



What directly engages our emotions?*

- Narrative / Story
- Humor
- Surprise
- Delighters
- Visual Imagery
- Affect Heuristic
- Sensory Appeal

** more accurately, what excites or arouses the brain?*

What motivates us?

- Appropriate Challenges
- Curiosity
- Control / Autonomy
- Fantasy (Story)
- Competition
- Cooperation
- Reputation / Status
- Self-Expression
- Limited Access (exclusivity)*

What encourages or discourages us?

- Achievements
- Variable Rewards
- Feedback Loops
- Limited Access (exclusivity)
- Collecting
- Periodic Events
- Sequencing
- Shaping
- Triggers

What influences our decisions?

Scarcity	Ownership Bias
Social Proof	Loss Aversion
Authority	Periodic Events
Gifting / Reciprocity	Set Completion
Limited Choice	Status Quo Bias
Limited Duration	Need for Certainty
Commitment & Consistency	

The Mental Notes Behavior Cube

What motivates specific behaviors?

What shapes memory and perception?

Pattern Recognition	Endowed Progress Effect
Conceptual Metaphors	[Faces] / Gaze cueing
Feedback Loops	Chunking
Visual Imagery	Uniform Connectedness
Narratives	Recognition over Recall
Peak-End Rule	Serial Position Effect
Priming	Value Attribution
Anchoring & Adjustment	Contrast
Framing	Familiarity Bias
Duration Effects	Aesthetic-Usability Effect
Juxtaposition	Positive Mimicry