

Behavioral Change + Technology

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Positive Behavioral Change

- Positive Motivation
 - Feeling of Moving forward: e.g. [iDoneThis](#)
- Health
 - Motive Exercise: e.g. [GymPact](#)
 - Better fitness: e.g. [fitbit](#)
 - Food: e.g. [fatsecret](#)
 - Feeling e.g. [gottafeeling](#)
 - Diet: e.g. [dietpicture](#)
 - Sleep: e.g. [Lark](#)
- Better decision making
 - Commitment Device: e.g. [Daniel Goldstein](#)

Product

- Design
 - UI/UX for Behavioral Change
 - Social Design
 - Gamification
 - Tangible UI?
 - Professional Advice
 - <http://www.lark.com/howitworks/>
 - Motivation
 - Intrinsic motivation
 - Extrinsic motivation

Business Model

- **Competition:** Entry Barrier - Difficult to get the product work
- **Corporation:** revenue
 - GymPact business model: Partnership with gyms (referral fees, revenue-sharing affiliate programs)
 - Potential revenue sources?
- **Customer**
 - People with self-improvement desire
 - People who are not - how can we change their perception?