

Quick Reference

Persuasion And Engagement Checklist

Have you done all these things?

- Researched your target audience?
- At critical moments you know what your target audience wants to do
- At critical moments you know what action you want people to take
- Applied persuasion and engagement at critical moments
- Minimized or maximized the appropriate human factors loads
- Applied System 1 vs. System 2 thinking on purpose
- Used progressive disclosure
- Used headings
- Picked the most effective motivational drivers for your audience
- Tested your product with your target audience
- Limited the number of choices to 3 or 4