



Motivation Model

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Welcome to our Motivation Model page, featuring the "Do-Be-Feel" table. This section is designed to give our team a deeper insight into what drives our users - their actions (Do), aspirations (Be), and emotions (Feel).

Do Be Feel Table

Do Be Feel			
Role	Functional Goal	Quality Goal	Emotional Goal
Researchers	Access comprehensive, up-to-date OA research and data	Professional and in-depth	Informed and at the forefront of OA research
Mild Patient	Receive early-stage management advice and preventative strategies	Clear and relevant	Proactive and empowered to manage health
Elderly Patient (Long-term)	Obtain tailored management plans for chronic conditions	Simple and adaptable	Supported and capable of managing OA
Non-native English Speakers	Access information in multiple languages	Multilingual and culturally appropriate	Included and respected
Guest	Understand OA basics, how to support others, and general information	Engaging and understandable	Educated and empathetic towards OA sufferers
Staff	Capable to update database according to users' feedback	Scalable and Secure	Efficient

Motivational Model

