

Using nudge techniques to foster safe behaviour and improve customer experience

NUDGE UNIT TRANSILIEN



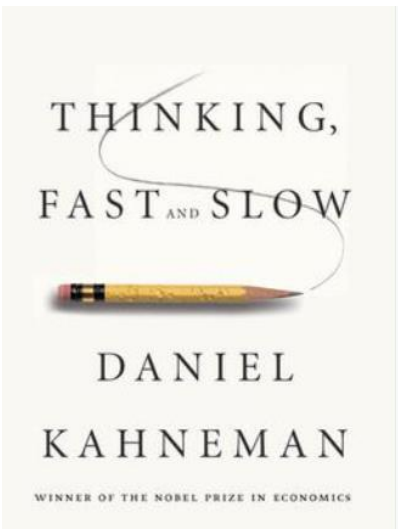


WHAT IS NUDGE?

A non-binding method

It encourages, induces or deters from performing a behavior





SYSTEM 1

Intuition & instinct

95%

Unconscious
Fast
Associative
Automatic pilot

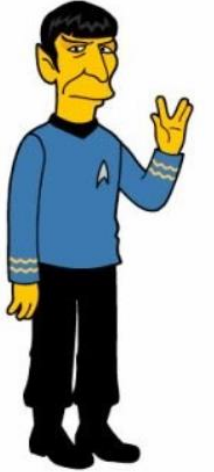


SYSTEM 2

Rational thinking

5%

Takes effort
Slow
Logical
Lazy
Indecisive



Source: Daniel Kahneman

**NUDGE UNIT TRANSILIEN,
what is it ?**

A pioneering entity





More than 50 projects



THE BENEFITS OF THE APPROACH FOR TRANSILIEN



A better understanding of travellers :
knowledge transmitted to agents through training and e-learning

Thinking out of the box



THE BENEFITS OF THE APPROACH FOR TRANSILIEN



Collective intelligence

**Responding quickly to certain
crisis situations**



AN EXPERIMENTAL APPROACH

A PROVEN SCIENTIFIC PROTOCOL



Observations & interviews

Identify passengers' behaviour and the environment in which they operate



Psychosocial drivers

Implement relevant drivers to create nudges



Trials

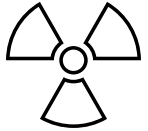
Roll out measures in the field and measure their impact



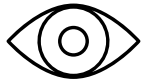
Analysis and feedback

Perform analysis to determine success factors and make preparations to ensure their transferability

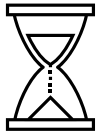
THE DETERMINANT FACTORS OF RISK BEHAVIOR



Low perception of risk: users do not perceive the danger linked to the behavior



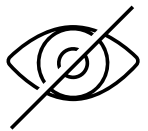
Lack of visual interaction between pedestrians/motorists/drivers



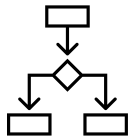
Time pressure: for example the race to get on the train or tram



Failure to assess speed and lack of anticipation: e.g. an underestimation of the duration or speed of the arriving/departing train



Lack of salience: barely visible signs



The absence of choice architecture: a layout that does not promote good behavior



The normalization of risky behavior: “everyone does it so it’s normal”



THE RISK
Increase risk perception

REMINDE THE RISK



RAISE AWARENESS



ATTENTION RHINO

Le tram pèse l'équivalent de 40 rhinocéros.
À proximité, Prudence. Vigilance.

Face à lui,
Vous ne ferez jamais le poids !

 BORDEAUX
MÉTROPOLÉ

 **TBM** TRANSPORTS
BORDEAUX MÉTROPOLÉ

 **KEOLIS**
BORDEAUX MÉTROPOLÉ



EMOTIONAL SIGNAGE



REDUCE THE DILUTION OF RESPONSIBILITIES





BREAKING
Install a sensory break to get people out of their bubble

IMPROVE SALIENCE



PREVENT THE REFLEX





ATTENTION
Modify signage to attract attention

DYNAMIC SIGNAGE



ALERT & INCREASE VISIBILITY





SLOW DOWN

Play on time pressure & encourage patience

CREATE USES



PROMOTE PATIENCE



PLAY ON AUTOMATISMS



DISSUADE



A photograph of a flock of sheep grazing in a field. The sheep are of various shades of brown and grey. One sheep in the center is looking directly at the camera. The background shows a line of trees under a clear sky. The text is overlaid on the bottom half of the image.

SOCIAL STANDARD
Make good behavior more attractive

CREATE NEW GESTURES



work to update Illinois' Road Rules Manual



GIVE REINFORCEMENT



HOW TO USE THESE INSIGHTS ?

ANALYZE RISKY BEHAVIORS

to understand the biases involved in your issue

DARE TO EXPERIMENT

test on a small area and dare to make disruptive proposals, inspired by nudge insights

MEASURE IMPACT



THANK YOU!