

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



Rules

- 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