🎯 Behavioral Challenge **Canvas**

Team

Product/Service:

Date

1. Business/Organisation Goal(s)

What measurable outcome will the organisation achieve?

it should be measurable, time-bounded, and high priority

2. User Goals (Job to be done)

What measurable (functional, emotional, social) outcome will the user accomplish?

"When [situation], I want to [motivation/need], so that I [expected outcome]".

it should be aligned with business/organisation goals ,written from the user perspective and open to possible solutions.

3. Purpose and Values

Why does achieving such outcome matter and how is it aligned to your organisation values and beliefs and/or your value propostion?

it should be inspiring and create a moral compass

4. Target Audience

Who are you trying to influence?

Choose a specific segment

5. Target Behavior

What is the target behavior are you trying to encourage or discourage to achieve the business and user goals and what kind of behaviour is it?

☐ One-off

☐ Repeated

☐ Habitual

It should be specific, observable, and measurable

6. Context and Barriers

What may prevent the user from making an optimal decision and/or taking action?

Identify the core barrier and describe the context.

7. Prompts and Feedback Vehicles

What vehicles can be leveraged to prompt/discourage actions and provide feedback?

Include only the vehicles within the design challenge constraints.

🎯 Formulate challenge

Put it all together

"How might we encourage/discourage/facilitate/prevent [Target Audience] do/don't do[Behavior] so that the target audience .. [Outcome Achieved] and the organisation .. (Outcome Achieved)

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