

# Behavior Design Canvas



## 01. TARGET

### Present Behavior

What does human PRESENTLY do?

- Context
- Entrenchment
- Workaround

### Desired Behavior

What TARGET BEHAVIOR would we like human to do?

- Job-to-be-done
- Micro moment
- Span of change

Project Goal →

Business Model →

Behavioral Change →

User Insight →

Individual Differences & Diversity →

## 02. ALIGN

### User Intent

Is human MOTIVATED to do target behavior?

- Peaks & Valleys
- Push / Pull
- Intrinsic / Extrinsic

### Yes

Amplify ENABLER for human to do target behavior

- Opportunity
- Agency
- Resources
- Novelty

### No

Amplify MOTIVATION of human to do target behavior

- Add motivator
- Persuade
- Gamify

## 03. SHAPE

### Cue

TRIGGER target behavior

- Active
- Passive
- Blended

### Reward

REWARD target behavior

- Existential
- Temporal

Behavior Loop

### Action

DEFINE and MEASURE target behavior

- Microbehavior
- Behavioral Event

Nudge →

