Smartphones are fun and useful. But they’re powerful tools of seduction. Every feature, colour and sound has been ‘optimised’ by teams of designers and psychologists to keep you hooked and coming back for more. And these persuasive designs are not only found in your smartphone, but also tablets, computers, gaming consoles, smart home appliances – you name it. Check out some of the persuasive design strategies below. How many of them look familiar?

**It rewards you for everything**

We all know that warm, fuzzy feeling when someone likes your post. Simple design tactics can feed into this sense of validation, even if it’s knowing that someone is typing a response.

- **The Tipping Bubble**
  An animated bubble that indicates someone is typing in real-time, building anticipation.

- **The Read Receipt**
  Sent/Delivered/Read. Visual cues to show the status of an email.

- **The Loot Box**
  Gaming currency or money that can be traded for various items.

- **The Like**
  Whether it’s a thumbs-up or a love heart, these features are the ultimate dispensation boost.

Can you think of an app where use of these design tricks is used?

**It makes you feel emotional**

Content that makes you feel fearful, disgusted, in awe, angry or anxious gets clicks and is most likely to become viral – whether it’s true or false.

- **The Click Bait**
  The use of over-typed, sensational, dishonest or misleading headlines designed to make you click and share.

- **The A/B Test**
  Different content can have different effects on readers. It offers look-alike engagement and features to headlines, layouts, designs and content based on which gets the most attention.

- **The Viral Meme**
  A combination of image and text, designed for quick shares. Catchy, hilarious, outrageous or cute, they provoke a reaction and hold your attention.

Can you remember the last time you shared something because it made you think “Wow!”?

**It makes you feel like you’re getting ahead**

Do you want to be more popular? Quantifying friends and interactions means that you will naturally spend more time online to try to expand your social circle.

- **The Experience Meter**
  A progress count on social apps and role-playing games that shows dedication to the platform.

- **The Follower Count**
  A simple way to display popularity within a platform.

- **The Like Count**
  Having your content shared by others is one of the strongest ways to indicate social acceptance.

Viral or not, reblogging, retweeting or otherwise promoting games that show dedication to the platform.

**It makes everything seem urgent**

Sounds and movements can create a strong sense of urgency. You may find yourself especially sensitive to alerts, vibrations and visuals.

- **The Switch**
  A simple way to display popularity within a platform. Click in to discover how many people know and care about you.

- **The Experience Meter**
  A progress count on social apps and role-playing games that shows dedication to the platform.

- **The Read Receipt**
  Sent/Delivered/Read. Visual cues to show the status of an email.

- **The Typing Bubble**
  An animated bubble that indicates someone is typing in real-time, building anticipation.

Can you remember the last time you clicked on a notification because it made you think “Wow!”?

**It makes you feel you need to keep going**

There is no dead end on the internet. Frictionless design combined with bottomless content means that you can stay online for hours even without thinking about it.

- **The Autoplay**
  An automatically played piece of content that serves you something new before you have a chance to turn away.

- **The Checkpoint**
  A tool that measures ongoing engagement and loyalty. Longer streaks are rewarded with visibility and generated pressure to compete with others, lose your streak and feel rushed to start over.

- **The Online Indicator**
  A visual cue to show others are available, ready and active online – even if that might not be the case.

- **The Infinite Scroll**
  A simple way to display popularity within a platform. Click in to discover how many people know and care about you.

- **The Typing Bubble**
  An animated bubble that indicates someone is typing in real-time, building anticipation.

- **The Read Receipt**
  Sent/Delivered/Read. Visual cues to show the status of an email.

Can you remember the last time you clicked on a notification because it made you think “Wow!”?