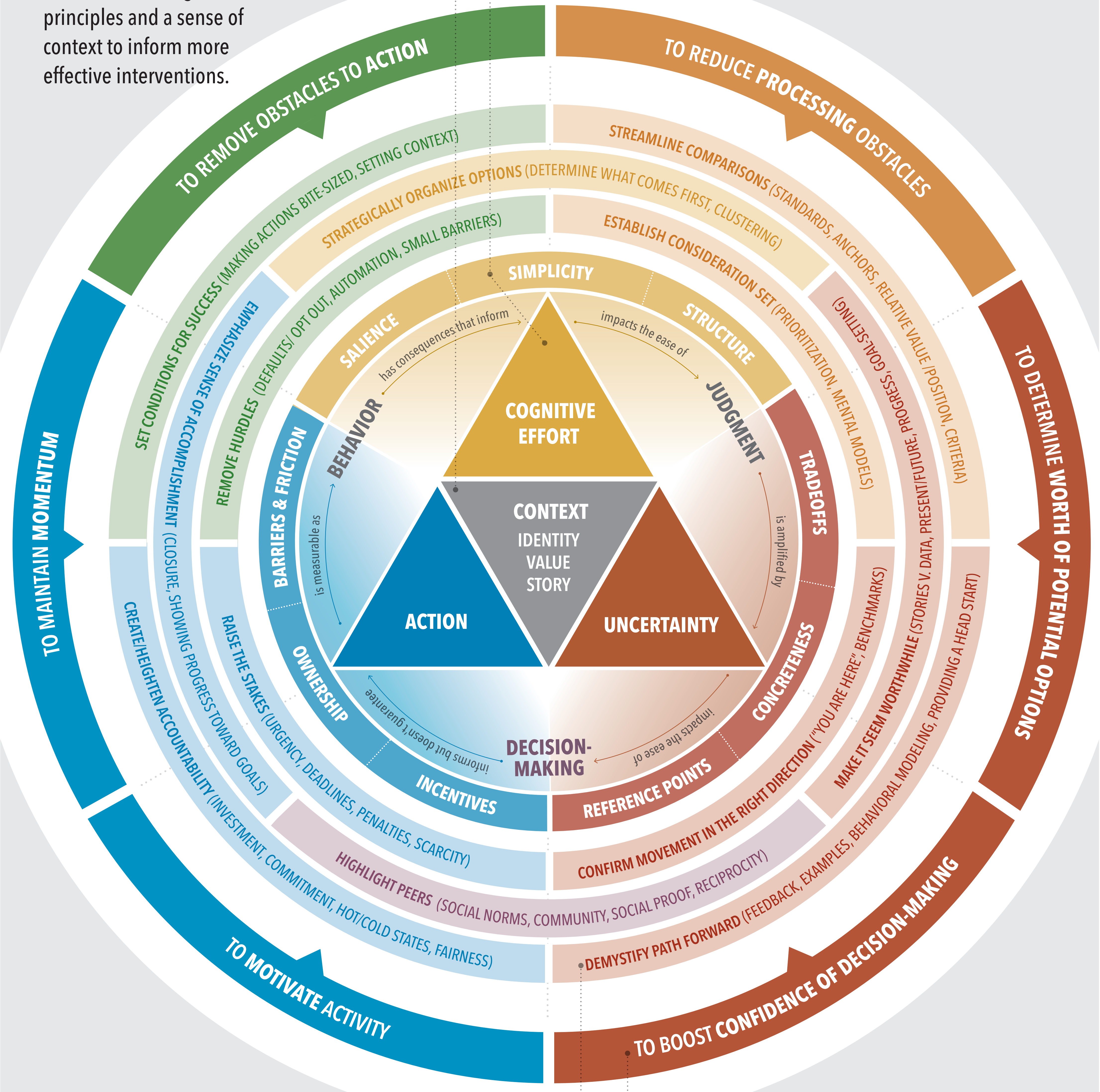
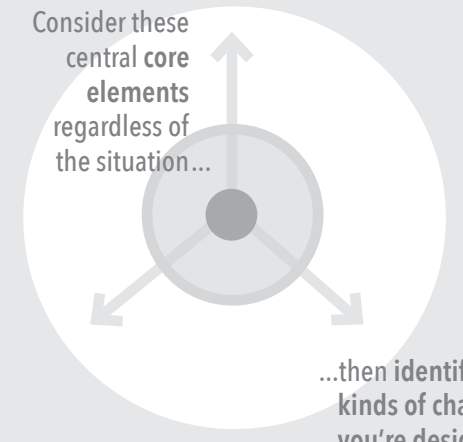
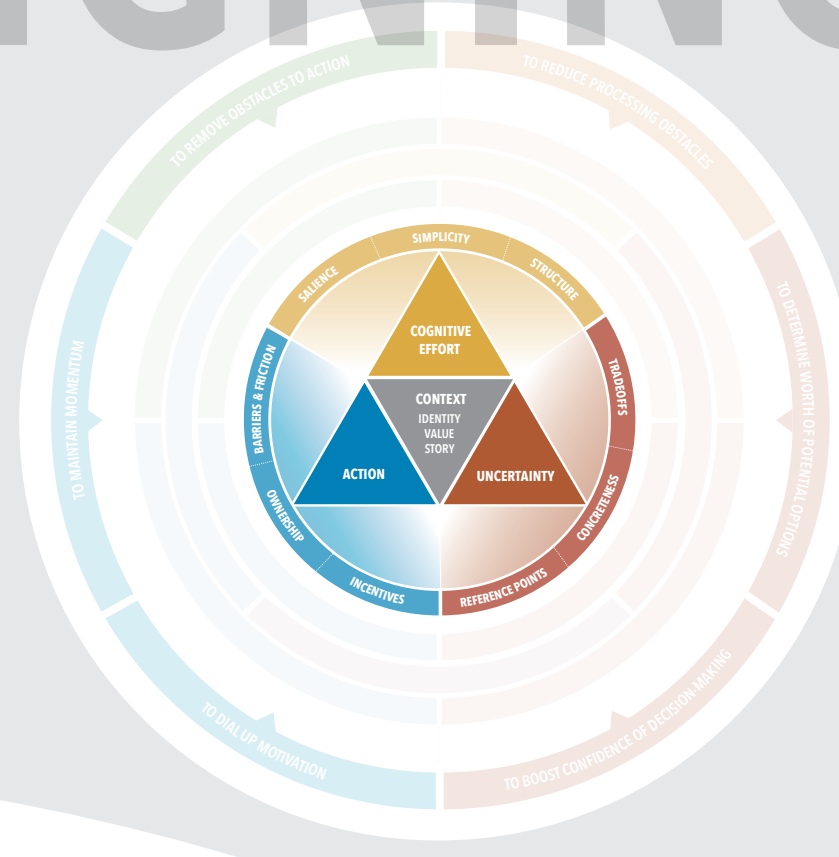


DESIGNING WITH BEHAVIORAL INSIGHT

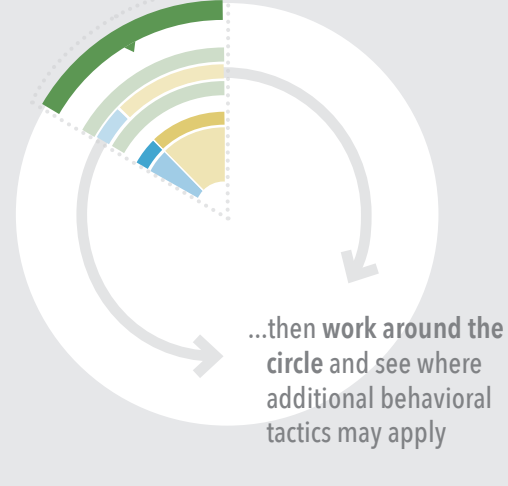
Any *design challenge that involves people* will benefit from behavioral insights. And any *behavioral challenge* can benefit from human design principles and a sense of context to inform more effective interventions.

Design principles + context
Strategies such as understanding what people value, simplifying complex choices, and considering barriers to action are always relevant. But it's also worth exploring the user context: What's their *sense of self*? How do they *feel*? Can they see themselves in the *story* you're telling?

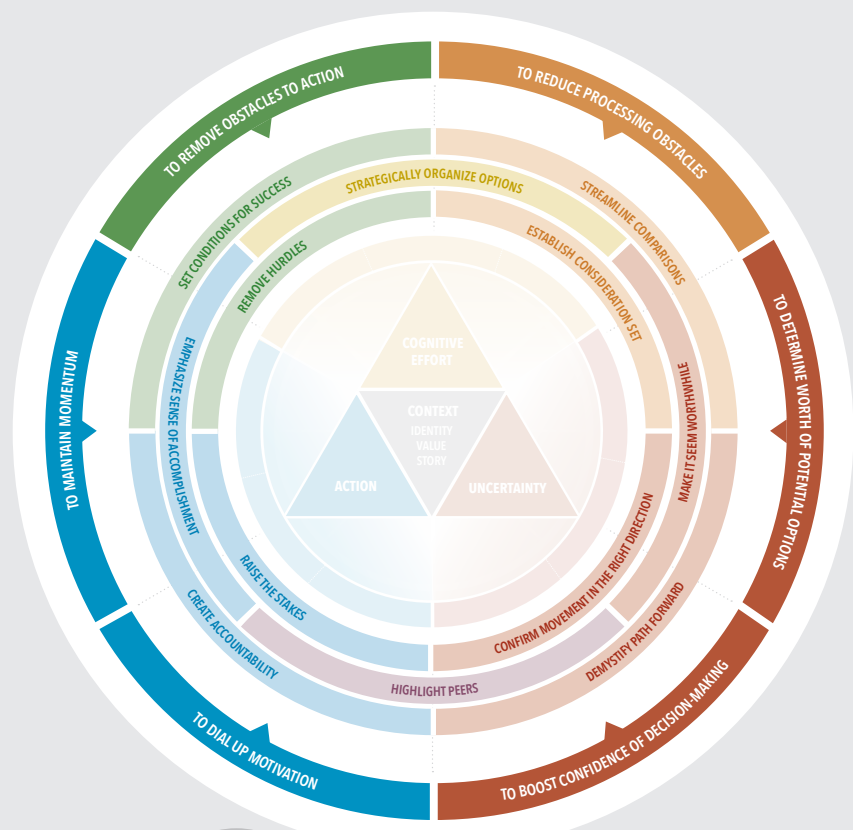
Core action objectives
Reducing effort and uncertainty and stimulating action are the foundation of many human activities, from helping people make smart decisions, to trying something new, to supporting and encouraging the ongoing adoption of behaviors.



Start from the identified behavioral goal to begin exploring relevant strategies; the larger the overlap, the more applicable it may be...



...then work around the circle and see where additional behavioral tactics may apply



Behavioral strategies
Different strategies are useful for different kinds of challenges. Start with strategies associated with specific, behavioral goals, then supplement them with other tactics.

Behavioral goals
When behavioral change goals are known—either through user research or an understanding of current barriers—they can help center the development of new behavioral interventions.

INSIDE-OUT DESIGNING WITH BEHAVIORAL INSIGHT
OUTSIDE-IN DESIGNING FOR BEHAVIORAL CHANGE

DESIGNING FOR BEHAVIORAL CHANGE