

Canvas

DDC



4

Desired behavior

Desired behavior is the response or action (Concrete behavior) that we want to elicit from the user as a result of implementing the behavioral initiative.

Map out minimum 8 desired behaviors on post-its and place them below.

1

Circular strategy

Choose one of the four circular strategy cards and place it here



PRODUCT

3

BE principle

Choose one of the four behavioral cards and place it here

2

Assumed frictions

A friction is anything that prevent us from accomplishing our goals or getting things done. Friction are forces that slow us down or prevent behavior from happening and lead us to either inaction or to choose an alternative action (an easier and often undesired option)

Map out minimum 10 frictions on post-it notes and place them below