

# Digital Nudging Card Deck

34 cards. Print, cut on the dashed lines, use during design sessions.

Diagnose — lay out the 6 Mode cards, pick the closest fit.

Select — use the Trigger card to choose Spark / Facilitator / Signal, then browse that colour group.

Check — run the Ethics card. Any "No" halts.

Evaluate — the NES card before shipping.

## Unaware

MODE 1

BARRIER

No mental model of the behavior as relevant.

START WITH

Facilitator-first, or a mild identity Spark. Signal is premature.

## Undecided

MODE 2

BARRIER

Present bias — reward is distant, effort is immediate.

START WITH

Spark with identity framing + future-self salience. Avoid loss-aversion framing.

## Motivated-Stuck

MODE 3

BARRIER

Implementation-intention gap or procedural friction.

START WITH

Facilitator: remove steps, add defaults, inline scaffolds.

## Primed

MODE 4

BARRIER

Cue absence — conditions are right, user hasn't been signalled.

START WITH

Signal: contextual, just-in-time trigger. The classic Fogg case.

## Forming

MODE 5

BARRIER

Habit fragility — routine hasn't reached automaticity.

START WITH

Low-intensity Signal to reinforce the loop; gentle Spark for milestones.

## Retreating

MODE 6

BARRIER

Self-efficacy collapse + shame-avoidance reactance.

START WITH

Compassionate Facilitator + identity-repair Spark. No streaks, no shame.

## Which trigger?

Motivation absent

SPARK

Ability blocked

FACILITATOR

Both present, no cue

SIGNAL

Unsure

FACILITATOR FIRST

## Gamified challenges & rewards

PRIMARY BIAS

Reinforcement, reciprocity

BEST FIT

Modes 2, 5

● MEDIUM RISK

|                                                                                                                                                                                                                        |                                                                                                                                                                                                                              |                                                                                                                                                                                                                               |
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| <div><div>SPARK · MOTIVATION</div><div>Social proof (verified aggregate)</div><div>PRIMARY BIAS<br/>Herd instinct, social norming</div><div>BEST FIT<br/>Modes 2, 4</div><div>● LOW RISK</div><div>22 / 23</div></div> | <div><div>SPARK · MOTIVATION</div><div>Social incentives / competition</div><div>PRIMARY BIAS<br/>Herd instinct, image motivation</div><div>BEST FIT<br/>Modes 4, 5 only</div><div>● HIGH RISK</div><div>32 / 23</div></div> | <div><div>SPARK · MOTIVATION</div><div>Identity-affirming framing</div><div>PRIMARY BIAS<br/>Self-concept consistency</div><div>BEST FIT<br/>Modes 1, 2, 6</div><div>● LOW RISK</div><div>42 / 23</div></div>                 |
| <div><div>SPARK · MOTIVATION</div><div>Loss-framed messaging</div><div>PRIMARY BIAS<br/>Loss aversion</div><div>BEST FIT<br/>Mode 5 only</div><div>● HIGH RISK</div><div>52 / 23</div></div>                           | <div><div>SPARK · MOTIVATION</div><div>Public commitment</div><div>PRIMARY BIAS<br/>Commitment bias</div><div>BEST FIT<br/>Modes 2, 4</div><div>● MEDIUM RISK</div><div>62 / 23</div></div>                                  | <div><div>SPARK · MOTIVATION</div><div>Scarcity / urgency framing</div><div>PRIMARY BIAS<br/>Scarcity bias</div><div>BEST FIT<br/>Verified constraint only</div><div>● HIGH RISK</div><div>72 / 23</div></div>                |
| <div><div>SPARK · MOTIVATION</div><div>Reciprocity-based prompts</div><div>PRIMARY BIAS<br/>Reciprocity bias</div><div>BEST FIT<br/>Modes 2, 4</div><div>● LOW RISK</div><div>82 / 23</div></div>                      | <div><div>FACILITATOR · ABILITY</div><div>Healthy default settings</div><div>PRIMARY BIAS<br/>Status quo bias, default effect</div><div>BEST FIT<br/>All; esp. 3, 6</div><div>● LOW RISK</div><div>92 / 23</div></div>       | <div><div>FACILITATOR · ABILITY</div><div>Simplified workflow / step reduction</div><div>PRIMARY BIAS<br/>Choice aversion, decision fatigue</div><div>BEST FIT<br/>Mode 3</div><div>● LOW RISK</div><div>102 / 23</div></div> |

FACILITATOR · ABILITY

Pre-configured goal templates

PRIMARY BIAS

Anchoring, default effect

BEST FIT

Modes 1, 2, 3

● LOW RISK

11

MECH11 / 23

FACILITATOR · ABILITY

Autofill / smart suggestions

PRIMARY BIAS

Default effect

BEST FIT

Mode 3

● LOW RISK

12

MECH12 / 23

FACILITATOR · ABILITY

Positioning / layout prominence

PRIMARY BIAS

Sallence bias

BEST FIT

Modes 3, 4

● LOW RISK

13

MECH13 / 23

FACILITATOR · ABILITY

Inline scaffolding & hints

PRIMARY BIAS

Cognitive load reduction

BEST FIT

Modes 1, 2, 3

● LOW RISK

14

MECH14 / 23

FACILITATOR · ABILITY

Hiding less desirable options

PRIMARY BIAS

Sallence reduction

BEST FIT

Mode 3, w/ disclosure

● MEDIUM RISK

15

MECH15 / 23

SIGNAL · CUE

Just-in-time contextual reminder

PRIMARY BIAS

Priming, sallence

BEST FIT

Mode 4; Mode 5

● LOW RISK

16

MECH16 / 23

SIGNAL · CUE

Ambient environmental cues

PRIMARY BIAS

Priming, mere exposure

BEST FIT

Modes 4, 5

● LOW RISK

17

MECH17 / 23

SIGNAL · CUE

Progress alerts / milestone notifications

PRIMARY BIAS

Peak-end effect, reinforcement

BEST FIT

Modes 4, 5

● LOW RISK

18

MECH18 / 23

SIGNAL · CUE

Fixed-interval reminders

PRIMARY BIAS

Availability heuristic

BEST FIT

Often inferior to triggers

● MEDIUM RISK

19

MECH19 / 23

SIGNAL · CUE

Warning / disclosure cues

PRIMARY BIAS

Loss aversion (protective)

BEST FIT

Modes 4, 5

● LOW RISK

MECH

20 / 23

SIGNAL · CUE

Feedback loops

PRIMARY BIAS

Reinforcement

BEST FIT

Modes 4, 5

● LOW RISK

MECH

21 / 23

SIGNAL · CUE

Throttling mindless activity

PRIMARY BIAS

Attentional reset

BEST FIT

Mode 4, if over-engaged

● LOW RISK

MECH

22 / 23

SIGNAL · CUE

Placebo / illusory progress signals

PRIMARY BIAS

Reinforcement (hollow)

BEST FIT

Never in health contexts

● HIGH RISK

MECH

23 / 23

SECTION C · ETHICS AUDIT

Five questions. No exceptions.

☐ Serves the health goal, not the engagement metric?

☐ Opt-out as visible as the primary action?

☐ Personalisation data explicitly consented to?

☐ Would an informed user endorse this?

☐ Preserves the user's sense of autonomous choice?

Any single "No" → HALT. Simplify, don't argue past it.

AUDIT

MANDATORY

SECTION E · EVALUATION

Ship / hold gate

NES beats control

REQUIRED

Intrusiveness

< 3.0 / 5

Autonomy

> 3.5 / 5

All three, simultaneously — not a trade-off average.

NES GATE

SHIP RULE

RAPID GUIDE

1-hour brief

0–10

Diagnose

Pick closest mode. Fast honest read.

10–20

Select

Barrier → trigger (see Trigger card).

20–35

Mechanism

Pick 1–2. Skip red flags.

35–45

Audit

Run Ethics card. Any "No" halts.

45–60

Ship & flag

Flag for full Step 7 audit.

Never skips the ethics gut-check.

RAPID

1 HR