



Challenge

Frame the behavioral problem you're solving

Behavior change goal

What specific behavior should start, stop, increase, or decrease?

Domain

Business, social, clinical, or personal context for the change.

Key performance indicators

How you'll measure whether the behavior actually changed.

Time horizon

Acute event, daily habit, lifelong adherence, or anything in between.

Underlying need

Why this matters now, and who benefits when it works.

Constraints

Regulatory, ethical, technical, or budget limits to design within.



People

Map the humans involved in the behavior

Primary behavior

The person whose behavior you are designing for, in their own words.

Stakeholders

Everyone who is affected by, or invested in, the change happening.

Influencers

People who shape the behavior: family, peers, clinicians, employers.

Decision makers

Who approves, funds, or has the authority to block the change.

Population traits

Demographics, psychographics, lived experience, accessibility needs.

Edge cases

Underserved or non-obvious behavior groups whose needs differ.



Empathize

Prompts for understanding behaviors across 14 categories

Move beyond “users” to understand people as **behavers**: humans with specific capabilities, opportunities, and motivations. Use these prompts to map the behavioral landscape before you start designing solutions.

Knowledge

- Procedural knowledge
- Knowledge of task environment

Skills

- Skill development
- Competence
- Ability
- Interpersonal skills
- Practice
- Skill assessment

Social & Professional Role

- Identity
- Professional role
- Boundaries
- Confidence
- Group identity
- Leadership

Beliefs about Capabilities

- Self-confidence
- Perceived competence
- Self-efficacy
- Self-esteem
- Empowerment

Optimism

- Optimism
- Pessimism
- Unrealistic optimism

Beliefs about Consequences

- Outcome expectancies
- Characteristics of outcomes
- Anticipated regret

Reinforcement

- Rewards
- Incentives
- Punishment
- Contingencies
- Sanctions

Intentions

- Stability of intentions
- Stages of change model
- Transtheoretical model

Goals

- Distal & proximal goals
- Goal priority
- Target setting
- Action planning
- Implementation intention

Memory, Attention, Decision

- Memory
- Attention & control
- Decision making
- Cognitive overload

Environmental Context

- Stressors
- Material resources
- Org culture & climate
- Salient events
- Barriers & facilitators

Social Influences

- Social pressure
- Norms & conformity
- Social comparison
- Group identity
- Modelling

Behavioural Regulation

- Self-monitoring
- Breaking habit
- Action planning

Emotion

- Hope & optimism
- Anxiety & stress
- Happiness
- Depression
- Burn-out



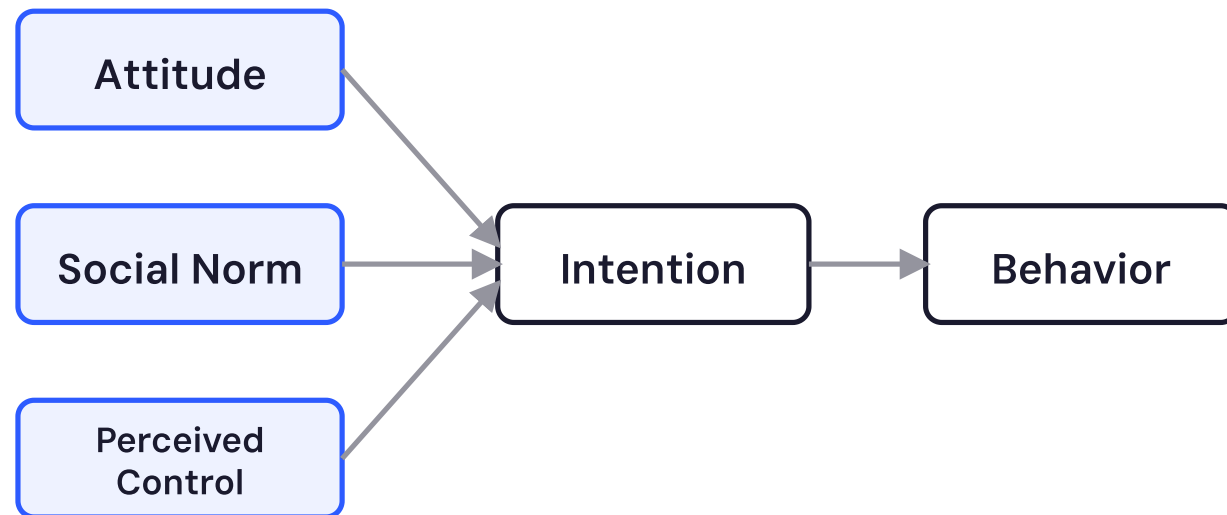
Ideate · Common Theories

Validated frameworks for evidence-based solutions

Apply validated behavioral theories to ground your ideas in evidence rather than intuition. Each theory below describes a different model of how behavior gets formed, sustained, or changed. Pick the model that best fits the behavior you are trying to influence.

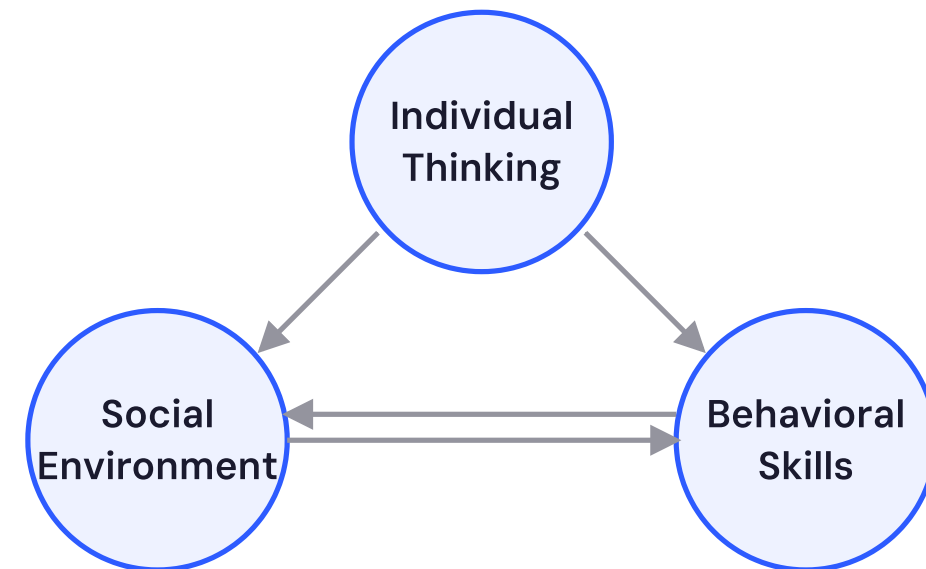
Theory of Planned Behavior

Behavior follows from intention, which itself is shaped by attitude toward the behavior, the social norms around it, and the person's perceived control over it.



Social Cognitive Theory

Individual thinking, the social environment, and behavioral skills all interact and shape one another. Change any one and the others adapt in response.



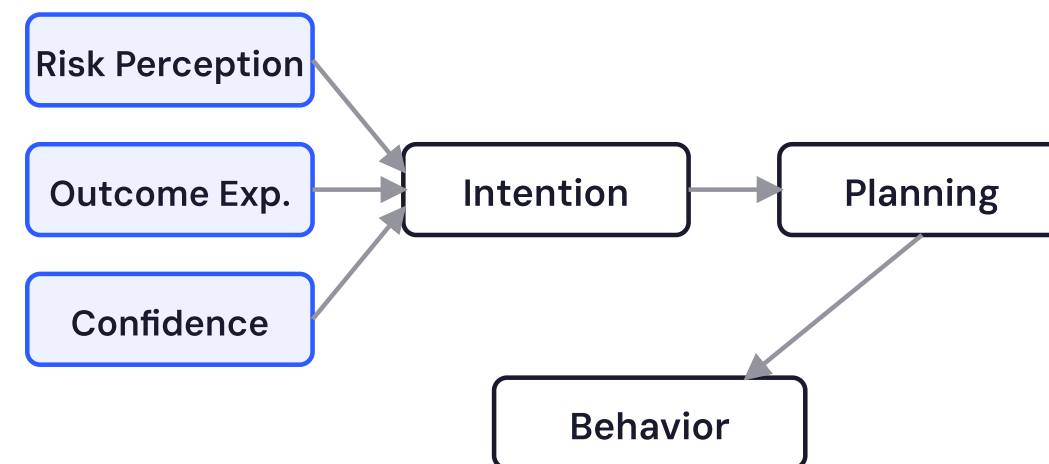
Operant Learning Theory

A stimulus triggers a behavior, which is followed by reinforcement or punishment. That consequence shapes whether the behavior repeats next time.



Health Action Process Approach

Risk perception, expected outcomes, and confidence drive intention. Intention then requires concrete planning before it can produce sustained behavior change.





Ideate · Biases & Effects

35 cognitive biases and behavioral effects, ready to apply

Cognitive biases and behavioral effects are predictable shortcuts the mind takes. Use them as design levers: anticipate where they will help or hurt your behavior change goal, and structure your solution to work with the grain of how people actually think.

Anchoring

People are tied to their first decisions and reference points.

Action–Goals Gap

People do not actually do what they intend to do.

Availability Bias

Vivid or recent events get over-weighted in judgment.

Decision Paralysis

Too many options leads to no decision at all.

Default Bias

People stick with the pre-set option to avoid effort.

Disposition Effect

Holding losers too long, selling winners too soon.

Endowment Effect

People overvalue what they already own.

Ego Depletion

Decision-making capacity is a finite resource.

Goal Gradient Theory

Effort increases as a goal gets closer.

Gamification

People will work hard for points and progress.

Hyperbolic Discounting

Now feels much more valuable than later.

Herding

People do what everyone else is doing.

Lack of Self–Control

Future-good vs. now-good is a hard trade-off.

Limited Attention

Focus is scarce, and details get missed.

Loss Aversion

Avoiding losses motivates more than chasing gains.

Mental Accounting

Money is treated differently based on its source.

You Are What You Measure

People repeat whatever the metric rewards.

What–The–Hell Effect

One slip becomes a full give-up.

Opportunity Cost Neglect

People ignore what they give up by choosing.

Money Illusion

Confusing nominal dollars with buying power.

Pain of Paying

Some payment forms hurt more than others.

Overconfidence

Everyone believes they are above average.

Planning Fallacy

People underestimate time and resources needed.

Payment for Effort

Visible effort makes things feel more valuable.

Procrastination

Things get pushed to the last possible moment.

Pre–commitment

Self-imposed roadblocks defeat future temptation.

Reciprocity

A gift creates an obligation to give back.

Regret & Counterfactuals

Satisfaction depends on what could have happened.

Relativity

Options are judged by what surrounds them.

Scarcity

Limited supply boosts perceived value.

Reward Substitution

Immediate rewards prop up long-term behaviors.

Status Quo Bias

People prefer to leave things the way they are.

Self–Signaling

Behavior reinforces a person's identity, even alone.

Tunneling

Urgency crowds out everything else.

Sunk Cost Effect

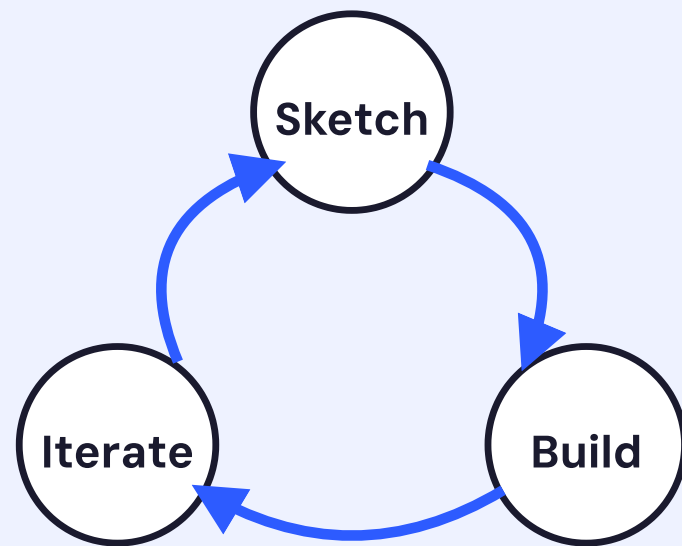
Past investment increases future commitment.



Prototype & Test

Build cheaply, test scientifically, iterate fast

Prototyping is about creating a quick, tangible version of your solution, physical or digital, that is just usable enough to test. The point is to refine ideas rapidly and cheaply before committing to implementation.



Other Tools

Storyboard

Plan your behavior's journey from start to finish, highlighting key moments. Sketch each step and step into their shoes.

Roleplay

Act out using your prototype from the behavior's perspective. Be honest about the friction you encounter.

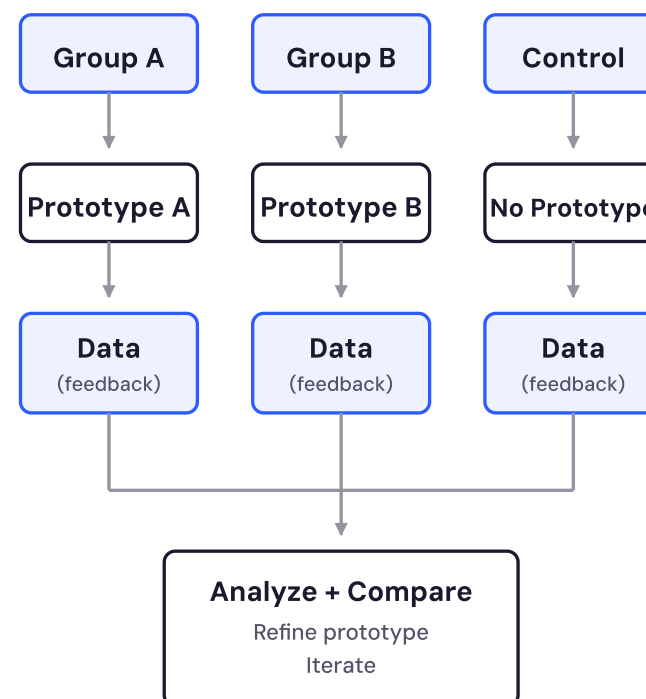
Model

Build a physical layout of your solution: a room with boxes, a tabletop mock, anything that makes the experience tangible.

Experiment Design

Once you have a prototype, scientific experimental designs help you tell whether your solution actually changed behavior. Two common patterns:

Independent Measures



Repeated Measures

