

Toward a Systematic Understanding of Suggestion Tactics in Persuasive Technologies

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design:
use:
build:

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You're almost there— if you park here, you can add 1200 steps to your daily step count, and it will take about 8 extra minutes. You have 20 minutes until your meeting...

- * right time
- * right message
- * right way

kairos



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your destination.

Nass's Big Question:

Which **dimensions of technology**
impede or enhance
which **persuasive strategies**
and
which **persuasive goals** for
which **human dimensions**?

context-aware
mobile systems

suggestion

increasing
physical activity

We describe a design space to support the systematic investigation of suggestion technologies.

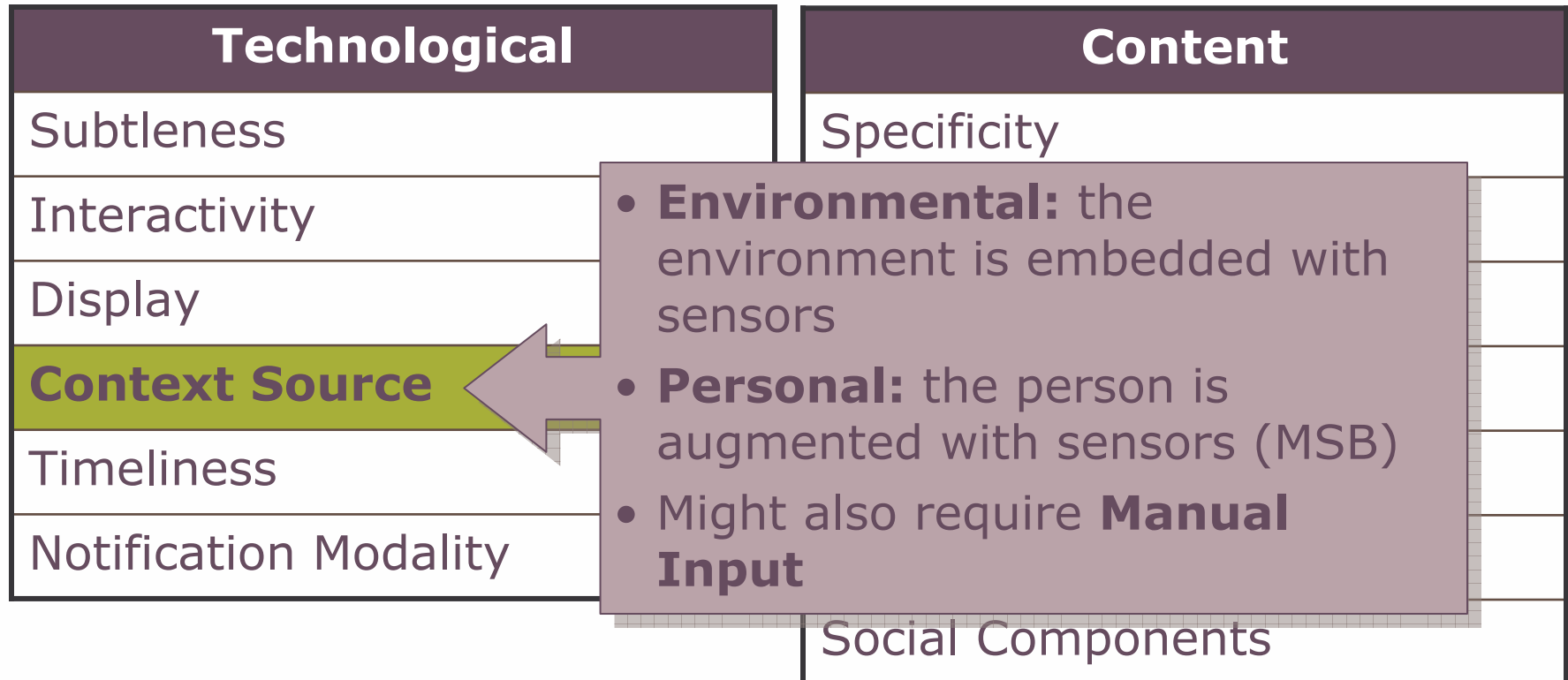
Method

- Reviewed existing suggestion technologies
- Reviewed existing persuasive research
- Reviewed existing technologies
- Defined the design space
- Analyzed existing technologies within this space

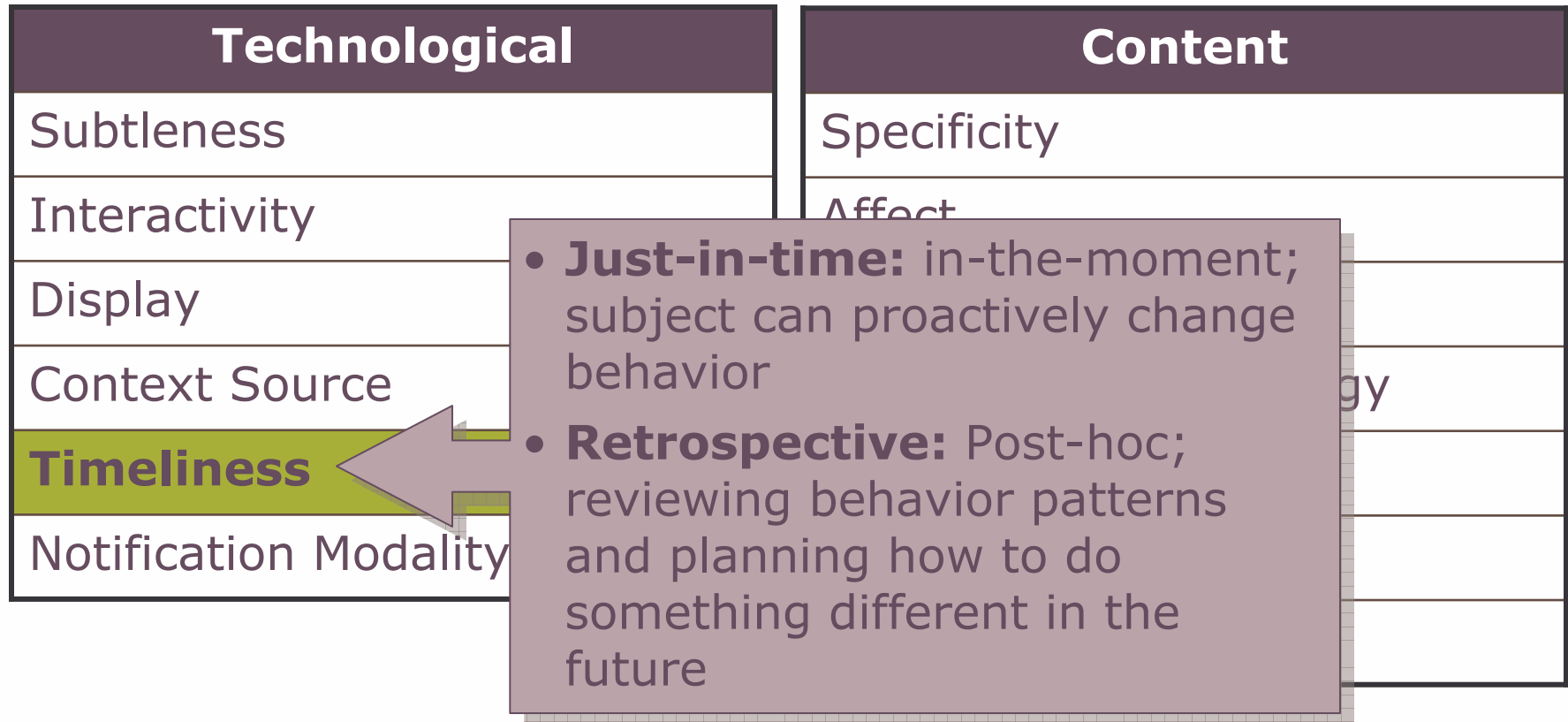
Design Space for Suggestion Tactics

Technological	Content
Subtleness	Specificity
Interactivity	Affect
Display	Adaptive Affect
Context Source	Argumentation Strategy
Timeliness	Overtness
Notification Modality	Explicitness
	Social Components

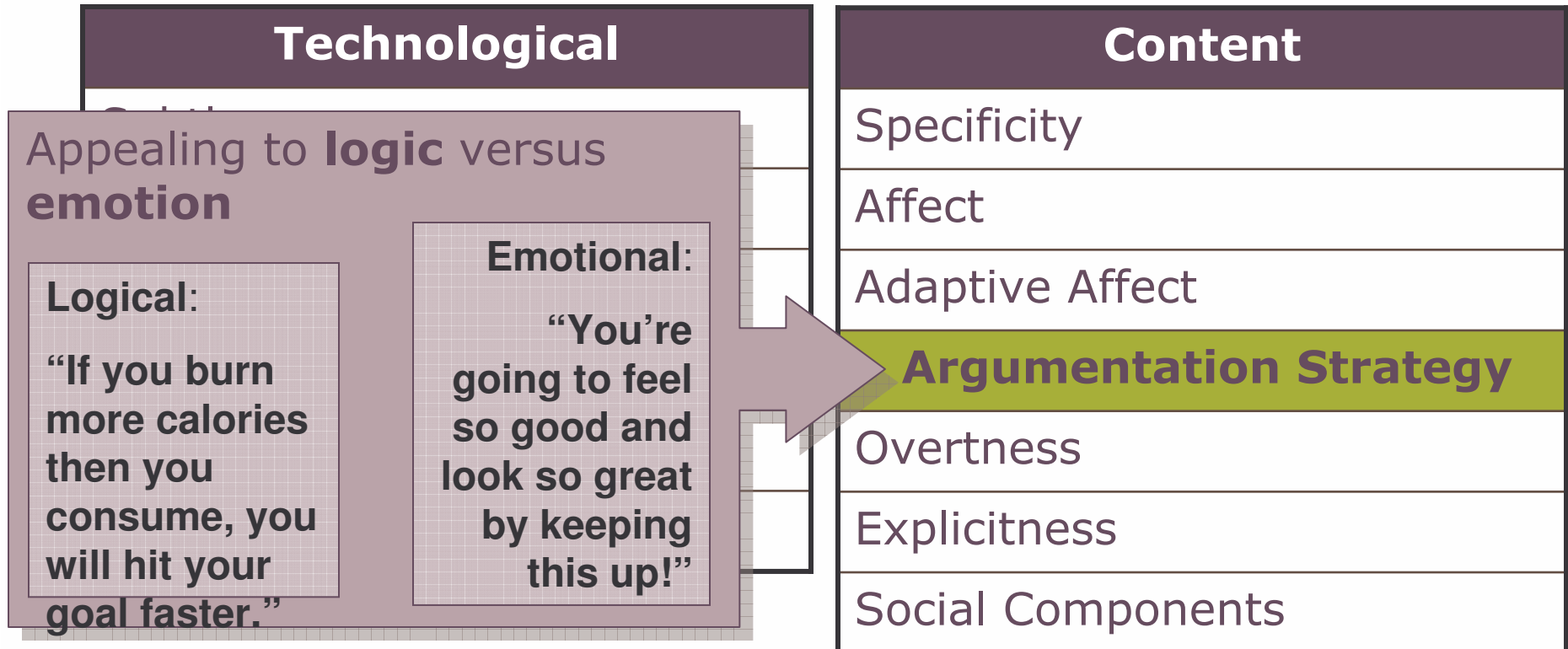
Design Space for Suggestion Tactics



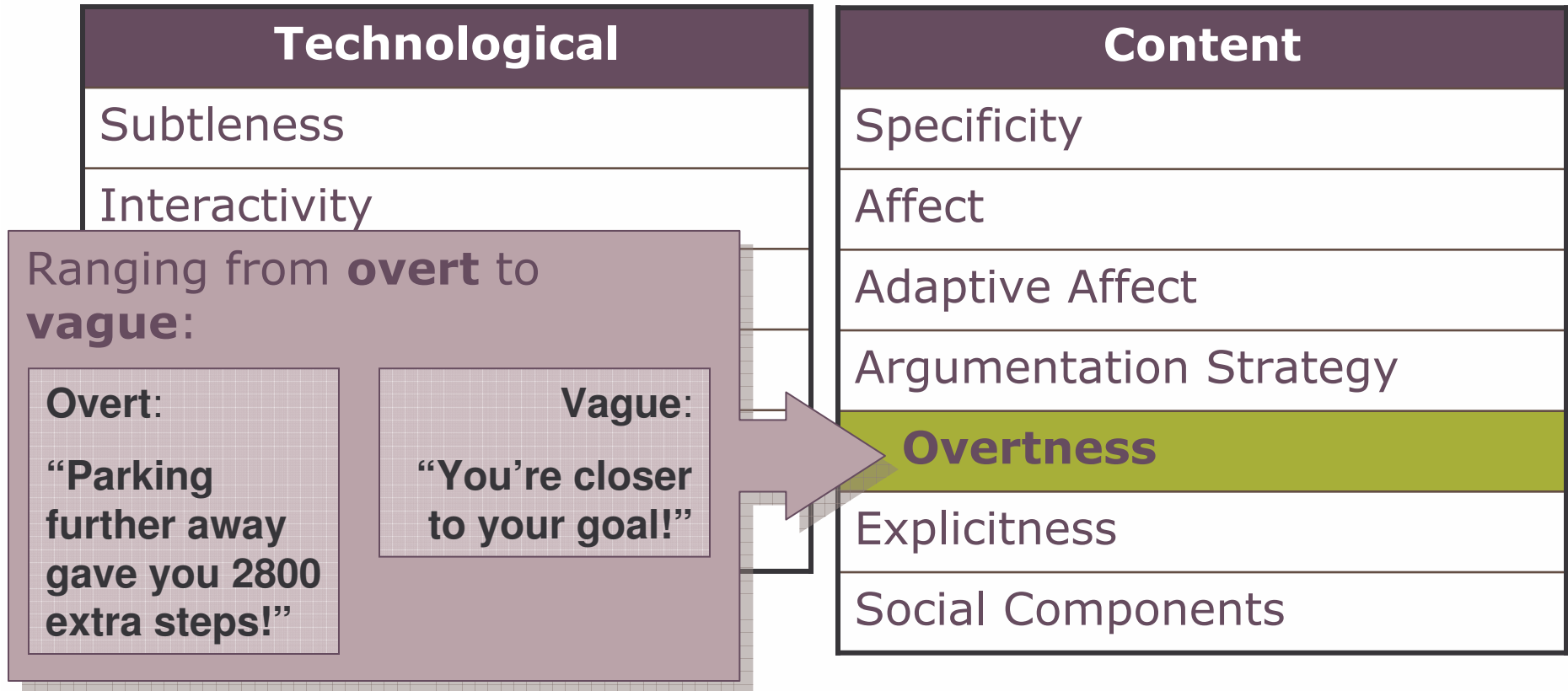
Design Space for Suggestion Tactics



Design Space for Suggestion Tactics



Design Space for Suggestion Tactics

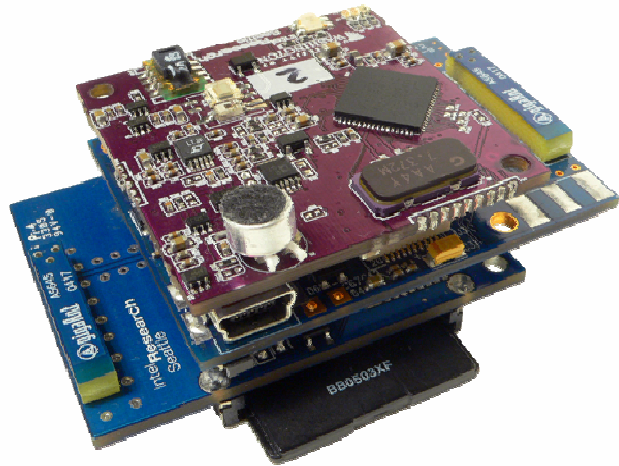


Mobile Context provides a powerful way to improve the quality of suggestions from a device



What we're doing now

- Designing, building, and evaluating:
 - Context-aware suggestion platform
 - Suggestion applications



Thank You

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