

Designed to Make You Want It

Name: _____ Date: _____

1 Read the fictional story

A fictional creator post says “I love this €12 drink kit!” with a small “ad” label. At checkout, a €3 extra is preselected and a timer says “Buy now.”

2 Look at the three cards

1

SMALL “AD” LABEL

2

€12 ITEM

3

+ €3 PRESELECTED

3 Work with the cards

1. What tells you the creator may have been paid?

2. If the extra remains selected, what is the full checkout price?

Use words, arrows or numbers to show your thinking.

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4 Think further

3. Name two design choices that push for a quick decision and write one pause rule.

5 Explain your answer

How can a company earn from your attention even before you buy?

Check your reasoning

CLAIM

EVIDENCE

ASSUMPTION

NEXT CHECK
