Strategy Card Deck

Best if used for...
Idea Generation

Use this to...
Use this card deck if you're looking for strategies to change user behavior. This deck will help you or your team brainstorm design solutions.

This card deck works best as a synthesis tool if you have at least a basic understanding of user needs and motivations.

Key

Icons on each Strategy Card indicate the major behavioral economics principles at play. Use the key below to help you look up the related concepts for more information.

F1 **Expectation**
Expectations shape experiences.

F2 **Time**
The present is more influential than the past or future.

F3 **Loss**
Loss is more painful than gain is enjoyable.

F4 **Self**
"Me" and "Mine" make things extra valuable.

S1 **External Cues**
Going with the flow.

S2 **Compartments**
Considering a single set of information.

S3 **Mental Models**
Aligning new information with established beliefs and habits.
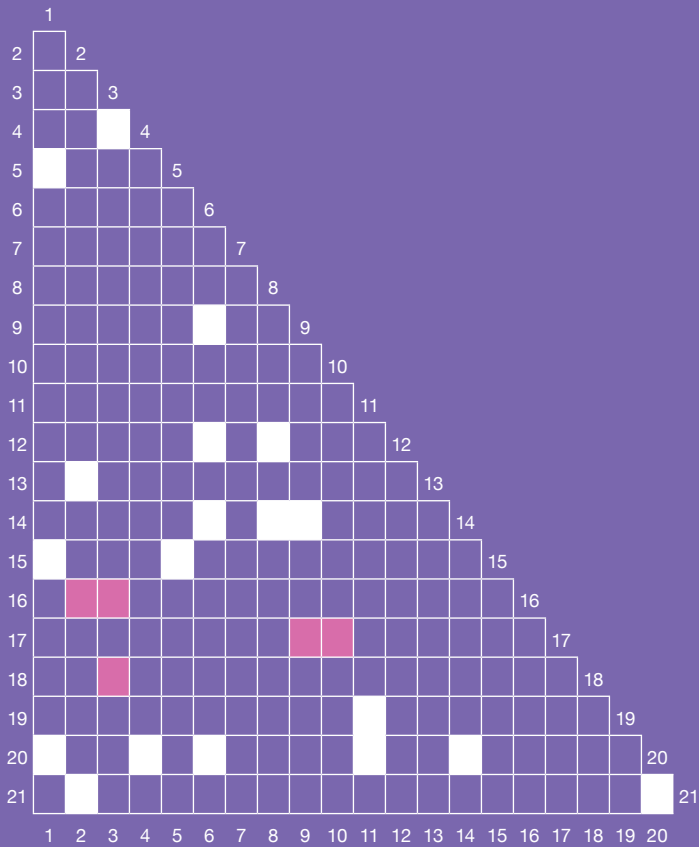
S4 **Quick Indicators**
Relying on simple and available information.

Relationships between the cards

The table below shows the Strategy Cards that either reinforce or conflict with one another.

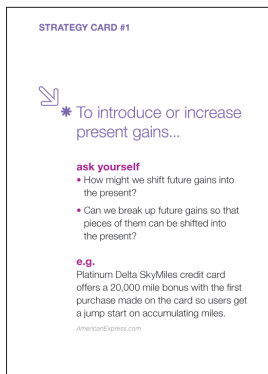☐ go well together   ▨ conflict

Set up...

Grab the card deck out of the pocket to the right. Each card has a strategy on the front, and prompts to help inspire you on the back.

front

back

Brainstorm!

Use the strategies on the cards to guide your brainstorming session. The cards should help you consider strategies you may not have thought of previously. If you're stuck on a given strategy or need more information, flip the card over and read through the question prompts and examples.

Tip: For documentation purposes, it may be helpful to note the card number (e.g. "Strategy Card 12") that inspired a new idea.

Introduce or increase present gains.

The present matters more to people than the past or the future. Present gains are more pleasurable than future gains, and therefore a stronger motivator.

F3 F2

For more information see Loss Aversion, Hyperbolic Discounting, Intertemporal Choice

To use the Strategy Cards...

Individual brainstorming
Shuffle the card deck. Draw one card at a time. For each card, think about how you might implement the stated strategy in the design scenario you're dealing with. Document any new ideas you come up with.

Group brainstorming
Shuffle the card deck and distribute several cards to each team member. Give everyone time to read through their cards, and then invite people to share any new ideas the cards have inspired. Have people briefly describe the strategy card before sharing their new idea or concept. Encourage other team members to jump in if they have a related idea or strategy card. Document new ideas as they come up.

Variation: Two cards at a time
Shuffle the card deck and distribute two cards to each team member (or select two cards if you're working alone). Attempt to come up with a new concept or idea that addresses both strategies simultaneously.