Nudge Project

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Problem

• Trash is thrown all around the room and no one wants to throw anything into the garbage or clean up.



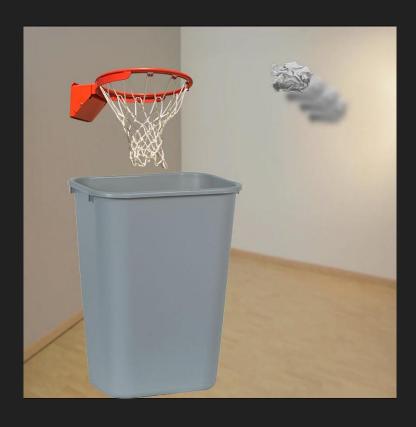




Design Tip

Design Tip: To discourage a behavior or selection, make it seem undesirable by emphasizing its associated losses; heighten this effect by associating additional losses with the undesirable option.

Solution



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• If your trash misses the trash can, you take out all of the trash

Game Tips

• If the trash is overflowing, to reduce the risk of missing, you can walk over and place your trash in the garbage, or just take out all of the garbage

 Bigger items of trash force you to walk over and throw it away because they will not make it through the hoop