

# Designing your Communication

## EAST Design Prompts

### Make it **EASY**

- ☐ Can we make the desired behavior the default choice?
- ☐ Can we break it into a checklist of smaller achievable pieces?
- ☐ Can we simplify or shorten the steps required to take the desired behavior?
- ☐ Can we highlight that the desired behavior is quick and easy and takes little time?

### Make it **ATTRACTIVE**

- ☐ Can we personalize the message, signaling that it was tailor-made for the recipient?
- ☐ Can we make the call-to-action obvious and easily findable?
- ☐ Can we use icons to make the message more attractive and get the point across quickly?
- ☐ Does the format and color used in our message promote understanding?
- ☐ Can we reframe not doing the desired behavior as an active choice rather than simple neglect?
- ☐ Can we highlight the costs of not doing the desired behavior?

### Make it **SOCIAL**

- ☐ Can we highlight whether a majority of individuals already do the desired behavior? If not for the population at large, then for a local community?
- ☐ Can we highlight how many individuals already do the desired behavior?
- ☐ Can we highlight that people like the recipient are doing the desired behavior?
- ☐ Does our message foster a sense of community related to the impact of the desired behavior?
- ☐ Is the level of formality or informality appropriate given who is sending the message?

### Make it **TIMELY**

- ☐ Does our message help the recipient plan to do the desired behavior?
- ☐ Does our ask have any kind of deadline? If not, can we create one?
- ☐ If this is a new iteration of a program, could you highlight that this is a fresh opportunity to engage in the desired behavior?
- ☐ Can we provide timely feedback on their progress toward the desired behavior?