Behavioral Impact Canvas

Welcome

Welcome to the Behavioral Impact Canvas, a tool designed to assist individuals or teams in addressing complex environmental and social challenges by analyzing and transforming human behavior.

How it works:

Identify an issue that is caused or fostered by human behavior – for example within a system map you created in advance. Fill out the canvas, following the instructions provided in this document. Go through each step collecting points individually or collaboratively. I recommend working with individual stickies for each fact or assumption to simplify grouping and rearranging later.

Collaborate for maximum impact:

When using the Behavioral Impact Canvas, collaboration in groups with diverse perspectives enhances the potential for a comprehensive understanding and helps in avoiding potential blind spots. Encourage open dialogue and constructive feedback to unlock fresh insights.

Using the full canvas vs. the steps separately:

If you seek a holistic approach to both understanding and addressing an issue, you can utilize 'Step 1: Analysis' and 'Step 2: Transformation' in sequence. Depending on where you are in your journey, you may also use the two steps separately.

'Step 1: Analysis' enables you to delve deeply into the roots of the problem, by tracing back to the causes of the behavior that contributes to it. "Step 2: Transformation" guides you in envisioning and designing new, sustainable behaviors to effectively address the issue.

Based on data vs. assumptions:

Depending on your goal and where you stand in your project, you may base 'Step 1: Analysis' on actual data or assumptions.

If you choose to base 'Step 1: Analysis' on assumptions, I recommend noting this on the canvas. In the next step, validate these assumptions with data and consider redoing the map with more insights.

The Before and After

Preparing for your journey:

Before diving into the Behavioral Impact Canvas, it is essential to identify an issue that is created or fostered by human behavior. These preparatory exercises can assist you in selecting a suitable issue for analysis and transformation:

- **Research:** Collect/review data to identify an issue that is linked to human behavior.
- **System Mapping:** Gain a comprehensive understanding of the interconnected elements within the larger system. System mapping helps you visualize the broader context in which behavior operates and identifies areas where behavioral issues may be present.
- **Actant Mapping:** Analyze the direct and indirect actors or agents involved in the issue. Identify their roles, motivations, and interactions, as this can provide valuable insights into behavior patterns.
- **Problem Framing Techniques:** Problem framing techniques, such as 'Problem Tree Analysis' or 'Issue Mapping', are generally effective in identifying issues and their root causes. These techniques help structure your analysis and uncover issues related to human behavior within the system.

These tools provide a general approach to issue identification within a larger system. They offer a well-rounded perspective on the problem and can help you pinpoint areas where behavior plays a significant role.

Continuing your journey:

The team working with the canvas must be aware, that everything in 'Step 2: Transformation' is based on assumptions. It might be, that your solution will have this effect, but there might be other direct and indirect consequences. To pinpoint those, I recommend working with a tool such as the 'Impact Ripple Canvas' to imagine the primary and secondary impacts of your solution. In a subsequent step, I also recommend testing your assumptions.

Additional Information

Evolution of the Canvas:

This canvas has evolved through multiple iterations, with its first version created in May 2020. In case you are interested in exploring the previous ones or if you have any feedback on this version, don't hesitate to get in touch: hello[at]katharinaclasen[dot]com

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Final words:

This canvas empowers you to tackle complex challenges rooted in human behavior. By using these tools, you can make a real impact on pressing environmental and social issues. Your dedication to understanding and transforming human behavior can lead to lasting change. Begin your journey today, and together, let's create a better future.

Contact:

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Step 1: Analysis

In this initial phase, you will dive deep into the core of the issue, dissecting the harmful behavior, its motivations, and external triggers. By doing so, you gain a comprehensive understanding of the problem's roots, setting the stage for effective transformation.

Issue

Start with an issue that is caused or fostered by human behavior:

- How does the issue present itself?
- What non-human life is affected?
- Which non-users are affected?
- How are they affected?
- Optional: Create or reference non-human/user personas.

1. Harmful Behavior

Explain the harmful human behavior that leads to the issue:

- What are humans doing, that causes the issue?
- There might be a chain of connected actions or different behaviors so explore the steps and go broad!
- Consider various aspects of the behavior.
- Optional: Create or reference (proto) personas.

2. Harmful Motivation (internal)

Explain the motivation behind this harmful behavior:

- Why are humans acting this way?
- What psychological needs are motivating them?
- Do they know, that this behavior is harmful? Explore the potential barriers or beliefs that prevent individuals from recognizing the harm.
- Go broad and deep – there might be different layers to this.

3. Harmful Triggers & Enablers (external)

Explain which external factors foster this harmful behavior:

- Who or what triggers/enables the harmful behavior?
- How are they doing so?
- Why are they doing so?

Step 2: Transformation

"Transformation" is where you envision and design beneficial behaviors, motivated by psychological needs. You will identify trends and opportunities that can support these new behaviors, crafting innovative solutions to address the challenge at hand. This phase empowers you to create a lasting positive impact.

1. Beneficial Behavior

Imagine what human behavior would solve or reduce the issue:

- First, go broad and list different behaviors.
- Think about the feasibility of these behaviors in the context of the issue.
- Pick one or two that you identify as the ones with the most potential.
- For those, you can dig a bit deeper and explain the behavior/actions further.

2. Beneficial Motivation (internal)

Think about the (internal) motivation behind this helpful behavior:

- Why will humans act this way?
- What basic psychological needs will motivate them?

3. Beneficial Trends & Opportunities (external)

Explain what trends/opportunities you could make use of:

- What current trend/opportunity could help you with addressing the identified psychological needs?
- What current trend/opportunity could help you with creating the desired human behavior?
- What current trend/opportunity could help you with solving the issue?

Solution

Finally, think about a specific solution/specific features, that could support the desired behavior:

- What features will speak to the identified needs?
- What features might trigger this behavior and how?
- What features will support humans to act this way and how?

Name/Company

Context

Personas

Date

Version

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Explain the (internal) motivation behind this harmful behavior.

3. Harmful Triggers & Enablers (external)

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Name/Company | Context | Personas | Date | Version

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