



BEAN Design Template

The exercise aims to help you design BEANs – Behavior Enablers, Artifacts & Nudges – to steer individuals and the organization towards certain desired behaviors. You can use the BEAN cards as inspiration for your ideation. Start with specifying the specific behavior or behaviors you want to nudge towards and what your desired outcome is, e.g. what do you want to achieve. Then move on to specifying your idea, who you want to target with it and what resources you potentially require.

BEAN Name:

Date:

1
**What we want
to achieve?**

Intended outcomes?

(e.g. a concept you want to strengthen)



Desired behavior(s)?

(How is it recognizable)



Who are targets?

(e.g. a specific group or team)

2
**How does
it work?**

Our cue?

(i.e. what triggers the BEAN)



How the BEAN works?

(Step by step description)



The rewards?

(What motivates people to participate)

3
**How might we
measure success?**