## Part 1

# When you post your first review on Google... and you never stop.

## Applying the EAST Behavioral Design Framework

**Spoiler**

Yes, I ended up leaving another review.

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Behavioral, CRO and Product Designer

# How it all began

A while ago, I decided **to post a simple review on Google** about a traditional Japanese restaurant that I love. I did it simply because I like it a lot.
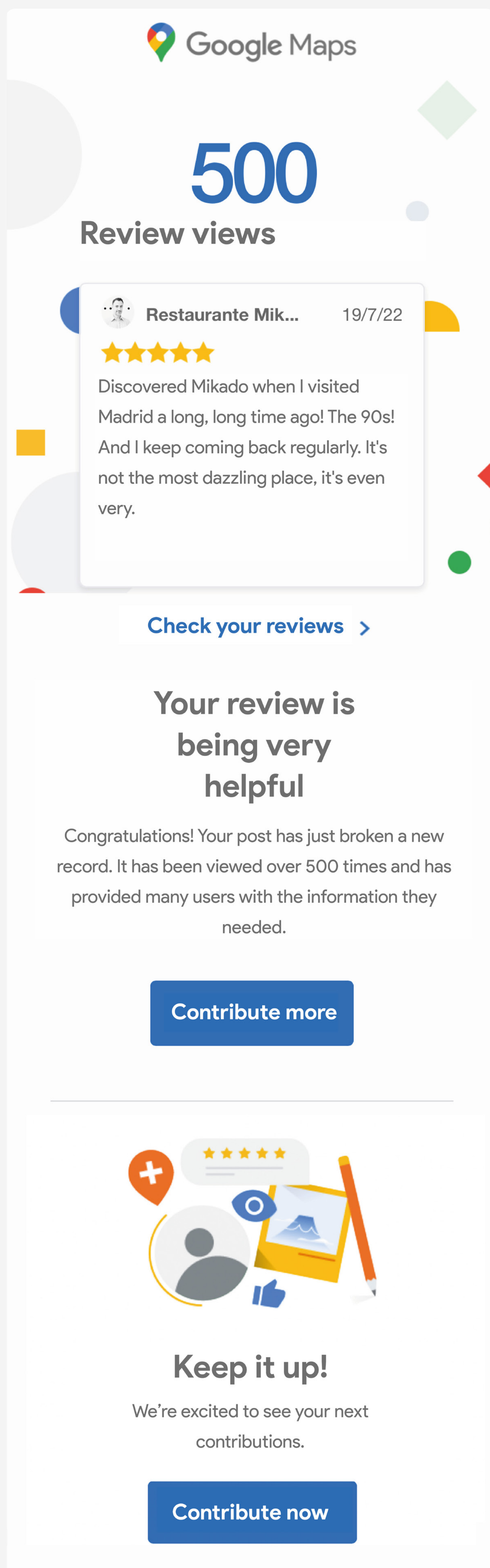
"And one fine day... this email shows up in my inbox!"

**Your review has reached 500** ⭐

**Spoiler**

As you can imagine, Google invests a lot of money in understanding its users and in Behavioral Design. On the next page, you can see the full email they sent me.

This is the Email I received.

If you want, take a look at it for a few seconds; it's surely full of 'little things' you've already detected. And, if not, I'll give you a hand.



Google Maps

# 500
## Review views

Restaurante Mik...   19/7/22
★★★★★
Discovered Mikado when I visited Madrid a long, long time ago! The 90s! And I keep coming back regularly. It's not the most dazzling place, it's even very.

**Check your reviews** ›

## Your review is being very helpful

Congratulations! Your post has just broken a new record. It has been viewed over 500 times and has provided many users with the information they needed.

**Contribute more**

## Keep it up!

We're excited to see your next contributions.

**Contribute now**

# But first… what is a framework for?

**Why knowing biases and heuristics is not enough** to generate behavior change.

A **framework gives us a clear model to follow**, like a good plan that guides every step.

The **EAST model, in particular, is easy to use and highly effective** for designing behaviors.

# Framework EAST

It's a **behavioral design model developed in the UK to influence behavior**, especially in public policies. It's based on creating actions that are:

✅

## Easy
Making desired actions simple and accessible.

🎉

## Attractive
Making options attention-grabbing and appealing.

⭐

## Social
Leveraging social influence.

⏰

## Timely
Presenting information at the right time to have the greatest impact.

# How has Google applied the EAST Framework to me?

I'll explain it **step by step on the next page.**

And then (if you feel like continuing), **I'll show you some other behavioral design tricks** that have worked very well (at least for me).
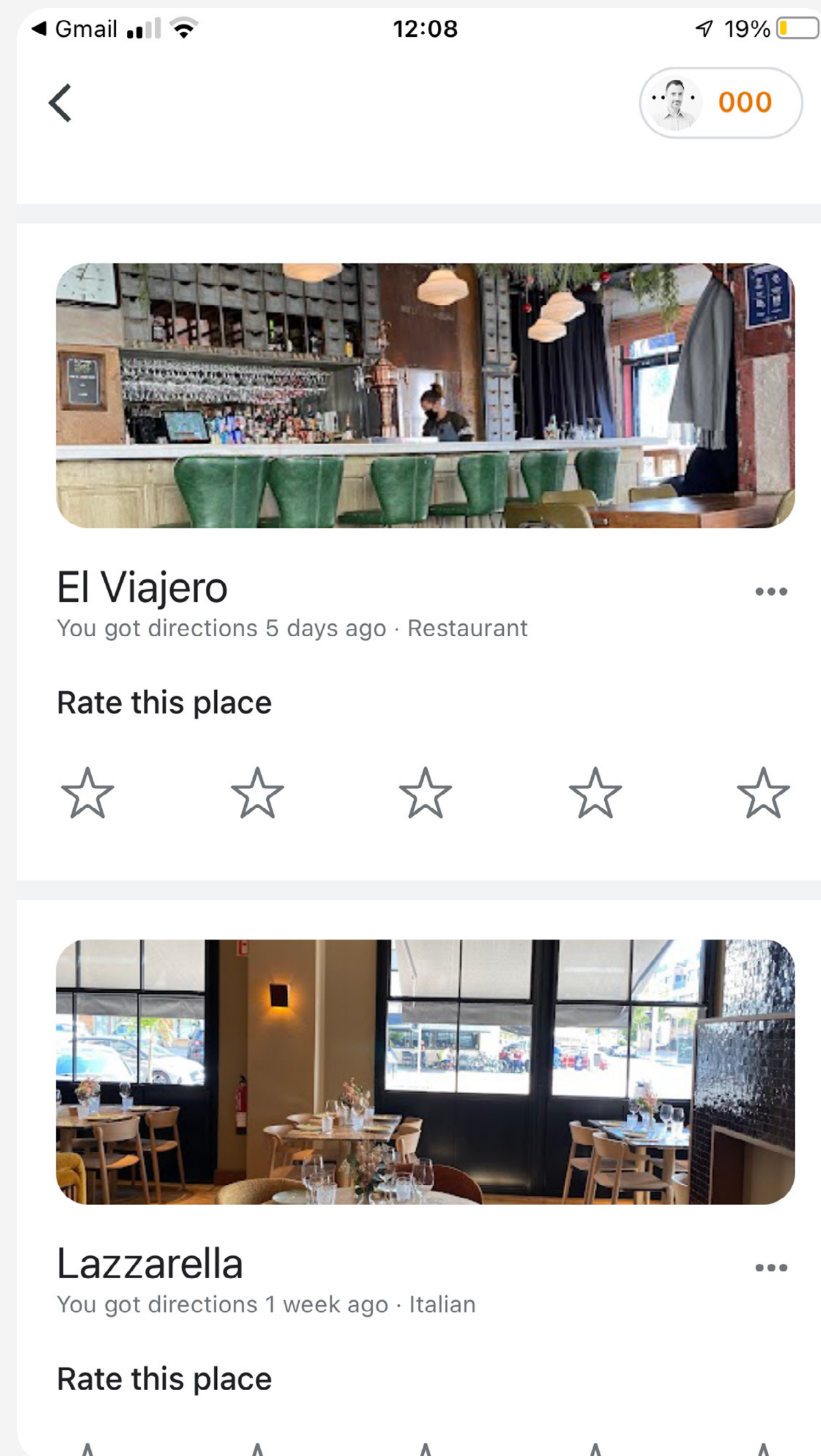
Let's go!

😇

# Easy

**By offering me places I recently visited and the accumulated views with just one click,** eliminating the need to search manually. This simplifies and facilitates the act of writing reviews.



**Contribute more**

**Contribute now**

When I click on these buttons, a view opens showing different places I've been to, ready to be rated.

🤔

While it might feel a bit intrusive, this approach simplifies the process of leaving reviews by removing the need to recall past visits, search for the location, or decide whether to give feedback.

# Attractive

**Designing an email that feels like a reward:** big numbers, stars, and congratulations that create a sense of achievement and motivation, like reaching a "milestone."



Google Maps

# 500
## Review views

Restaurante Mik...     19/7/22

★★★★★

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# Social

Reviews are, in themselves, **a social element that allows us to share our experiences to help other users.** Google reinforces this value by showing how many people have seen our opinions, making us feel that our contribution matters and that we're part of a community.
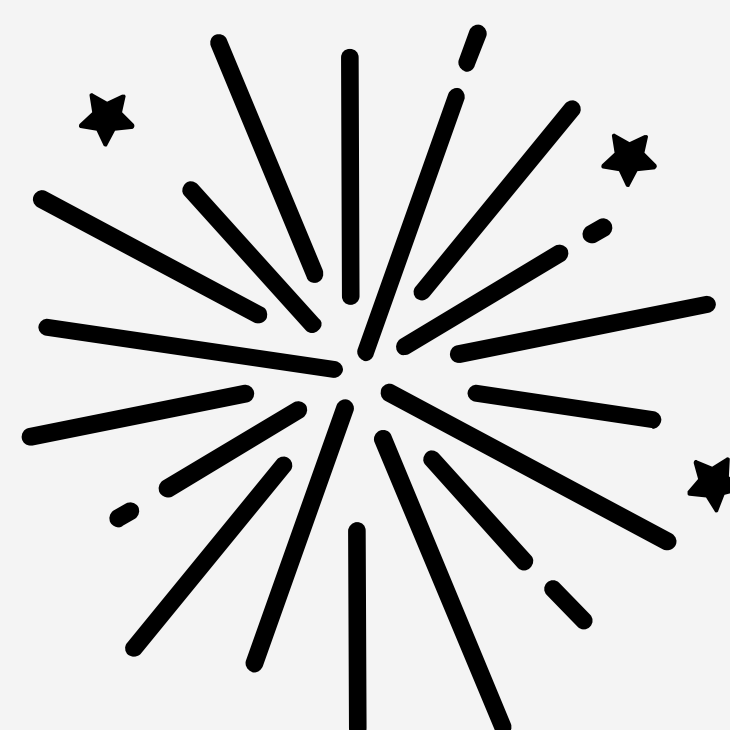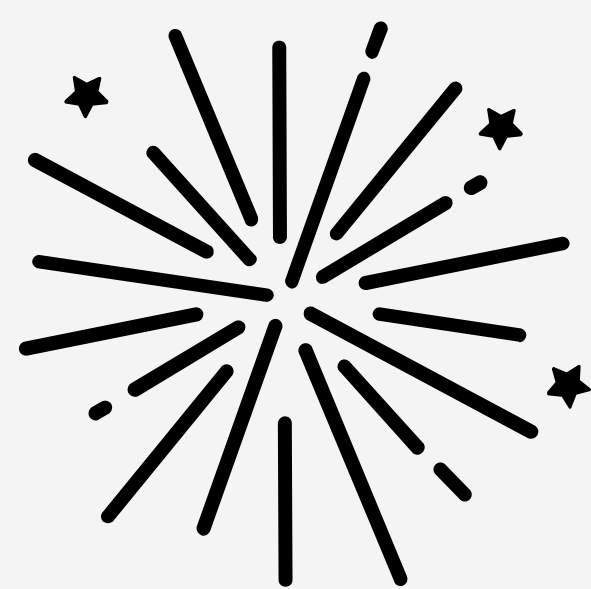
# Timely

**Sending me a notification right when my reviews hit a round and high number of views.** That little boost tempts me to post another review.

## 500

Views

## Awesome!

### Note

And yes, either out of curiosity or because they did it very well, I posted another review.

In summary, Google knows behavioral design and has applied the EAST framework to encourage me to keep posting reviews.

Understanding how frameworks like this work can empower you to design behaviors that truly make an impact.

It's that simple.

# In the next post, If you'd like, I'll share other behavioral design tricks Google has applied in that email.

**There's much more!**

🔔 Follow me and turn on notifications to make sure you don't miss any posts, and give me a "like" if you enjoyed it so it can reach more people.

👉 **If you'd like support in applying these strategies to influence behavior,** I'd be happy to help!

# Thank you very much for your time!

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