UBC SAUDER
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Continuing Business Studies

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DIBS
Decision Insights for Business & Society

The EAST Framework

The Behavioural Insights Team (BIT) created the EAST framework to organize behavioural insights tools: Decision-makers are more likely to choose the option that is easy, attractive, social, and timely.

EASY

- **Defaults:** Provide a pre-set option people will tend to stick with
- **Simple messages:** Communicate information quickly & clearly
- **Reducing hassle:** Decrease time & effort needed for action
- **Checklists:** Provide simple step-by-step instructions
- **Call to action:** Highlight the take-away message & next step

ATTRACTIVE

- **Design:** Draw the eye with simple, clean layouts
- **Personalization:** Draw attention with pre-populated fields
- **Tailoring:** Include relevant information, cut irrelevant information
- **Smart incentives:** Provide effective rewards & penalties

SOCIAL

- **Descriptive social norms:** Explain what most people do
- **Injunctive social norms:** Explain what people should do
- **Public commitments:** Make people feel accountable to others
- **Trusted messengers:** Draw attention & are more influential

TIMELY

- **Deadlines:** Put an end to procrastination
- **Timely prompts:** Provide information just in time for use
- **If-then plans:** Include strategies for overcoming likely obstacles
- **Present vs. future:** People want benefits now & costs later

THE
BEHAVIORAL
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TEAM