trial**



## Member benefits

Share



Print / Translate



Our members receive our essential cover support, have access to exclusive benefits and can take advantage of many training opportunities.

### Essential cover

Every one of our members has their own reason for joining the union, but they all receive all the benefits, help and support we can offer.

> Read more

### Great benefits

Membership of UNISON comes with many benefits, from free training and access to legal services, death and accident benefits and support for your welfare

> Read more

### Member benefits: summary

UNISON membership gives you essential cover, wherever you work. Our full range of benefits includes:

- advice, support and help when you need it at work
- a helpline that is open until midnight during the week and 4pm on Saturdays
- legal help for you at work and your family at home, subject to certain eligibility criteria
- financial assistance and debt advice in times of need
- compensation for accidents and injuries at work
- a range of exclusive member discounts that can save you and your family money when you are shopping, buying insurance or looking for a holiday
- education and training advice and courses, leading to vocational and professional qualifications.

### Join today

There are three simple ways to join UNISON and get essential cover wherever you work.

> 1. Join securely online

> 2. Call 0800 171 2193

> 3. Return a paper form

Find out more about joining UNISON or get help with joining.



## Join UNISON today

Share



Print / Translate



Ready to join 1.3 million public service workers in UNISON? There are three ways to join and receive essential cover, wherever you work.

> 1. Join securely online

> 2. Call 0800 171 2193

> 3. Return a paper form

### Who can join?

Anyone employed in providing public services can join UNISON. That includes people working: in the public services; for private contractors; in the utilities; and in community and voluntary organisations.

# Go Premium. Be happy.

Try Premium free for 30 days. Only £9.99/month afterwards.\*

START FREE TRIAL

\*Terms and conditions apply. Open only to users who haven't already tried Premium.



## Play any song.

Just search for the music you love  
and hit play.



## Download music & listen offline.

No internet connection needed.



## No ads.

Just uninterrupted music.



## Better sound quality.

Listen in high definition.



PLAYLIST

# Can we still be friends?



PLAY

FOLLOW

FOLLOW



Created by: **Spotify** • 10 songs, 40 min

	SONG	ARTIST	ALBUM
+	I Want You Back	The Jackson 5	The Very Best O...
+	Don't Leave Me This Way	Harold Melvin & ...	The Best Of Har...
+	If I Can't Have You	Yvonne Elliman	Love Songs #1's ...
+	If You Leave Me Now - Rem...	Chicago	Chicago X
+	Please Don't Go	KC & The Sunshi...	The Very Best O...
+	Missing You	John Waite	The Complete J...



**[www.boxuk.com/membership](http://www.boxuk.com/membership)**

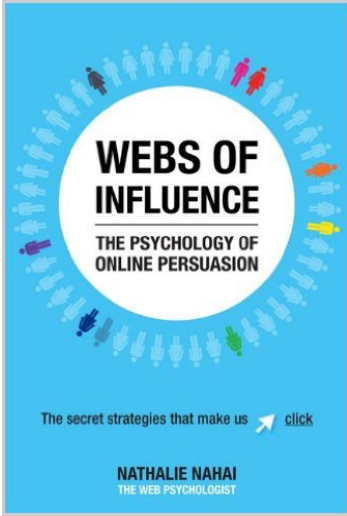
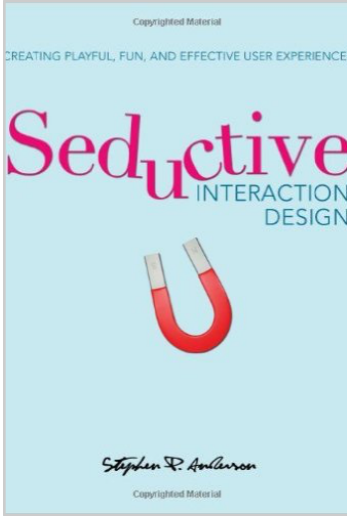
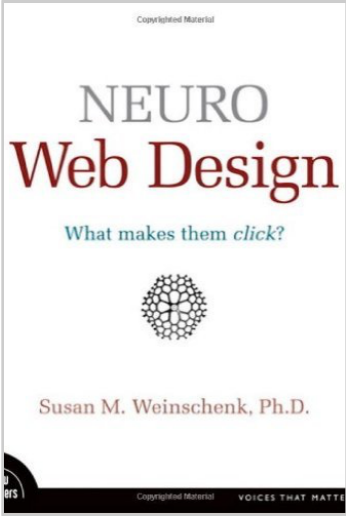
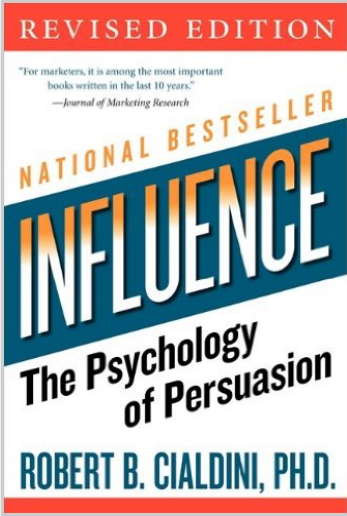


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**Further reading**

# Some introductions to designing for influence



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