

Project Case

Analyse

Ideate

Explore

Feasible Intervention ideas

1

CURRENT BEHAVIOUR CHAIN

Identify the current behaviour and its associated thoughts and self-argumentation.

Current Behaviour:

Thoughts and Self-Argumentation:

Chain of Actions:

NEW BEHAVIOUR CHAIN

Identify the new behaviour and its associated thoughts and self-argumentation.

New Behaviour:

Thoughts and Self-Argumentation:

Chain of Actions:

TARGET AUDIENCE & PHYSICAL CONTEXT OF BEHAVIOUR

Identify the target audience and the physical context of the behaviour.

Individual Factors:

Social Factors:

Physical Context:

2

Intervention Design

Put an Intervention Design Card in a container and generate ideas.

Use the keywords to help you generate ideas.

An Intervention consists of other ideas, words, thoughts, and actions.

Old card contributions will occur - try to generate ideas around the Intervention Design Card.

You can use words, one or more images, or a combination to describe an intervention - the idea is not exhaustive - feel free to think of more words.

3

BUILD ON, EVALUATE, AND FILTER IDEAS

through the following questions for each of your intervention ideas

Is it legal?	Can you make it legal / change law?	Can you adjust parts of the intervention to make it more ethical / acceptable?	Can you improve the target audience's ability? Can you modify the intervention to align with the target audience's level of ability?
Are there enough resources for this solution?	Does the target audience have adequate level of ability / or the wanted behaviour?	Is there a acceptable low risk of large audience being distracted before, during or after intervention, that can result in unwanted behaviour?	Can you adjust or add something to this intervention to ensure the target audience's attention? Can you adjust parts of this intervention to align with the target audience's unconscious behaviour?
Does this solution take advantage of unconscious / automatic behaviour?	Can you take away or change the behaviour / element without compromising the solution?	Can you use the principles / risks of this intervention and convert it to an intervention that elicits unconscious behaviour?	Can you use the principles / risks of this intervention and convert it to an intervention that elicits unconscious behaviour?
Is the solution unnecessarily burdensome or unpleasant?	How would you react to this solution yourself if you were exposed to it?		

Feel free to change or add parts of the questions.

Project Title

Project Responsible

Overall Wanted Behaviour

CURRENT BEHAVIOUR CHAIN

Current, Unwanted Behaviour

Break down the unwanted behaviour into separate steps of action.

Optional: Link actions to rationalization

Use the Draft sheet - then copy the final version to this sheet.

First Action



Chain of Actions

Thoughts and
Self-Argumentation

NEW BEHAVIOUR CHAIN

Leave blank in step 1.

In step 3: create the new behaviour chain - include intervention.

First Action



Chain of Actions

Thoughts and
Self-Argumentation

TARGET AUDIENCE & PHYSICAL CONTEXT OF BEHAVIOUR

Write down factors that are relevant to the case. Optional: use the Draft sheet - then transfer the final factors to this sheet

Individual Factors



Social Factors



Physical Context



Intervention Design

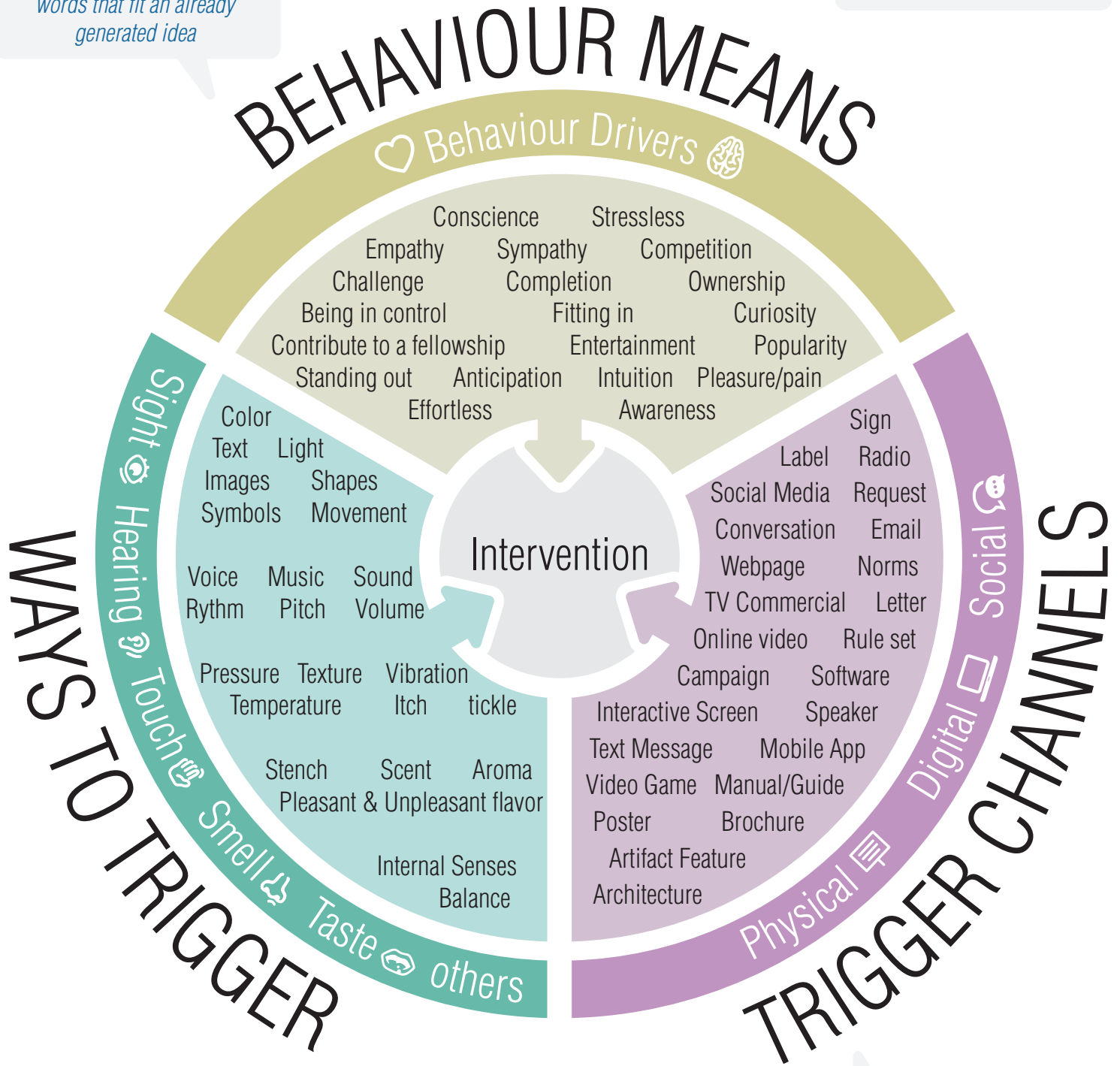
Pick an Intervention Design Card of each colour, and generate an intervention idea using the keywords.

OR

Use the keywords in the wheel below as cues to freely generate intervention ideas, either individually or plenary.
An intervention can consist of one or more words from each section.

The keywords are only meant to spark the generation of ideas. Don't spend time finding the words that fit an already generated idea

Odd card combinations will occur - try to generate ideas anyway. Pick one or more new cards if this is impossible.



Remember to document all your ideas!

You can use none, one, or more words from each section to design an intervention. The lists are not exhaustive - feel free to think of more words.

BUILD ON, EVALUATE, AND FILTER IDEAS

Go through the following questions for each of your intervention ideas



Is it legal?

If No

Can you make it legal / change law?

If No



Is it ethically acceptable?

If No

Can you adjust parts of the intervention to make it more ethical acceptable?

If No



Are there enough resources for this solution?

If No

Can you simplify or adjust this intervention to align it with available resources / get more resources?

If No



Does the target audience have adequate level of ability for the wanted behaviour?

If No

Can you improve the target audience's ability? Can you modify the intervention to suit the target audience's level of ability?

If No



Is there a acceptable low risk of target audience being distracted before, during or after intervention, that can result in unwanted behaviour?

If No

Can you adjust or add something to this intervention to enhance the target audience's attention?
Can you adjust parts of this intervention to align it with the current level of target audience's attention?

If No



An intervention using only conscious behaviour may still be effective, so don't discard it just yet



Does this solution take advantage of unconscious / automatic behaviour?

If No

Can you use the principles / parts of this intervention and convert it to an intervention that exploits unconscious behaviour?



Is the solution unnecessarily bothering or unpleasant?

If Yes

Can you take away or change the bothering element without compromising the solution?

If No



Feasible Idea

How would you react to this solution yourself if you were exposed to it?

If an idea is changed a lot during the steps, make sure it can still pass all the questions.

Draft Title / Description

On this sheet you can create a messy draft of a behaviour chain. Transfer the final chain to the Step 1 sheet when done.

Try to determine a plausible rationale for the steps that play active part in the current, unwanted behaviour. The thoughts don't not necessarily come before the action.

Challenge your perception of the problem - maybe it begins earlier than you think.

Discuss the adequate level of detail for the actions

First Action



Chain of Actions

Thoughts and
Self-Argumentation



On this sheet you can create a draft for the Target Audience & Physical Context factors.
Transfer the final factors to the Step 1 sheet when done.

The greyed out keywords are for inspiration.
Cross them out if they're irrelevant, write more, or expand upon them as you like

Individual Factors



Age

Gender

Income

Occupation

Civil Status

Emotional Condition

Intelligence

Political Orientation

Social Factors



Us & Them Thinking

Expectations

Social Norms

Hierarchy Conditions

Physical Context



Season

Location

Artifacts

Property

Time of Day

Weather

EXTRA BEHAVIOUR CHAIN SHEET

Project Title

Date

BEHAVIOUR CHAIN

Chain description, version number

First Action



Chain of Actions



Thoughts and
Self-Argumentation

BEHAVIOUR CHAIN

Chain description, version number

First Action



Chain of Actions



Thoughts and
Self-Argumentation

Project Title

Idea Title

Date

Project Title

Date

Name

Project Title

Date

Name

Stressless



Sympathy



Challenge



Being In Control



Curiosity



Popularity



Anticipation



Ownership



Conscience



Empathy



Competition



Completion



Fitting In



Contribute To A Fellowship



Standing Out



Intuition





Pleasure

Pain



Entertainment

Consequence



Effortless

Awareness



Sight:
Light

Sight:
Image

Touch:
Pressure

Sight:
Movement



Hearing:
Voice

Hearing:
Music

Sight:
Shape

Sight:
Symbol



Sight:
Text

Sight:
Colour

Hearing:
High/Low Pitch

Hearing:
Volume



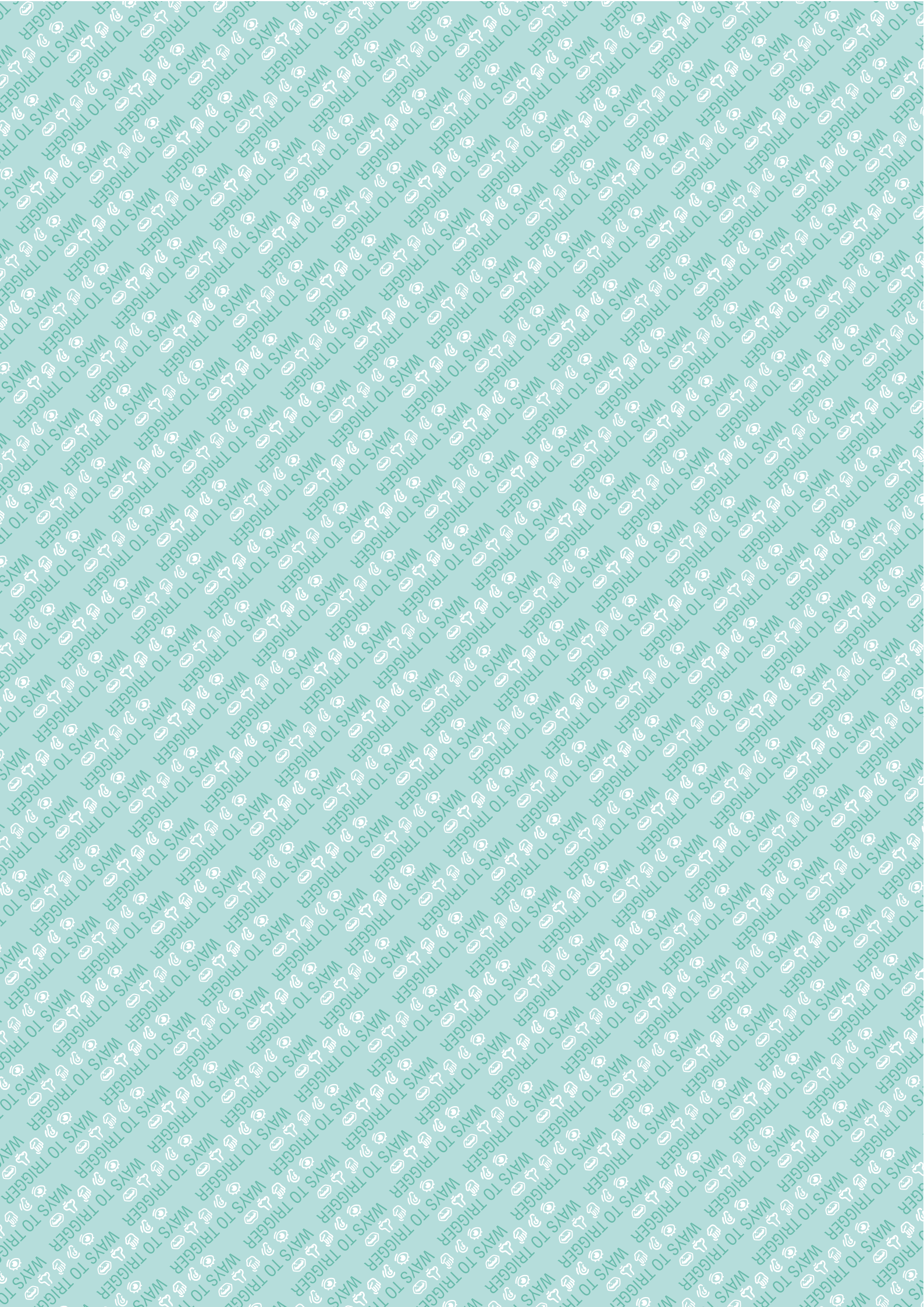
Touch:
Texture

Touch:
Vibration

Hearing:
Sound

Hearing:
Rhythm





Flavor:
Pleasant



Smell:
Stench



Other:
Temperature



Flavor:
Unpleasant



Smell:
Scent



Touch:
Itch



Internal
Senses



Smell:
Aroma

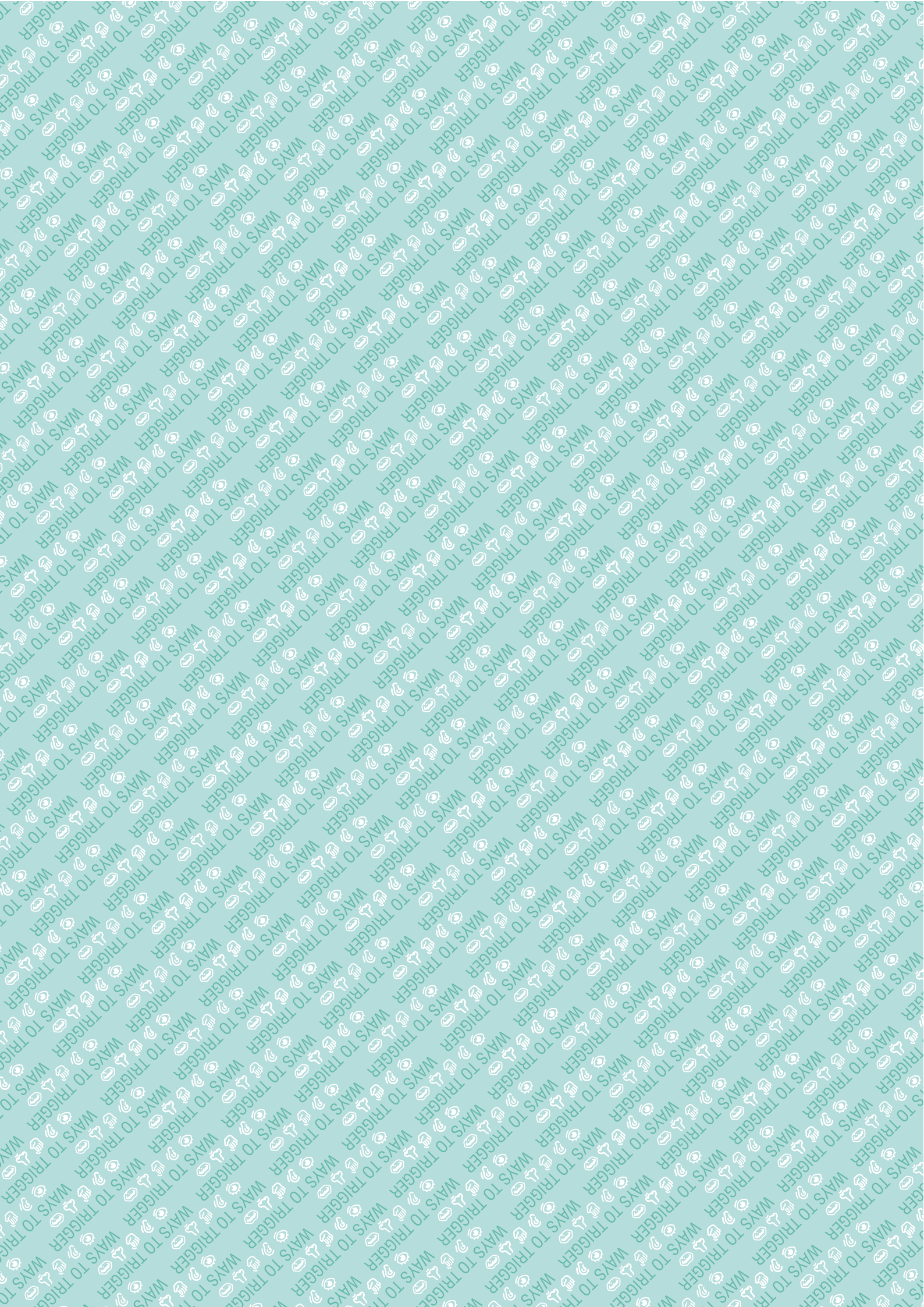


Touch:
Tickle



Other:
Balance





Radio



Rule Set



Text Message



Webpage



Social Media



Request



Conversation



E-mail



Campaign



Software



Interactive
Screen



Speaker



Brochure



Letter



Sign



Label





Architecture



Norm

TV
Commercial

Online Video

Artifact
Feature



Mobile App

Video Game

Manual/Guide

Poster





SUPPORT INPUT OUTPUT STAGING

————— Preliminary Desk Research —————

<i>Step 1</i> Behaviour chain, Target audience & physical context	Client information Online research Assumptions	Clarification, Foundation for field study	Individually as preparation or in a plenary session
--	--	---	---

————— Initial Field Study —————

<i>Step 1</i> Behaviour Chain, Target audience & physical context	Field study data Interviews Etc.	Clearly defined behaviour chain, Target audience & physical context	Individually as preparation or in a plenary session
--	--	--	---

————— Follow-up Field Study —————

<i>Step 2</i> Intervention design	Clearly defined behaviour chain, Target audience & physical context	Numerous intervention ideas	In plenum
---	--	--------------------------------	-----------

————— Optional Further Detailing —————

<i>Step 3</i> Build on, Evaluate, & Filter <i>Step 1: New</i> behaviour chain	Unprocessed intervention ideas	Feasible and detailed intervention concepts	In plenum
---	-----------------------------------	--	-----------

————— Further Detailing
Testing —————

<i>Step 1: New</i> Behaviour chain	Test Results	Insight for Refinement	In plenum, or Small group
---------------------------------------	--------------	---------------------------	------------------------------

————— Refinement
Implementation —————



SUPPORT

INPUT

OUTPUT

STAGING

