

BEHAVIOUR MAPPING CANVAS

MAPPED FOR

Who is the target group?

REGARDING

Which overall behaviour (strategic behaviour, objective, etc)

BEHAVIOUR STORY

Write 1-3 behaviour stories as specific as possible.

IF (Identify specific situation / context)

THEN (behaviour carried out)

SO (expected outcome)

PAINS

What frustrations might this new behaviour alleviate for the target group?

SKILLS

What skills are needed to adopt the behaviour and what is the present level (average)

Present level
Low Medium High

	Low	Medium	High
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GAINS

What benefits might this new behaviour create for the target group?

BIASES

What biases are expected to influence the behaviour?

ORGANISATIONAL BARRIERS

What organisational, structural or contextual might challenge the adoption of the behaviour?



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