

THE DECISION MAP

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THE INTERDEPENDENCY MODEL OF THE DECISION MAP



DEVIANCE	NOVELTY
<ul style="list-style-type: none"> Will this help me stand out or break cultural/social norms? Deviance decision makers will choose products, behaviors, beliefs, attitudes, friends, personal image, and decor based on whether the action will help them to deviate from normally accepted standards. Their personal appearance is set to show others that they don't conform to typically accepted purchase behaviors and social norms. 	<ul style="list-style-type: none"> Is this noticeably new and will others see it? Novelty decision makers will choose products, behaviors, beliefs, attitudes, friends, personal image, and decor based on whether the action will show that they are early adopters of new trends, technologies, and products. They will make decisions based on how 'new' the experience is, and thrive on choosing behaviors that give them experiences they haven't had before.
CONFORMITY	SOCIAL
<ul style="list-style-type: none"> Are others in my peer group doing this and is it acceptable to them? Conformity decision makers will choose products, behaviors, beliefs, attitudes, friends, personal image, and decor based on whether the action will maintain their status in a social group. They typically are averse to radical shifts in behavior, and will make decisions based on how it will appear to their close peer group. As conformity decision makers choose their actions, they will consider the social implications first, and whether or not their close peers are doing similar things. 	<ul style="list-style-type: none"> Will this make people around me show interest or connect with me? Social decision makers will choose products, behaviors, beliefs, attitudes, friends, personal image, and decor based on how the action will be viewed and interpreted by others. They are more likely to adapt to new trends in fashion, hide their flaws, and display behaviors designed to impress or please people around them. Their decisions are regulated by their estimation of how their behaviors will be interpreted by others.
NECESSITY	FINANCIAL
<ul style="list-style-type: none"> What specifically makes this necessary versus other options? Necessary decision makers will choose products, behaviors, beliefs, attitudes, friends, personal image, and decor based on whether the action will fulfill a specific purpose. They weigh options more than others, and will typically be more patient with decision making unless they are triggered by the limbic system to act. 	<ul style="list-style-type: none"> Is this investment or behavior going to benefit me financially? Financial decision makers will choose products, behaviors, beliefs, attitudes, friends, personal image, and decor based on how the action could affect them on a financial level. They will typically choose price over quality, and will still make wild decisions when the cost is low. They are prone to overanalyze unless they are primed to be completely receptive.

