Empathize: Identify Motivations and Barriers for Behavior Change

Record key insights and data points on the target actors' motivations and barriers for the target behavior based on your data.

Key Actor: Target Behavior:

Motivations (what is helping behavior change?)	Barriers (what is preventing behavior change?)

Map: Developing a Behavior Change Hypothesis

Using one of the formulas below, draft some potential hypotheses for behavior change based on key motivations and barriers you identified in the data for your key actor and behavior.

"If [key actor] believe / know / think / feel / see [desired state based on key motivation or barrier] then [key actor] will [target behavior]."

"If I increase / improve / decrease / reduce [motivation or barrier] then [key actor] will [target behavior]."

1.

2.

3.

4.