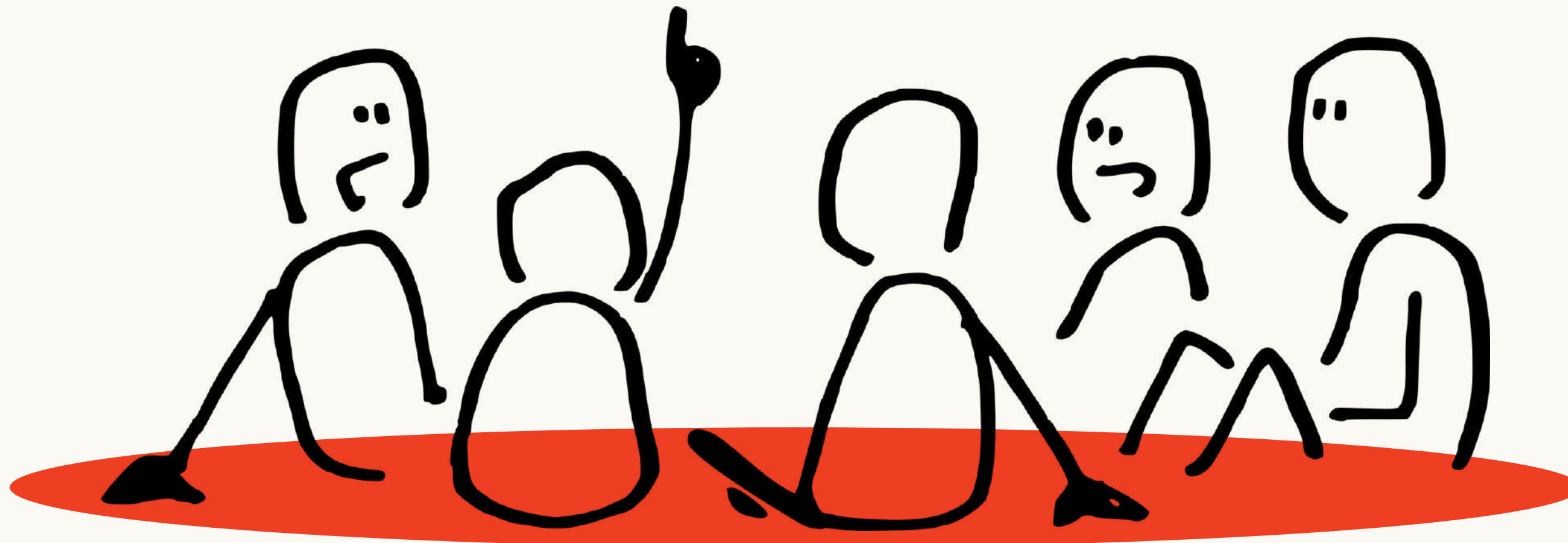


NUDGE Studio design challenge



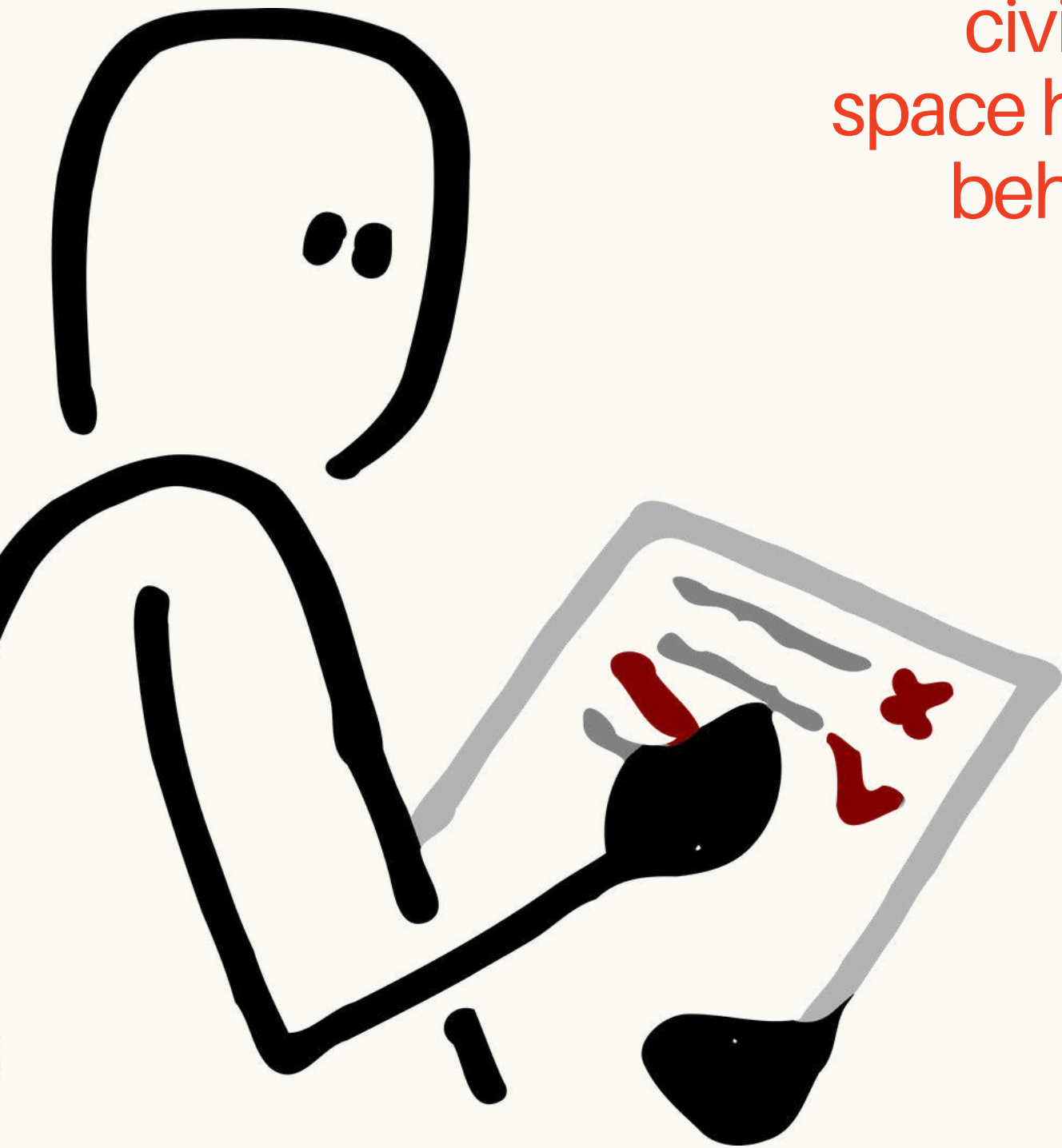


Welcome to **NUDGE Studio**, an innovative three-month **design challenge**, where you are invited to solve for the Global South. We invite multidisciplinary teams to move beyond surface-level symptoms to diagnose the true behavioral barriers that shape human decisions, applying the science of human decision-making to solve pressing real-world problems.

Unlike traditional hackathons that often focus on building a technical product quickly, **NUDGE Studio design challenge** prioritises understanding the 'why' behind human behavior. We move beyond assumptions to uncover the hidden barriers - the cognitive biases, social influences, and contextual factors, that prevent people from making positive choices. Participants explore and apply a structured, evidence-based process to design ethical, effective, and scalable interventions.



Why NUDGE Studio design challenge?



Behavioral science has evolved from a purely academic discipline into a critical toolkit for creating tangible impact across diverse sectors, including health, finance, education, and civic participation. Many pioneers in the behavioral sciences space have demonstrated how a deep understanding of human behavior can revolutionise problem-solving, achieving rapid, high-impact results that traditional methods often miss.

A complex truth in behavioral science: a 24-48 hour sprint simply cannot fix deeply rooted behavioral challenges. These are often 'insight problems' where the real struggle is framing the question correctly—a task that requires extensive observation, research, and deep thought. We built the **NUDGE Studio design challenge** to solve this. Its deliberately extended, three-month structure provides the necessary runway for the rigorous research and iterative learning that true behavioral design demands.

Who should participate?

→ **Students, enthusiasts and BeSci practitioners**, who want applied experience and to deepen their understanding of human decision-making.

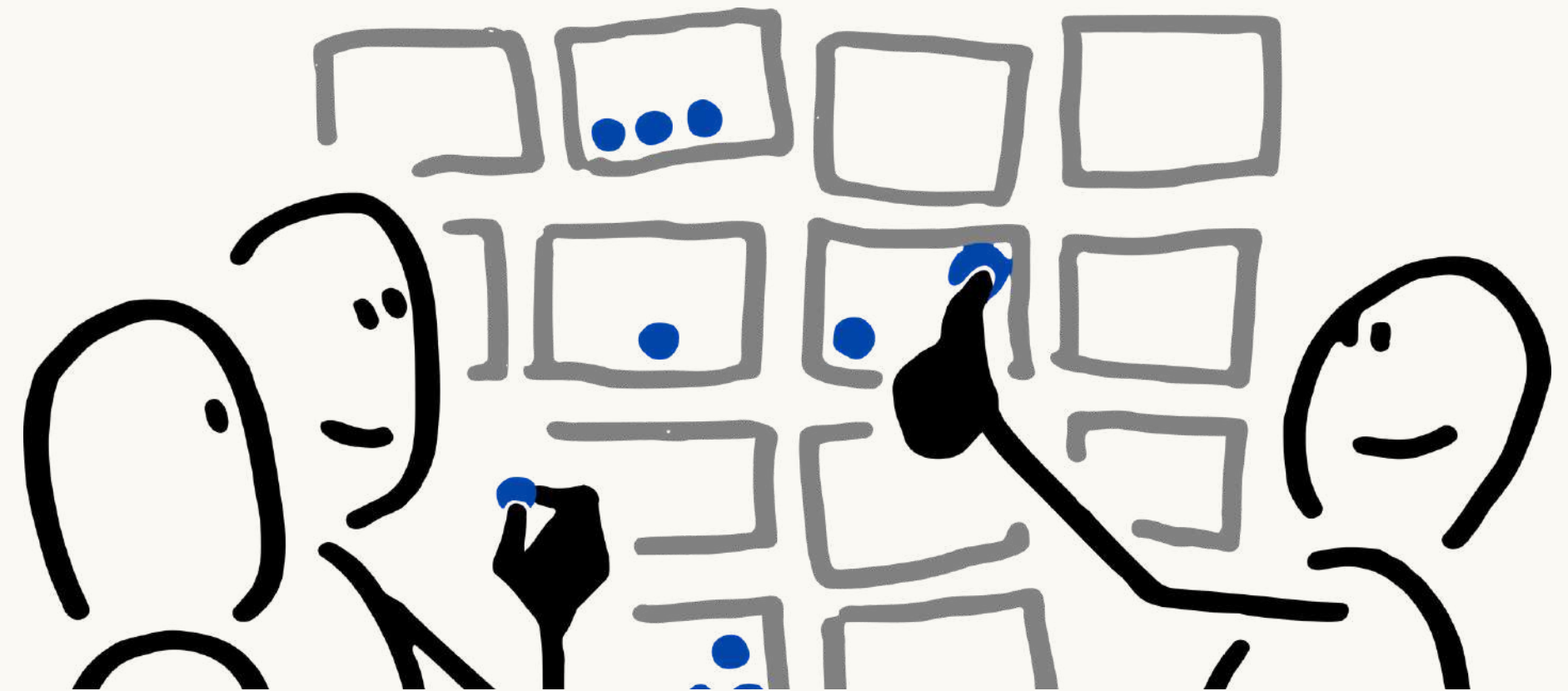
→ **Public policy professionals and social entrepreneurs** driven to tackle complex societal problems with evidence-based solutions.

→ **Marketers and data analysts** interested in ethically driving behavior change and understanding its underlying mechanisms.

→ **UX researchers and product designers** looking to enhance their skills in behavioral change and user-centric intervention design

→ **Domain experts and community representatives** with invaluable sector-specific knowledge to contribute to real-world challenges.

Your 3-month journey



Phase 1: DIAGNOSE (Weeks 1-4) - The deep dive

- **Goal:** Move beyond surface-level problems to create a comprehensive "behavioral diagnosis," understanding not just what people are doing, but why.
- **Deliverables (November 29, 2025) :** A detailed Behavioral Diagnosis Report, including the outcomes from diagnosis and a draft Behavioral Problem Statement.

Phase 2: DEFINE (Week 5) - Framing the challenge

- **Goal:** Synthesise extensive research into a single, specific, actionable, and human-centred problem statement, focused on a single behavior.
- **Deliverables (December 06, 2025):** A clear Behavioral Problem Statement and a Defined Target Behavior with a Measurement Plan.

Phase 3: IDEATE (Week 6) - The intervention engine

- **Goal:** Systematically apply a "toolkit" of behavioral principles to generate a wide range of potential intervention concepts.
- **Deliverables (December 13, 2025):** An Intervention Design Concept featuring 2-3 candidate interventions with a clear behavioral mechanism and a draft test plan.

Phase 4: PROTOTYPE (Weeks 7-10) - Prototyping for reality

- **Goal:** Transform ideas into tangible, testable low-fidelity prototypes for rapid, low-cost experimentation and early validation.
- **Deliverables (January 10, 2026):** Prototype Test Documentation and a functional prototype ready for real-world testing. This phase includes a Demo Day (invite only for 10 pre-finalists per brief, based on earlier submissions) during the first week of January 2026 to share prototypes and receive feedback.

Phase 5: TEST & REFINE (Weeks 11-12) - The moment of truth

- **Goal:** Measure the real-world impact of the intervention and refine it based on evidence.
- **Deliverables (January 24, 2026):** Pilot data and learnings log, an Implementation and Scale Plan, and a Presentation Deck showcasing the entire process from diagnosis to tested solution, complete with evidence and a plan for potential scaling.

Phase 6: SHOWCASE (at BC2026)

The top three teams (invite-only!) for each brief, based on their stellar Phase 5 submissions, will take the stage to present their groundbreaking ideas to the selection panel during BC2026 and claim the ultimate victory!

Your 3-month journey



Starts on November 01, 2025

NUDGE Studio design challenge is structured around a phased, multi-stage process, that systematically guides teams from a broad problem statement to a tested behavioral intervention.



APPLY NOW!!

To participate in the **NUDGE Studio design challenge**, you will choose to tackle one of three critical, real-world behavioral briefs.



Financial resilience paradox

BRIEF #01

The problem of inadequate emergency savings among low- and moderate-income (LMI) households, is a critical bottleneck to global **financial resilience**. While the last decade has seen a commendable surge in financial inclusion - the successful provision of access to formal financial products, often through mobile money and digital platforms—this achievement has failed to translate into a proportional increase in genuine financial resilience. The core of the problem lies in the disconnect between **access** to a savings account and the **behavioral capacity** to consistently use it for building a sufficient, liquid emergency fund. The challenge is fundamentally not one of **opportunity** (access), nor solely one of **capacity** (income constraint), but rather one of **human decision-making** influenced by cognitive biases and contextual friction.



Design a product, service, or program to increase the stock of liquid emergency savings among low- and middle-income households.

Design solution criteria

Impact (40%): Demonstrable increase in the number of users who maintain a 1-month equivalent emergency fund for at least 6 months.

Affordability (10%): Near-zero cost for the end-user.

Feasibility (20%): Deployable with existing mobile money or community banking infrastructure.

Ethics (30%): Must include an opt-out mechanism and transparent communication about how the savings are secured.

Climate adoption chasm

BRIEF #02

The insufficient adoption of climate-resilient agricultural (CRA) practices by smallholder farmers is a profound systemic failure, transforming climate change from a projected threat into an immediate, devastating reality. This failure persists despite clear **economic benefits**, such as higher yields and stability, and frequent **policy incentives**, including subsidies for inputs or labor. The problem is not a deficit of technical knowledge or available technology, but rather a complex entanglement of psycho-social factors that collectively block the farmer's decision-making process. This behavioral chasm prevents the transition from **knowing** a practice is beneficial to **adopting** and **sustaining** it.

Design a scalable behavioral intervention that encourages the adoption of high-impact, climate-resilient farming practice. The solution must bridge the gap between initial information delivery and persistent behavior change necessary for long-term sustainability.

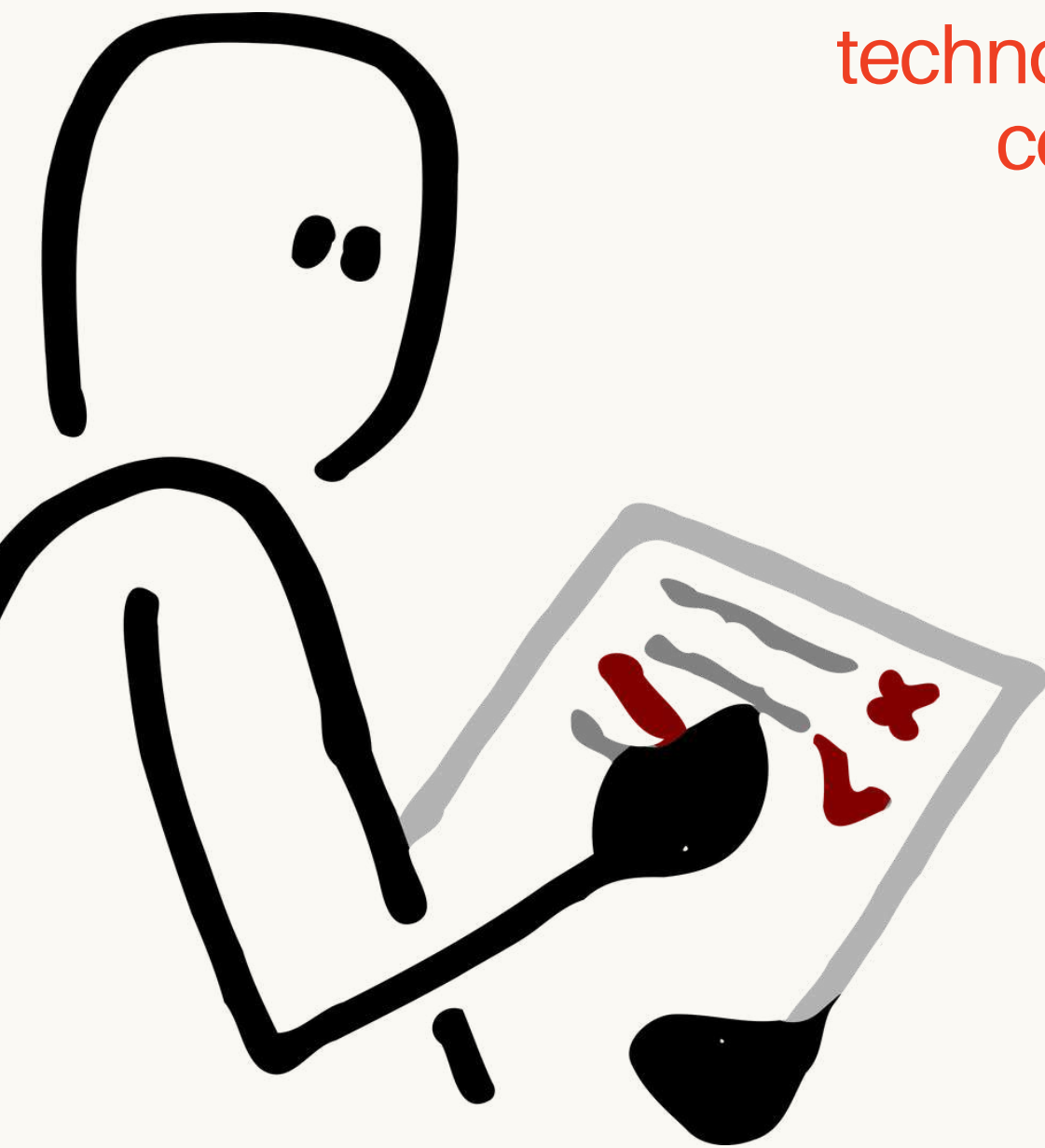
Design solution criteria

Impact (40%): Demonstrated adoption of the target practice by at least 30% of a defined farmer cohort within one planting cycle.

Affordability (10%): Focus on leveraging existing agricultural extension services or microfinance groups.

Feasibility (20%): Must be culturally sensitive and adaptable across different cash/staple crops.

Ethics (30%): Must ensure that farmers fully understand the financial risk and potential reward, avoiding predatory financial products.



Voice of the village

BRIEF #03

While legislative mandates, such as **mandatory gender quotas** in local governance (e.g., Panchayats in India or local councils across many developing nations), have successfully addressed the **numerical deficit** of women in politics, a critical, second-generation problem persists: **symbolic representation**. Women are elected, fulfilling the descriptive norm (what people do/the legal requirement), but their actual influence on policy, resource allocation, and political discourse remains severely constrained.

The challenge is therefore behavioral, requiring interventions that fundamentally shift both **descriptive norms** (observed behavior) and **injunctive norms** (social approval and expectation) within political systems and communities.

Design an intervention within local governance or economic cooperative settings that measurably increases women's public speaking and decision-making authority.



Design solution criteria

Impact (40%): Measurable increase in the proportion of women's airtime/speaking minutes and their proposals being adopted in public meetings.

Affordability (10%): Solution is low-tech and focuses on procedure/process change rather than expensive infrastructure.

Feasibility (20%): Easily trainable for local facilitators and community leaders.

Ethics (30%): Must be a positive, non-shaming intervention focused on changing group dynamics, not singling out individuals for punishment.

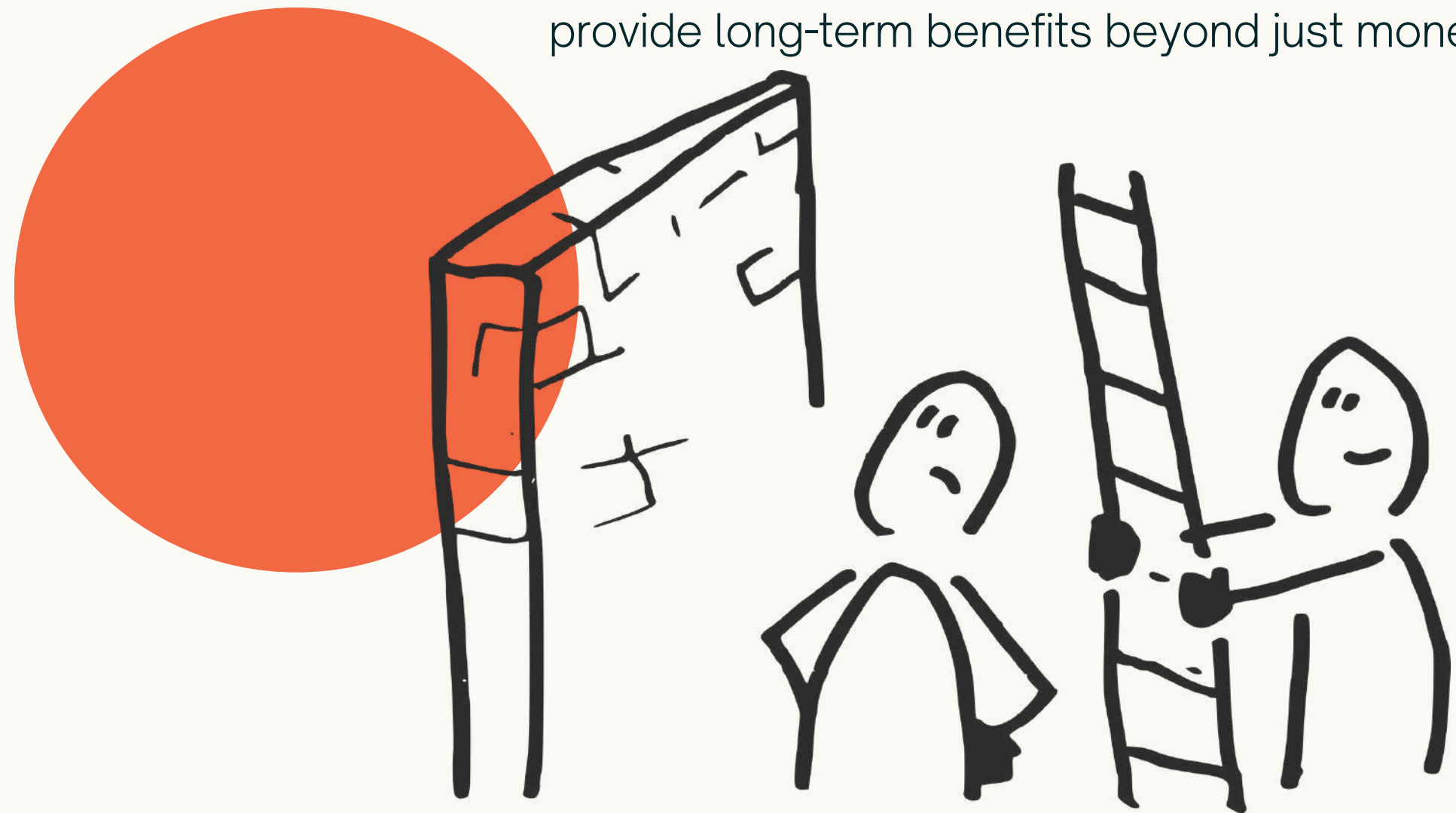
What is in it for YOU?

3 Golden Tickets: ₹30,000 INR per Winner!

For each of the three distinct challenge briefs, we will crown a winner who will walk away with a ₹30,000 cash reward for their winning solution.

Impressive Prize Pool ₹3.3 Lakhs

All pre-finalists receives amazing offers designed to accelerate your career and expertise - rewards that provide long-term benefits beyond just money.



NUDGE Studio design challenge aims to deliver:

- Evidence-backed interventions ready for pilot implementation.
- Cross-disciplinary networks fostering ongoing collaboration and lasting connections within the behavioral science community.
- Scalable solutions for significant societal issues in health, finance, education, civic participation, and social good.
- Positive, sustainable change through subtle prompts, default options, and friction removal rather than mandates or punishments.

Beyond the finish line

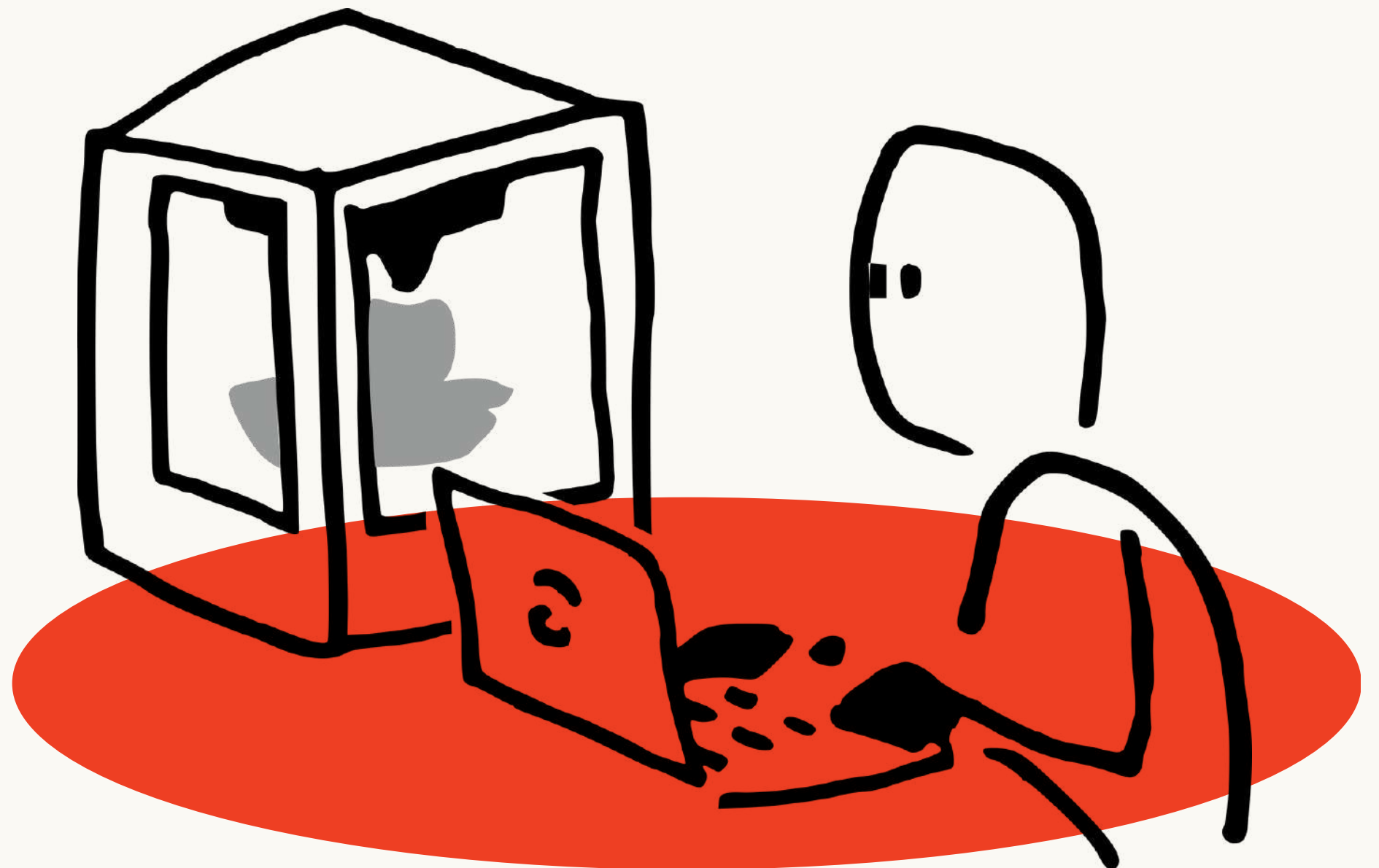
Outcomes

and impact



REGISTER NOW!!

[Click here](#)





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