# Behavior Map

findings and insights extracted from extensive research in a digestible way to get all

Once the desired behaviors have been mapped, we track the current journey to identify gaps that need to be filled by skill development so participants can change their course of action while learning how to do it effectively.

and you'll be able to create a map with the skills and practical interventions to improve the success of changing the participants' behavior.

**2-4 people** recommended

research, you can continue with section 2, 5 and 6, and so on.

Complete it in different stages, this is an on going document

Take a deep-dive on the topic

before starting the behavior map. Review user survey results and focus group qualitative content

Research Documentation

an easy and accessible way:

**Expert Interviews** 

Document with the questions we

Target Audience Survey on Hate Speech

Faraaz Mahomed- Unicef

Open link 
Open link

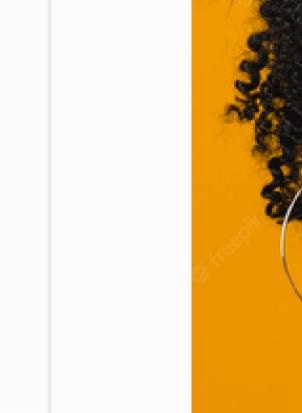
## 2 TARGET AUDIENCE

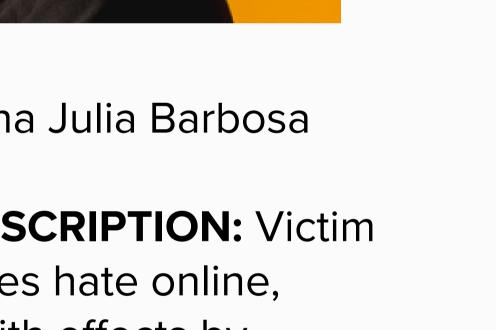
to scientific literature?

to being a victim

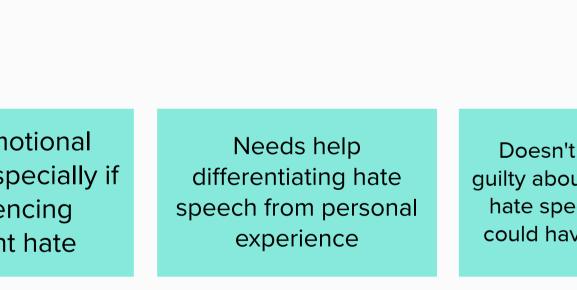
to use Hate Speech

Phase 1 - Mapping the project







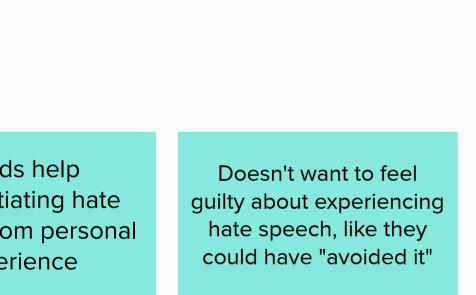


INSIGHTFUL STATS

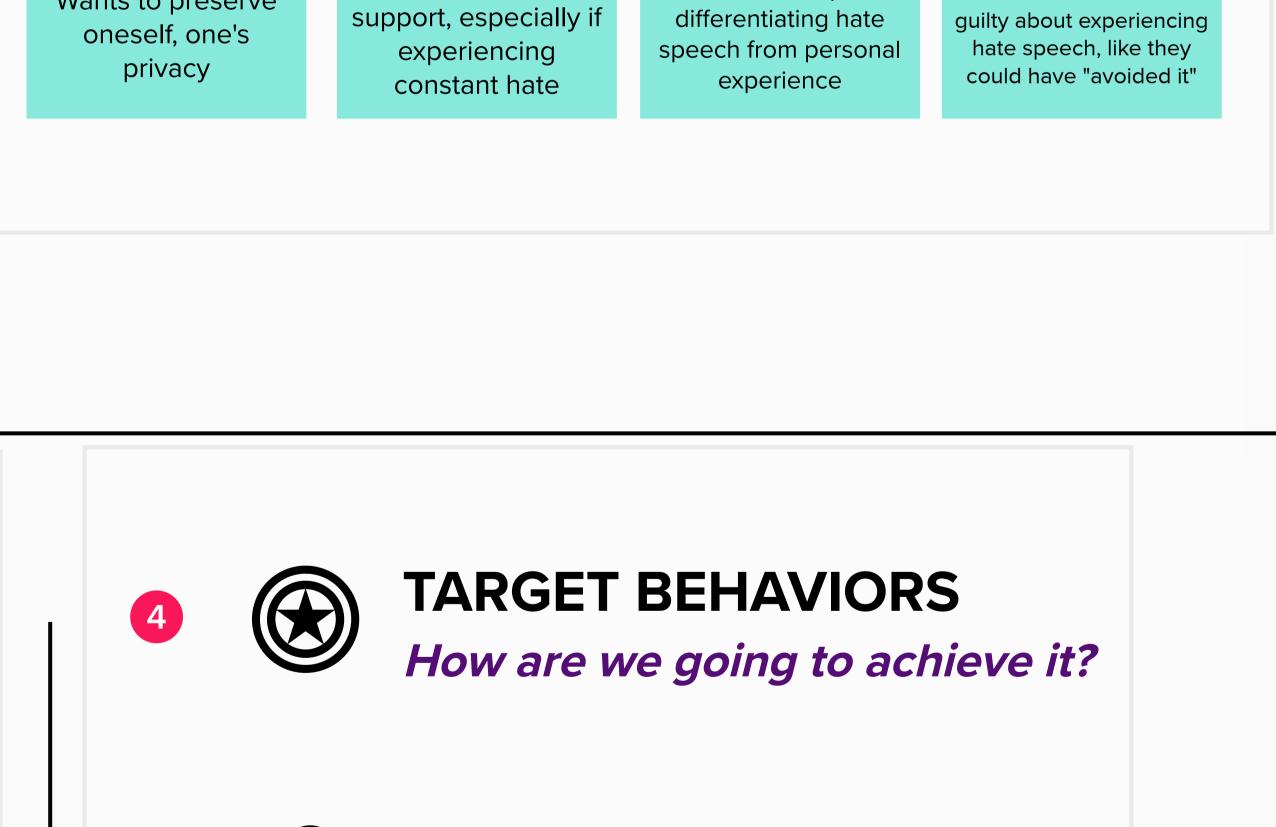
Why is it important to address it,

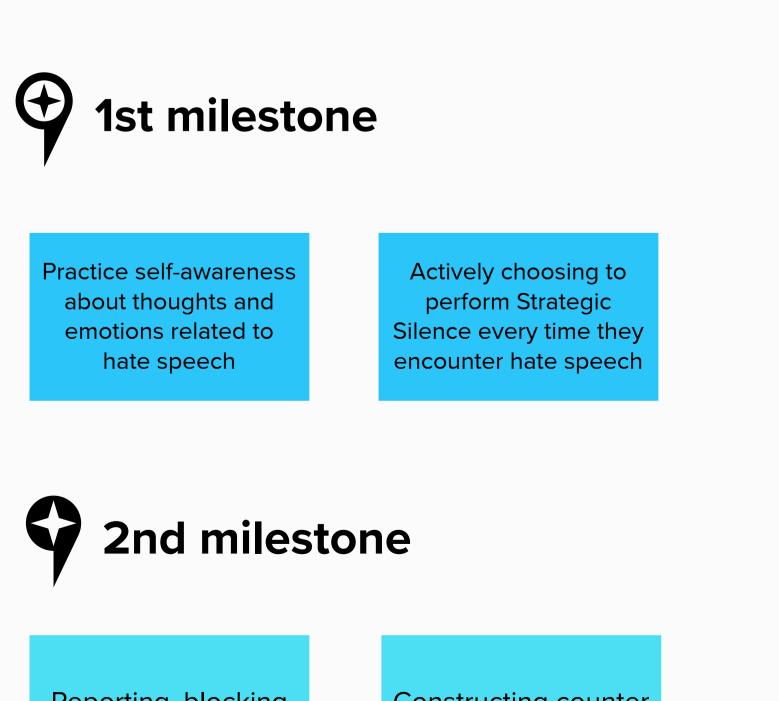
based on user research?

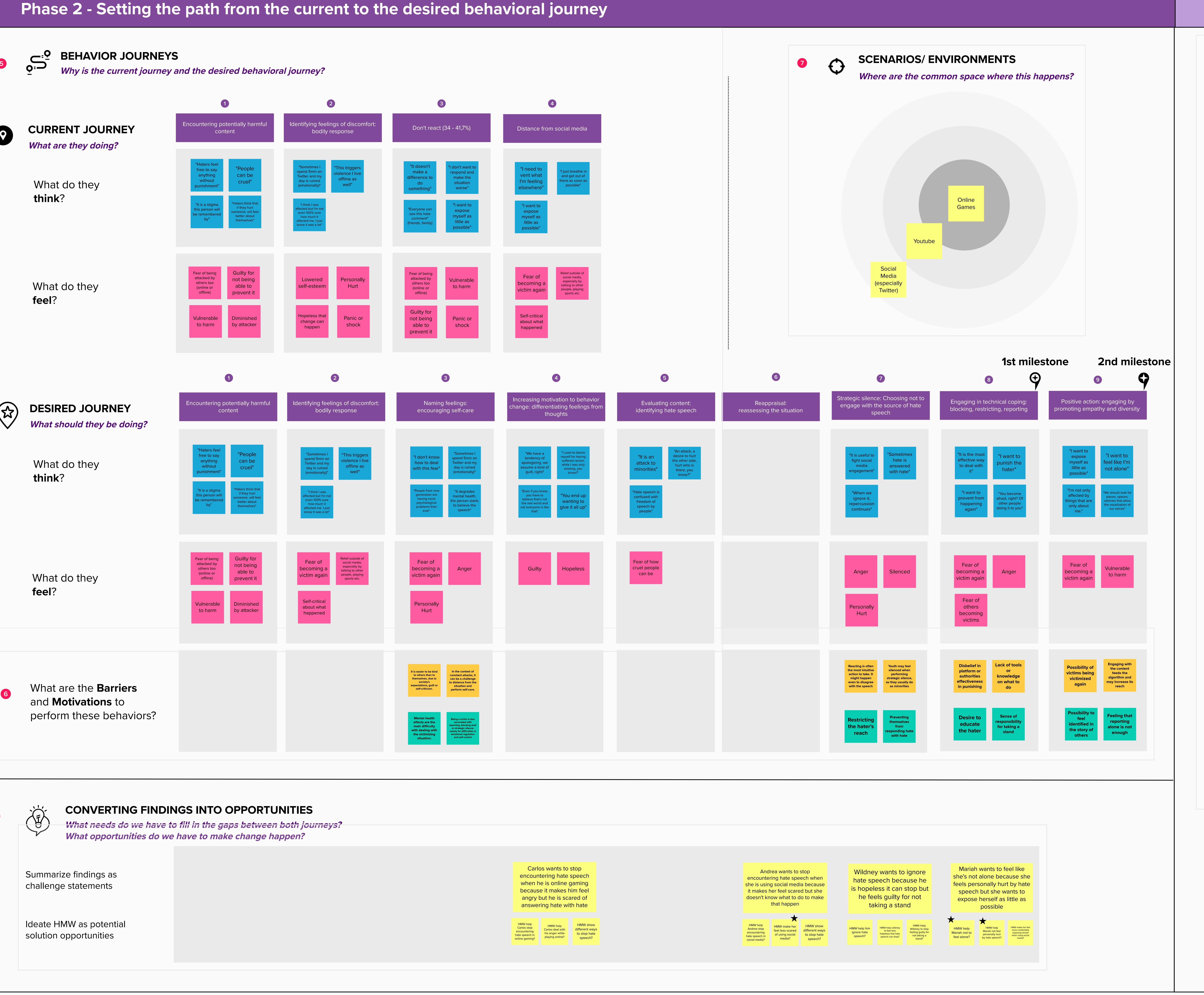


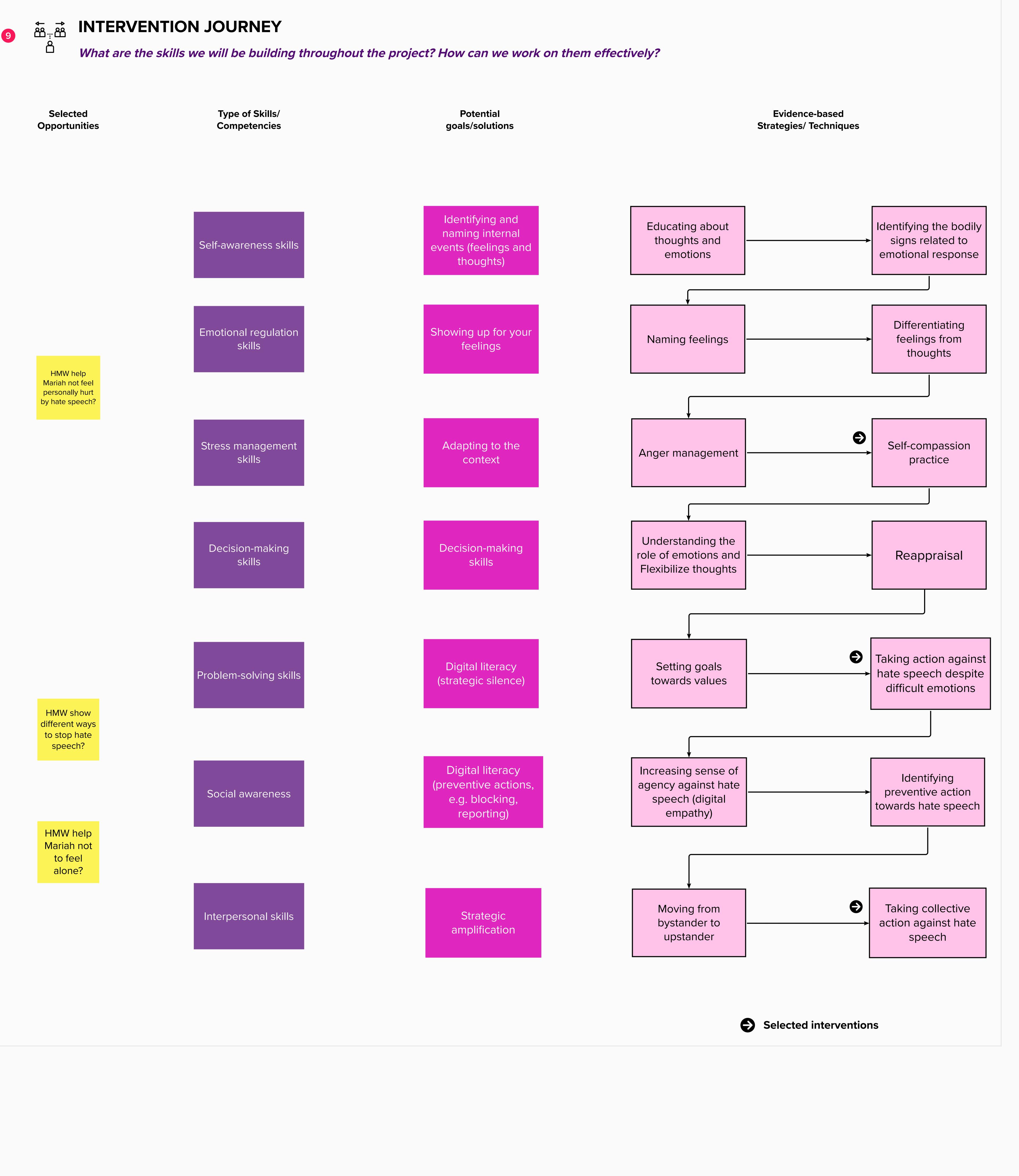












Phase 3 - Designing the Interventions Journey