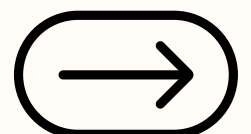


# THE NUDGE THEORY

How to influence *human  
behaviour* and guide  
decisions without restricting  
freedom.





It is the art of influencing decisions by changing how *choices are presented*, without using force or restricting freedom.

# WHAT IS NUDGE THEORY?



**Quick Scenario:** One small choice. Big impact.

# THE FAMOUS FLY

*Amsterdam Airport* etched a fake fly in urinals. Men unconsciously aimed at it, reducing spillage by **80%**.

# THE POWER OF DEFAULTS

Humans are lazy. We stick to *pre-selected options* because changing them requires effort.



# HOW TO APPLY IT?

- Make the best choice *Default*.
- Make it *Visually Prominent*.
- Make it *Easy* to do.



A Nudge makes choices *easy and clear* while Sludge adds unnecessary *friction and confusion* to influence behaviour. Good design nudges and bad design sludges.

# NUDGE VS. SLUDGE

# Thank You for Reading

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resources and insights.