

## Participant Persona



- May have prior negative experience with criminal justice system and mistrust authority
- May lack support systems (people and systems) and be isolated from the community
- History of offenses and potentially a number of risk factors

## Nudge 1: Court Link Community

- Cost
- Time
- Scalability



- Organise weekly social events where current and past participants can be introduced and form new social ties (form new norms and positive bandwagon effect)
- Past participants who are doing well can opt into be 'community support mentor'

## Nudge 2: Weaving Digital Ties

- Cost
- Time
- Scalability

- Participants who do not have access to a mobile phone may be given one as an incentive to participate and remain in the program (temptation bundling)
- Ensures they are able to receive reminder messages, can video conference when they cannot make appointments and know to always answer their Court Link phone
- Draws attention to program via phone reminders (salience)



## Police/ Police Prosecutor Persona's



- Care about victim
- May have perception of restorative justice being 'soft on crime'
- Delivers information to victim
- Busy and focused on clearing matters



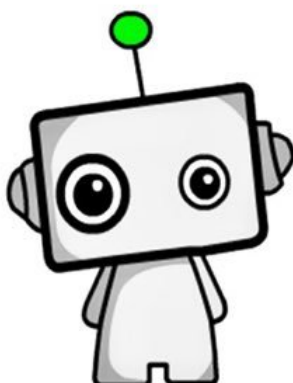
**Victim**

- Conference can be a highly stressful situation
- May be lacking information

## Nudge 3: Victim-Focused Communication

- Cost
- Time
- Scalability

- Objective: Increase referrals to ARJC and agreement of victims to participate
- Internal police internal newsletter to contain information about the benefits of ARJC for victims, including case studies and underlying impact (messenger and affect)



- Cost
- Time
- Scalability

## Nudge 4: Hi, I'm RJ

- Chat bot available for police and police prosecutors to ask questions about ARJC and the process (salience)