

Nudge concept

<div>Problem statement</div> <div>Define the problem you aim to influence</div> <div></div>	<div>Target behaviour</div> <div>What and who's behaviour you aim to nudge</div> <div></div>	<div>Behavioural barriers</div> <div>What obstacles prevent the target behaviour</div> <div></div>
<div>Nudge mechanism</div> <div>What behavioural ideas is the nudge based on</div> <div></div>	<div>Ethics</div> <div>Is the nudge ethical and transparent</div> <div></div>	<div>Expected outcome</div> <div>How to define success and measure it</div> <div></div>