Six questions to ask yourself if you're designing to influence users' behaviour:

More design patterns to influence behaviour:

Segmentation & spacing

Can you divide your system up into parts, to change how people use it?

These individual seats replace a bench on the Paris Métro - meaning that someone cannot lie down or occupy more than one.

Defaults

297 x 210 mm

Custom...

Print Quality

Fast Normal
Draft
Fast Normal
Normal
Best
4800x1200-optimized dpi

Can you design your system so that what you want people to do is the 'default setting'?

With most printer installations, the default print quality is usually not 'Draft', even though this would save users time, ink and money

Simulation & feedforward

Can you give users previews of what the outcomes will be if they make different choices?

Interactive savings / loan simulators such as this from Yahoo! are increasingly common, and have the potential to influence user decision-making

What you've done

Can you give users different options depending on how they behave?

The 'Square Eyes' project by Gillian Swan restricts children's TV time based on the amount of exercise they do (measured by these special shoe insoles)

Metaphors

Efficiency Leaves

Can you use a metaphor of something that users understand to influence how they use your system?

Ford's SmartGauge uses 'leaves' to represent efficiency of a user's driving style

Framing

ESPRESSO
HOT OR ICED

	TALL	GRANDE	VENTI
CAFFÈ LATTE	2.60	3.15	3.45
CARAMEL MACCHIATO	2.90	3.45	3.75
WHITE CHOCOLATE MOCHA	3.05	3.45	3.75
VANILLA LATTE	3.30	3.85	3.90
CAPPUCCINO	2.90	3.45	4.30
CAFFÈ AMERICANO	2.60	3.15	3.75
	1.75	2.05	3.45
			2.40

Can you frame the choices available in a way that influences users' perceptions?

Starbucks' drink menu starts with 'tall', implied range of sizes to avoid the mediocre implications of 'small' or 'medium'

Try applying these to one of your user behaviour problems and see what ideas they inspire

Architectural
6 patterns
http://3.ly/dwia

Errorproofing
8 patterns
http://3.ly/dwie

Persuasive
10 patterns
http://3.ly/dwip

Visual
8 patterns
http://3.ly/dwiv

Cognitive
7 patterns
http://3.ly/dwic

Security
8 patterns
http://3.ly/dwis

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How to influence user behaviour:
Design with Intent