

Scale Up!

How we can leverage technology to test behavioral
concepts at scale

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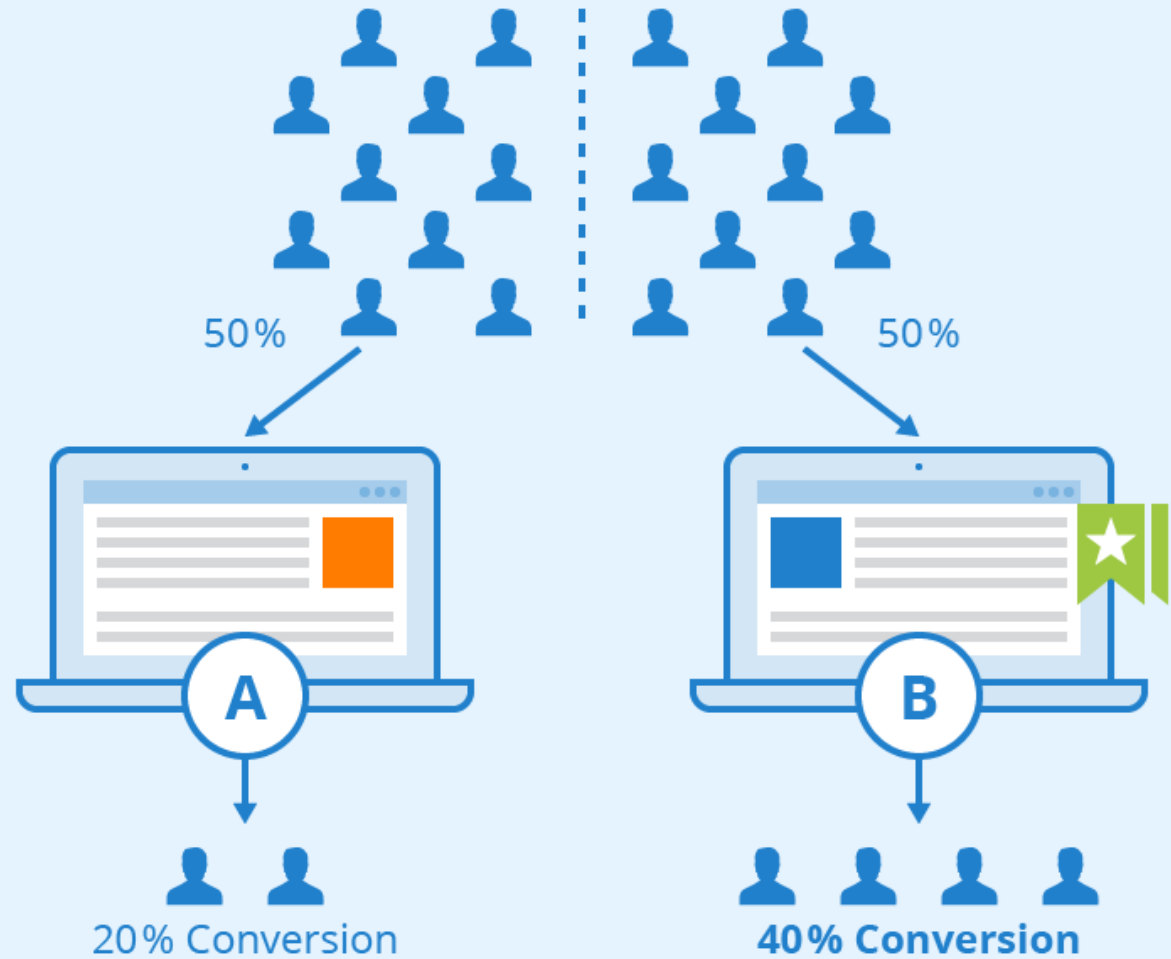
RideAmigos

Agenda

- Tactics
 - A/B Testing
 - Randomized Control Trial (RCT)
- Technical Implementation Strategies
- Examples

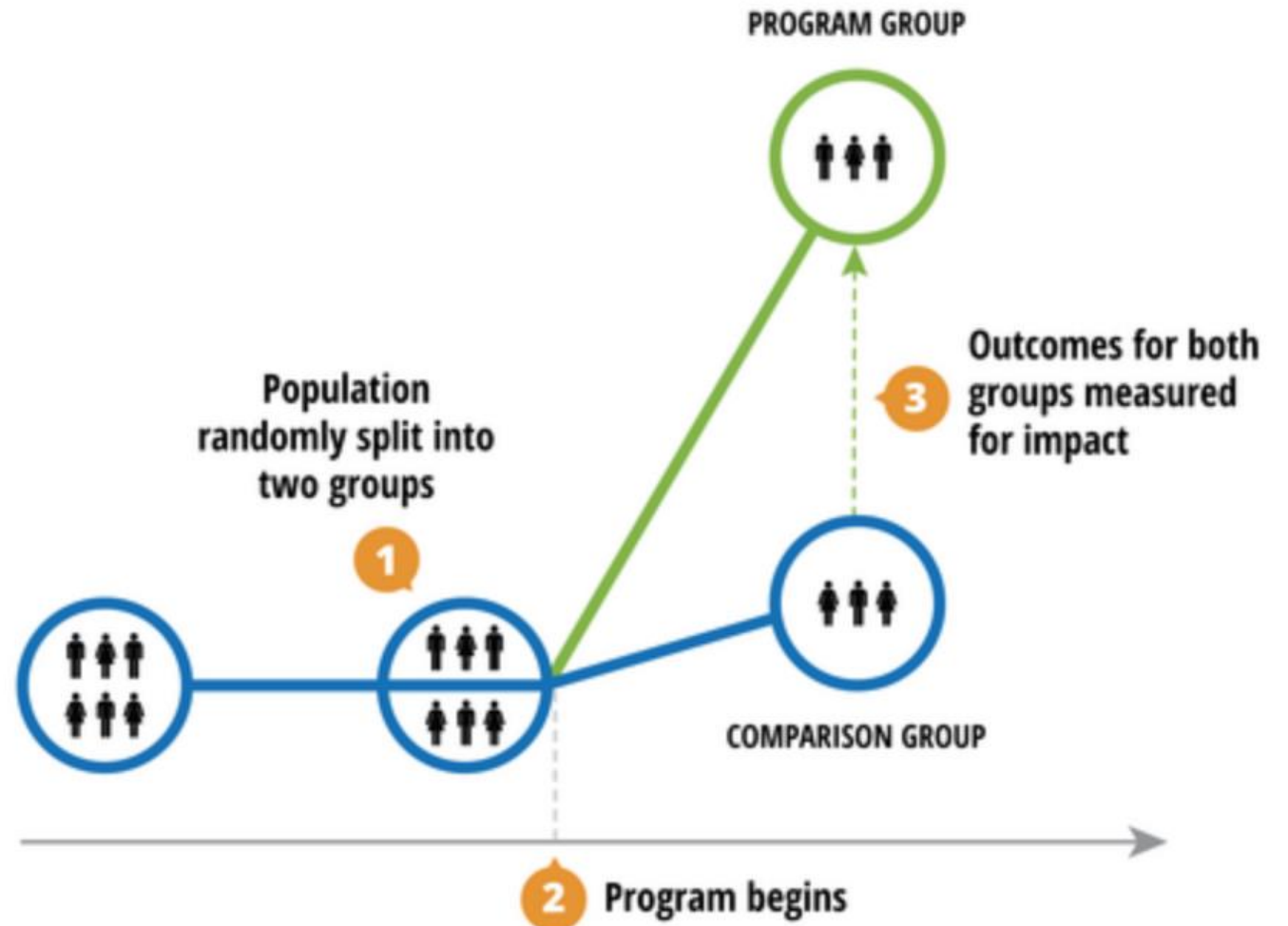
A/B Testing

- Randomized experiment with two variants
- No true control
- Typically tests the same intervention with a single variant



Randomized Control Trial

- Participants are randomized into various groups
- At least one group is a control
- May be blinded



Randomization

- Manual
- Upon registration
- Custom Implementations



Hidden Networks

- So users don't know and can't remove themselves!

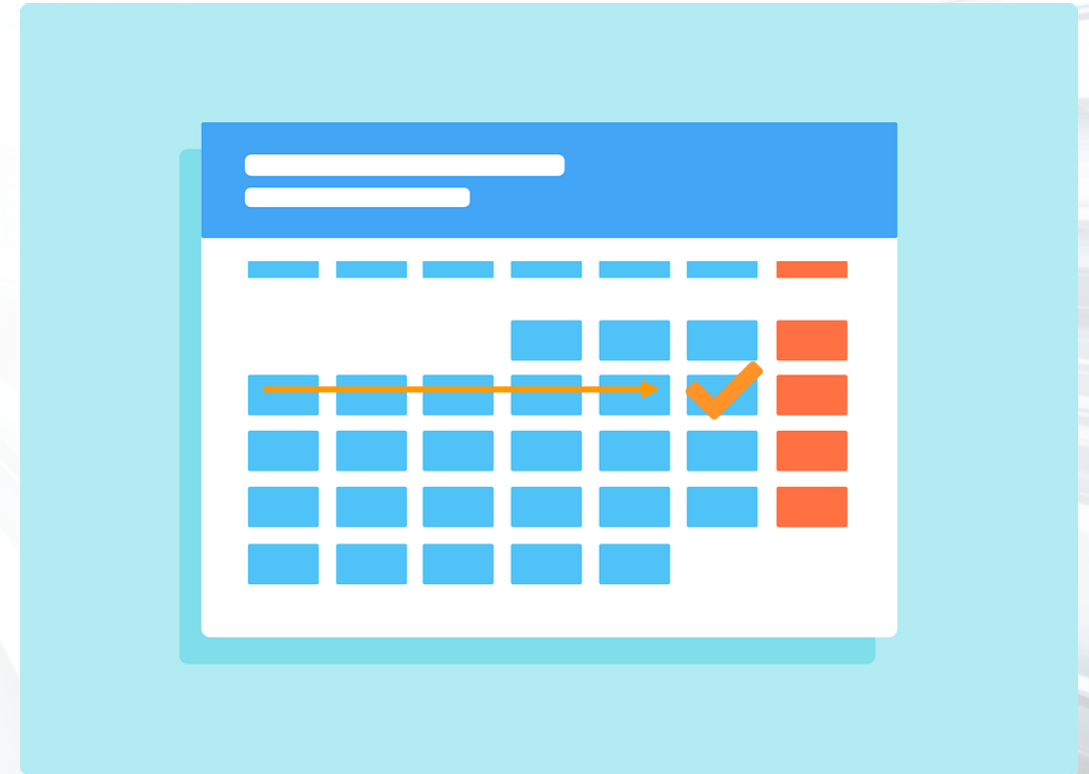
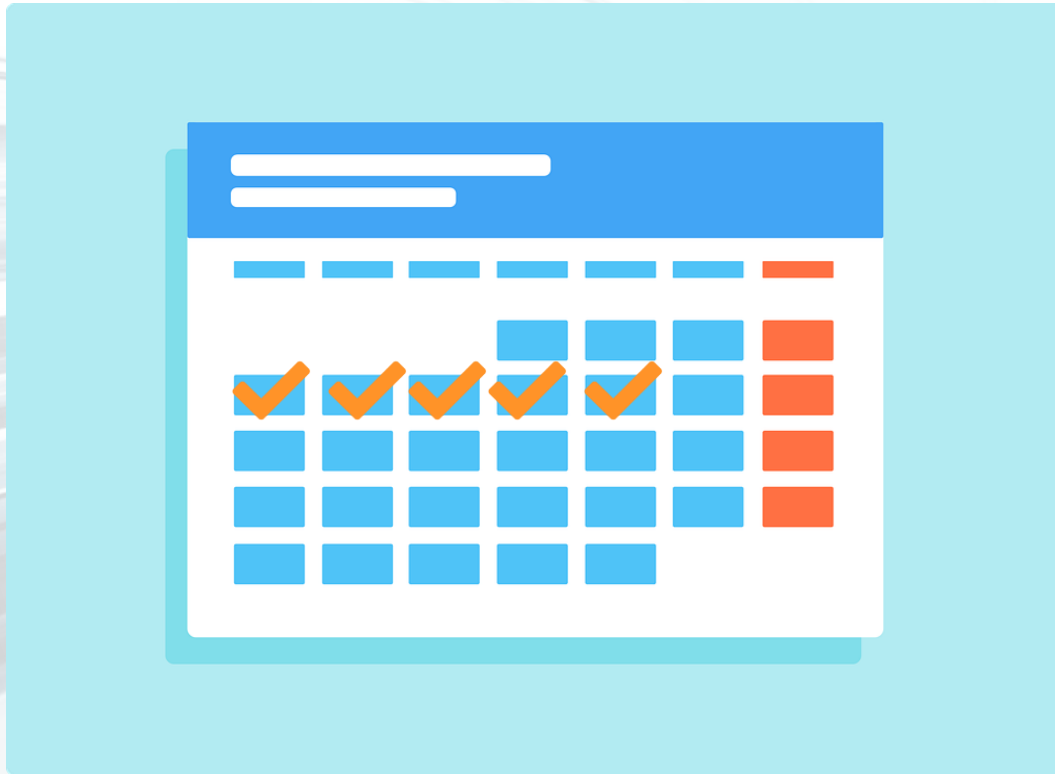


Interventions

- So - what exactly can you practice interventions with?
 - Incentives and point programs
 - Communications
 - Customizations



Example 1: Daily rewards vs. Streaks



Example 2 - Testing the impact of a commuter commitment

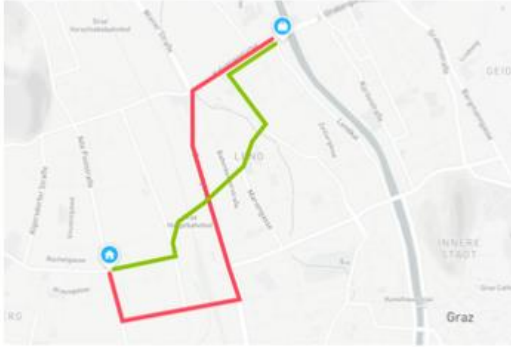


Example 3 - Personalized Recommendations





rideamigos

Reveal your personalized route to avoid parking pains and save money.

Based on your home's location, we recommend you **walk** (14 min) to NC Central campus




LEGEND

-  Bus
-  Bike
-  Car
-  Person


[SEE YOUR ROUTE TO NCCU](#)

Save




Your Money

Driving less means more money in your pocket. Extra €173.04 saved each year.



Your Health

Driving less means more exercise. 30571 calories burned each year.





Your Environment

Driving less means less pollution. 248 pounds of CO2 prevented each year.

Earn points towards your ADL reward!

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You can try it too!

Get in touch with your ideas.

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