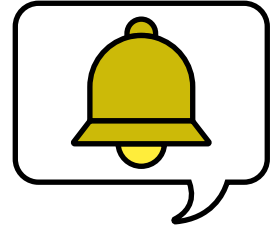




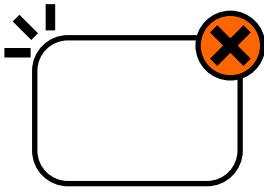
Autoplay



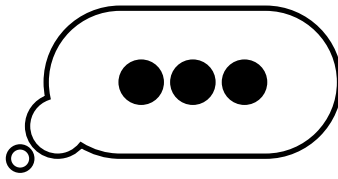
Clickbait



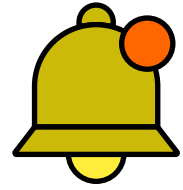
Push notifications



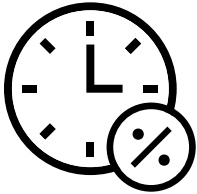
A pop-up



Typing indicator



Red notification bubble



Time limited discounts



Streaks



Save points



Loot boxes

When an app or website plays the next video automatically without me pressing 'play'.



Anything online that tries to attract my attention and make me click on it (e.g. a dramatic headline).



An alert from an app on my device telling me to open that app right now.



When something pops up on my screen (e.g. an advert in a box) trying to get me to click on it.



When something appears on an app or game to tell me that someone is typing a message. For example, "Amy is typing..."



A red circle with a number on it, next to an app, showing me that there are notifications to be seen.



When something online tells me that a sale or discount is only available for a short time.



When something online counts how many times I've done something for multiple days in a row or rewards me for doing it.



When I can only save my game when I reach a certain point, rather than any time during play.



A mystery bundle of items in a game that I can win or buy with real money.



I'm more likely to carry on watching videos if they play automatically.



A dramatic headline might pull me in and make me want to find out more.



An alert like this might remind me of a game and persuade me to play it. For example, it might give me a reward if I open the game now.



It might grab my attention if it appears suddenly on my screen. They can also be quite difficult to remove.



This creates suspense and might make me want to find out what their message is going to be.



The colour red might catch my eye and make the notification seem urgent – I might feel like I have to open it.



This might persuade me to buy something right away so that I don't miss out on the deal.



This might persuade me to keep opening a game or app so that I don't break the streak.



This might persuade me to keep playing so that I don't lose my progress.



I might feel excited about opening one of these as I don't know what I'll get. It might be something really cool!



**persuasive
design effect**

