# Behavioral Planning Worksheets
*for Designing or Promoting Web Sites*

Instructions:

1. Think about why people want to visit the site. Select one or more compelling reasons to motivate them to come. Describe these reasons in the Motivation rows of the worksheet. (Examples: Need to find a rare book. Want to find a nice gift for a friend.)

2. Think about what people will do at the site, focusing on identifying one or more specific behaviors that flow from their motivation. Enter descriptions of each behavior under the motivation it flows from. (Examples: Search for book by title or author. Read reviews of books to find one that people really like.)

3. Plan the benefits or rewards that people who engage in those specific behaviors will receive. What good things happen to them when they behave like that on your site? By planning and describing specific rewards, you make sure your site *reinforces the behavior*. That keeps people coming back for more. Enter descriptions of rewards to the right of behaviors in the column for them in your worksheet. Make sure the rewards are relevant to the motivation.

   *Does your site reward behaviors in ways that satisfy the initial needs or wants that motivated the behaviors?* If not, redesign.

4. Develop a communication plan that informs people about the appropriate motives and behaviors for your site, and tells them what the rewards of visiting it are. (See Site Communication Plan Worksheet).

## Behavioral Planning Worksheets

| **Motivation #1:** | | |
|---|---|---|
| On-site **Behaviors** that flow from the Motivation:<br><br>a. | *(Enter behaviors below, and rewards to their right.)* | **Rewards** for behaviors (what they get): |
| b. | | |
| c. | | |
| d. | | |

| Motivation #2: | | |
|---|---|---|
| On-site **Behaviors** that flow from the Motivation: <br><br> a. | *(Enter behaviors below, and rewards to their right.)* | **Rewards** for behaviors (what they get): |
| b. | | |
| c. | | |
| d. | | |

| Motivation #3: | | |
|---|---|---|
| On-site **Behaviors** that flow from the Motivation: <br><br> a. | *(Enter behaviors below, and rewards to their right.)* | **Rewards** for behaviors (what they get): |
| b. | | |
| c. | | |
| d. | | |

| Motivation #4: | | |
|---|---|---|
| On-site **Behaviors** that flow from the Motivation: <br><br> a. | *(Enter behaviors below, and rewards to their right.)* | **Rewards** for behaviors (what they get): |
| b. | | |
| c. | | |
| d. | | |

# Technical Information:

These worksheets were created in Word as tables. You can enter text in each cell. The cells will expand automatically to hold lengthy text if necessary. You can also use the various Table commands to edit the worksheets, for example by removing rows you do not need. So if you like to fill in the worksheets on a computer using Word, you will find them flexible to work with. (Nothing has been frozen in these templates so you can modify them in any way you wish.)

Alternatively, you can simply print out as many copies of the worksheets as you wish and work on hard copies of them. Many people find it easier to use hard copies when they are brainstorming ideas or are working with a group of people in a meeting or team format.