# Persuasive Technology for Human Well - Being: Decreased Littering

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## Abstract

Littering is generally anti social as well as a harmful attitude. The impact of littering affects visual disturbance, yet considered unhealthy and could destroy the living systems as well as our nature. Litter causes problems not only to the environment but also economy, tourism and social. This behaviour should be changed against the nature and the future of our world. The author considers the theory of persuasive technology to find the solution through persuasive machine. This study is trying to bridge the gap between the persuasive machine and the experience of littering impacts toward the nature in persuading people to change their environmental behaviour. The conceptual design of the persuasive machine is based on the theory of gamification, which is provided to change human attitude and motivate them in doing particular task through playful and meaningful activities.

The study developed an interactive prototype of garbage can "MomoBin" as a tool to foster nature awareness. The primary goal of MomoBin is to influence people through the cognitive aspect of human brains to achieve the anti - littering behaviour. The design behind MomoBin is inspired by the game Tetris from the designer Alexey Pajitnov. MomoBin stimulates people to throw their trash in the garbage can by making this task enjoyable and fun.

**Keywords:** Persuasive Technology, Gamification, Experience Design, Human Interaction Design, Behavior Change Strategies, Littering