

# MINDSPACE Checklist

This checklist is a quick way to know if your nudge is effective enough to use in a real world setting. Each item below represents a type of nudge or intervention. Score each item 1-5 by checking the appropriate score. The higher the nudge score the more effective the nudge. Score items based on your own judgment. If your score is 35 or higher, your nudge is capable of affecting behavioral change.

## MINDSPACE Explanation

MINDSPACE is a way to change behaviors that result from contextual influences. It stands for Messenger, Incentives, Norms, Defaults, Salience, Priming, Affect, Commitments and Ego. With mindspace you can discourage some things (vandalism, littering, excess debt and excess absenteeism) and encourage others (volunteering, voting, saving for retirement, and increasing productivity).



### Messenger

People are heavily influenced by who delivers information

1	2	3	4	5
POOR		MEDIOCRE		GREAT



### Salience

People are drawn to information perceived to be novel and relevant

1	2	3	4	5
POOR		MEDIOCRE		GREAT



### Incentives

People are very loss adverse

1	2	3	4	5
POOR		MEDIOCRE		GREAT



### Priming

People are impacted subconsciously by environmental cues

1	2	3	4	5
POOR		MEDIOCRE		GREAT



### Norms

People are strongly impacted by their perception of what others are doing

1	2	3	4	5
POOR		MEDIOCRE		GREAT



### Affect

People go with their gut feelings; their first, emotional reaction

1	2	3	4	5
POOR		MEDIOCRE		GREAT



### Defaults

People go with the flow and tend not to change preset options given

1	2	3	4	5
POOR		MEDIOCRE		GREAT



### Commitments

People seek to follow through on our public promises

1	2	3	4	5
POOR		MEDIOCRE		GREAT



### Ego

People want to feel good about themselves

1	2	3	4	5
POOR		MEDIOCRE		GREAT

40 -45 = Grade A – Good to go!

35 -39 = Grade B – Proceed, but analyze the key elements that may be weak in MINDSPACE.

30 -34 = Grade C – Look for ways to improve the score in the areas that are weak in MINDSPACE.

25– 29 = Grade D – Make significant changes to adjust the MINDSPACE and re-score.

24 or less = Grade F – Make a new plan for the appropriate behavior change.

Total Score (1-45) =

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