A Framework for Designing Behavioural Change with the use of Persuasive Technology

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Abstract

There is limited integration of behaviour theories and persuasive technology on behavioural change. Previous research calls for employing behaviour change theories to inform their persuasive designs and to illustrate how the theories employed are linked to the design features. This paper proposes the integration of two theoretical models – the persuasive system design and the transtheoretical model – in order to identify which persuasive interventions work best for the user to progress through different stages of behavioural change. We develop a framework for designing behavioural change with the use of persuasive technology and validate it through empirical research. These findings have practical implications for understanding which principles UI and UX and designers should follow when designing products for behavioural change. Moreover, our work provides insights and recommendations for future design of persuasive interventions that consider the transtheoretical model of change.