

Utilizing the Nudge Theory to Improve the Use of Products

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Abstract:

This paper studies the impact of applying the Nudge theory in product design, which stimulates user behavior, which enhances the positive usability of products, in addition to increasing effectiveness, safety and protection aspects for the user at times.

As Many psychologists and economists have addressed (Nudge theory) in their papers or scientific research before, but the book issued by the scientists Thaler and Sunstein in 2008 AD, placed this concept in an advanced position as the most appropriate solution to deal appropriately and stimulatingly with behavioral trends, whether for individuals or current societies, and thus scientists have currently moved away from ideal philosophical theories and followed more realistic methods based on studying the tendencies of a particular society directly, and followers of modern theories such as (Nudge theory) have proven successful in measuring and evaluating user behavior and obtaining results from the practical application of such methods, so we have to benefit from this theory in the field of product design, which benefits in increasing the usable value of products.

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