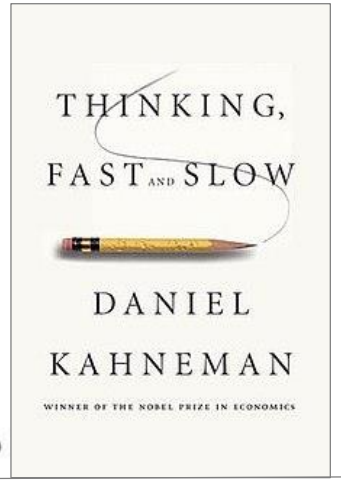
NSW GOVERNMENT

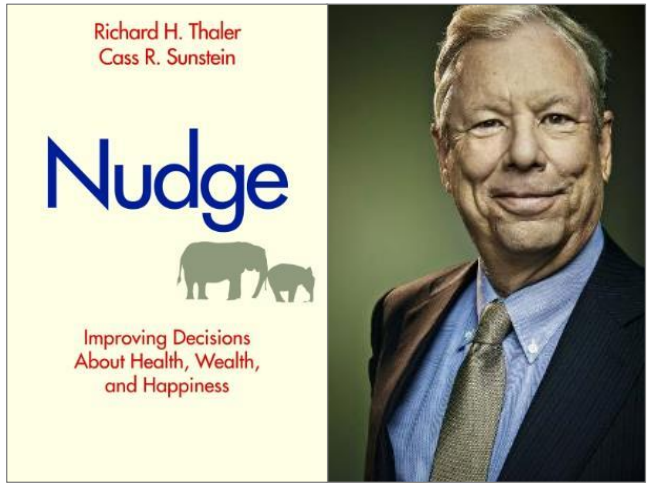
AdaptNSW

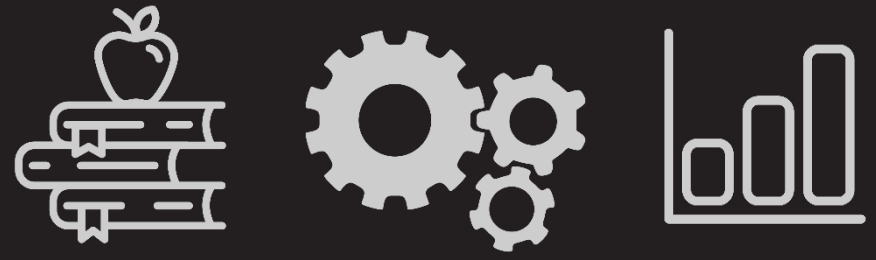


"It turns out that the environmental effects on behavior are a lot stronger than most people expect"

As designers of policies and services, how can we act on these heuristics and biases?

Choice architecture: Helping people make better choices by designing user-friendly environments



THE BEHAVIOURAL INSIGHTS TEAM

Behavioural insights are empirical findings about human behaviour that can be used to make public policy more effective