

The 6 UX Principles of the 4 Tendencies

	17% Rebel Reject outer & inner expectations "You can't make me and neither can I" Famous example: Peter Pan	41% Obliger Meet only outer expectations "You can count on me; and I'm counting on you to count on me" Famous example: Pam from The Office	24% Questioner Meet only inner expectations "I'll comply- if you convince me why" Famous example: Batman	19% Upholder Meet both inner and outer expectations "Discipline is my freedom" Famous example: Hermione Granger
1. They rely on	Neither themselves nor the interface "I want to be making as few decisions as possible. But not reaching the point where a machine is deciding my life for me, because I probably wouldn't engage with that."	The interface "I don't want to be responsible for it, I want the app to do it for me."	Themselves "I don't feel a motivation board is needed because you already know your motivations in life. They're in your head. I don't know if you need to have them in an app."	Both themselves and the interface "It could be fun to have the app make those decisions for me, as long as I could switch them out- that would be more my thing."
2. They're motivated by	Freedom and Exploration 'I can't necessarily just do stuff on command.'	Directive empathy "If it's not targeted towards you, it doesn't really mean anything. It's not forcing you."	Autonomy "It just seems a bit condescending. Because it feels like you're doing something for the owner of the app, not for yourself."	Symbiotic engagement "If I'm gonna use an app to help me with a goal, I wanna make sure that every single thing can be in that app. I just want a one stop shop."
3. They play the role of	Explorer They seek the freedom to explore and navigate an interface without being directed by either internal or external influences	Adherer They conform to external instructions while also relying heavily on the interface for guidance and decision-making; they adhere to and rely on the interface.	Determiner They determine what they need from an interface and make decisions on whether it conforms to their internal expectations.	Discerner They rely on the interface to help with their task but they also rely on themselves, so must discern between the two and which information & expectation is most accurate and relevant.
	Description			
	Design			
4. The design features should	Feel low commitment and be interactive "This interactive features is great. It also gives me an incentive to open the app every day. But it also doesn't have massive stakes, so I wouldn't get too stressed out about missing it."	Be reward-based "I want people to give me praise."	Feel specifically chosen for them "I don't mean something that's just slightly related, it has to be quite specific for me to click on."	Not be gimmicky "I don't like that it gamifies the app. It's not for me, because I would rather already know what the tip is. I don't know why I need to tap."
5. The user flow should feel	Open-ended "I also like it when it's telling me to do something, but in a roundabout way"	Easy 'I want the most basic version of something. I want something to be really easy'	Quick 'I don't like it when you have to like click on things to get to other things'	Systematic 'Every time you log in (to the app) your goals are visible, and then from the goals you can set up sub-tasks. It's a very regimented way of managing goals.'
6. Communicate with	Example over instruction 'Seeing what other people are doing would motivate me, but if someone told me "you need to do this," I then wouldn't feel like I would want to do that.'	A personal and authoritative tone 'But I'm not going to be motivated by my own words, I want someone else to tell me'	Concision 'I don't love when apps are like 'you're doing great.' It's just a bit condescending. Whereas this (style of copy) is very much just it.'	Correct and relevant information 'Instant information. I don't mean lots of data or lots of information. I mean the information that I've downloaded this app to get, needs to be there bang on the first page.'