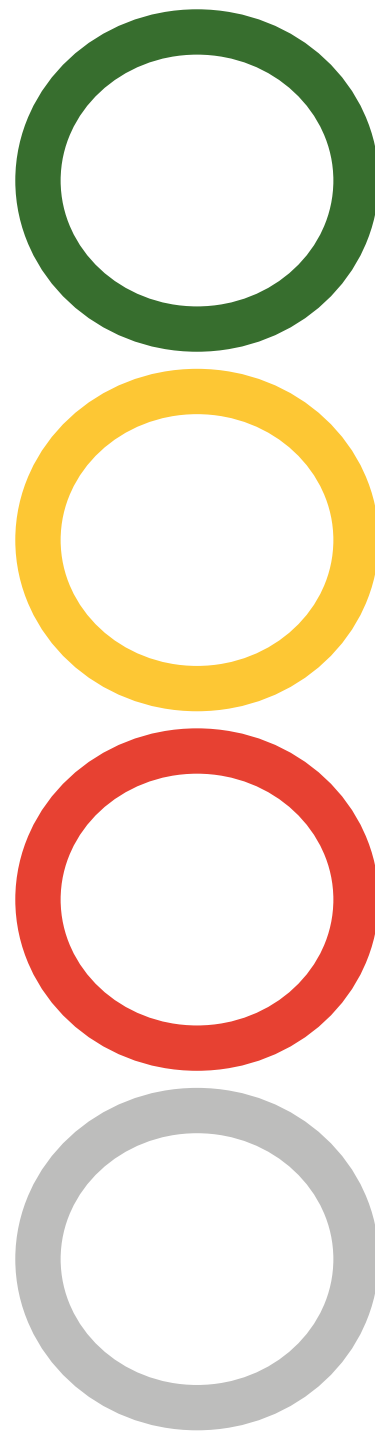# BEHAVIOURAL DESIGN TOOL:
The Drive Detector

Decode the universal drivers of behaviour using 25 key questions.

Created by: Lauren Alys Kelly

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WHAT IS IT?

The Drive Detector is a tool to delve deep into behavioural influences and drivers. It operates by methodically addressing 25 structured questions that uncover the core of any behaviour.

Then rates them to reveal your priorities, concerns, areas to monitor and strengths.

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USES:

Conduct a health check on existing behaviours, identifying strengths and weaknesses.

Reveal unknown behavioural influences that might be silently driving actions.

Anticipate behavioural shifts by understanding current behavioural influences, aiding in informed strategic planning.

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STEPS:

1. Understand & Decode

Dive into each of the 25 questions methodically, using them as discussion points for a comprehensive understanding.

Which behaviour are you targeting and how does the first question relate to it?

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STEPS:

2. Document & Categorise

As you address each question, jot down insights and categorise the behaviour driver as Red, Amber, Green, or Grey.

Are there any immediate patterns or trends emerging from your responses?

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TRAFFIC LIGHTS

Red: Behaviours that are being halted or negatively impacted.

Amber: Neutral influences that aren't impacting the scenario significantly but could shift over time.

Green: Behaviours that are aiding the cause.

Grey: Uncertainties or unkwnowns.

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Attitudes & Beliefs

Do existing attitudes & beliefs align with the behaviour?
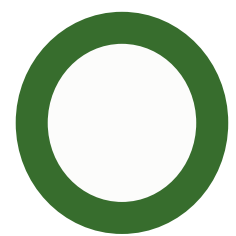
○ People's attitudes steer towards wanted behaviours.
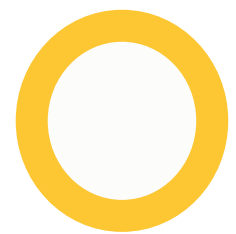
○ They don't appear to influence decision-making.
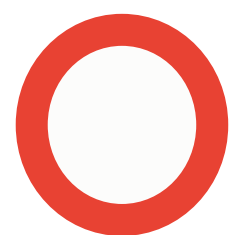
○ They are guiding and reinforcing the undesired behaviour.
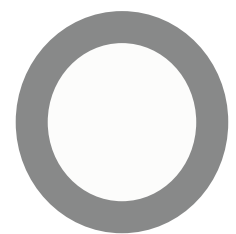
○ It's unclear at the moment.
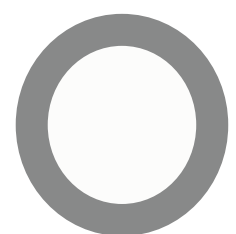
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Mental Models

Do mental models shape people's behaviour?
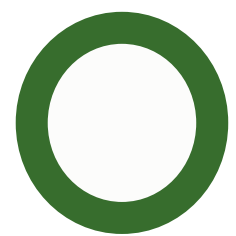
◯ They empower people towards making positive decisions.
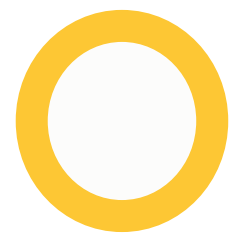
◯ They have a limited impact.
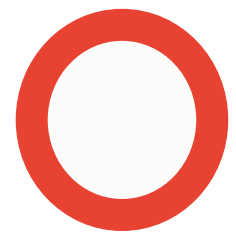
◯ Misguided mental models lead to undesired behaviour, inconsistent decisions, or difficulty adapting.

◯ It's unclear how they influence the behaviour.
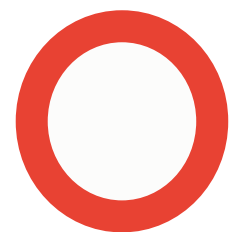
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Decision Making

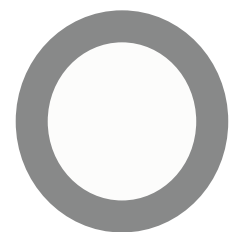## Does the way people make decisions shape their behaviour?
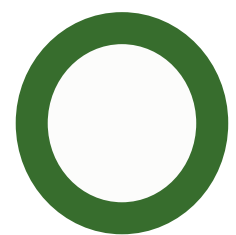
○ Personal preferences, and slower decision making reduces cognitive biases which leads to desirable choices being made.
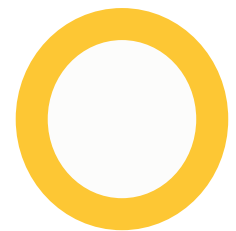
○ It doesn't seem to be a factor.

○ Misguided preferences, biases, or hasty decisions lead to poor choices and unwanted behaviour.

○ I don't know enough to make a call.

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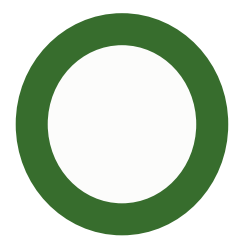# Autonomy

Do people feel in control?

○ People feel they are involved in the decision-making and behaviour.

○ The degree of personal control doesn't seem to matter.

○ The behaviour conflicts with people's sense of autonomy and personal values, leading to adverse effects.
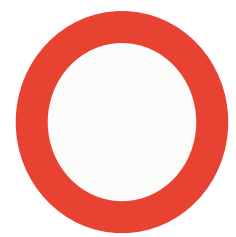
○ I don't know if people feel in control.
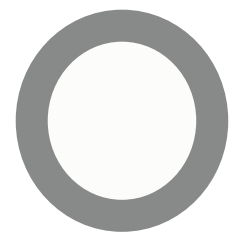
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Goals

Do personal goals match the behaviour?

○ Clear goals and self-accountability propel behaviour towards desired outcomes.
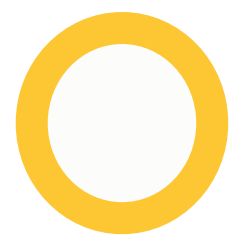
○ People's goals don't seem relevant.

○ Unclear goals, misplaced priorities, or lack of accountability lead to counterproductive behaviour.
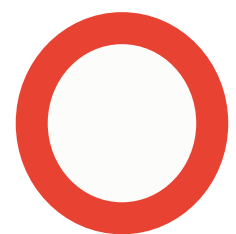
○ I don't know if people feel in control.

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Incentives

Are the incentives or people's perceived rewards working?
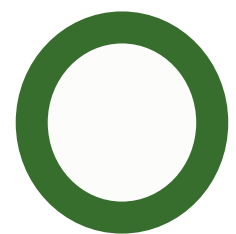
○ Yes, they motivate desirable actions.
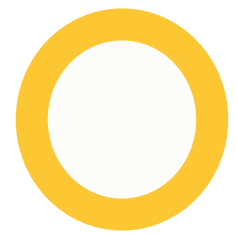
○ They don't seem to have an impact.

○ Incentives for wanted actions fall short, or worse incentives encourage unwanted behaviours.
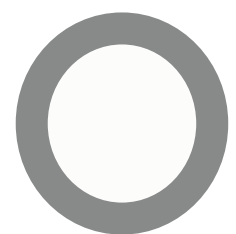
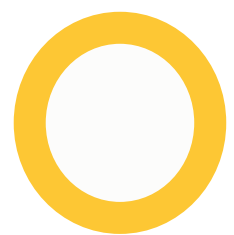○ I'm not sure if or how people are incentivised.

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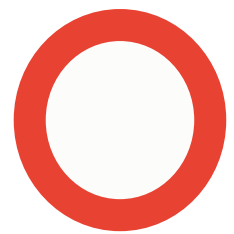# Confidence

Are people confident?
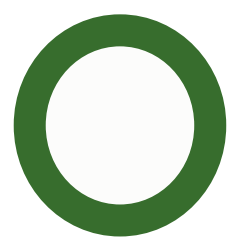
○ People exude confidence, fuelling their intentions and ability to risk trying new positive behaviours.
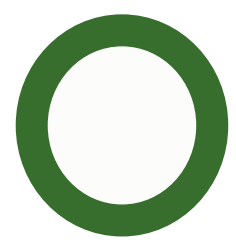
○ Confidence doesn't always spur action.
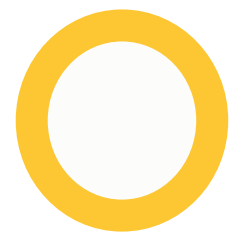
○ Low confidence hampers intentions, risks, and exploration.
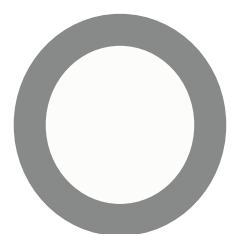
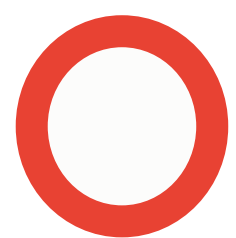○ I don't know if people are confident or the impact it's having.

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React Vs. Planned

## Do actions spring from impulsive instincts or thoughtful deliberation?

○ Actions are well-thought-out, considering consequences, weighing pros and cons, and assessing personal capabilities.

○ Some actions are planned, but many are driven by impulsive reactions.

○ Actions are largely impulsive, lacking thoughtful planning or consideration of consequences and capabilities.
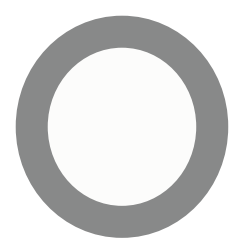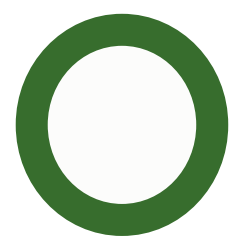
○ I'm uncertain of the balance between impulsiveness and thoughtful planning.
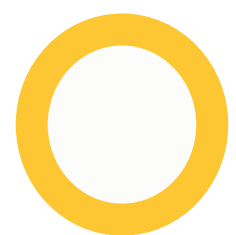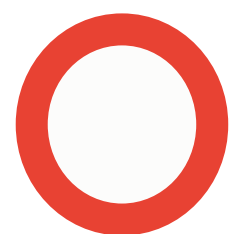
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Habits

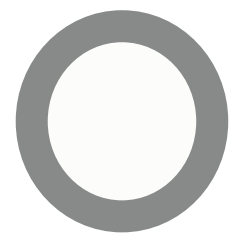## Do people's habits pave the way for success or reinforce pitfalls?

○ Current habits fuel beneficial actions, building a positive foundation.

○ There is a mix of habits, some helpful some not, but they don't have much of an impact.
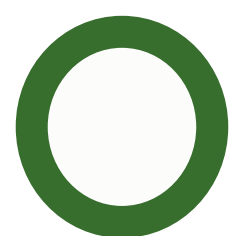
○ Prevailing habits fuel unwanted behaviours.
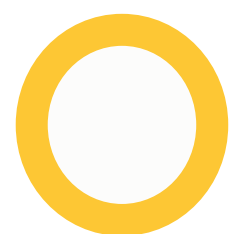
○ I'm unsure what habits people have.
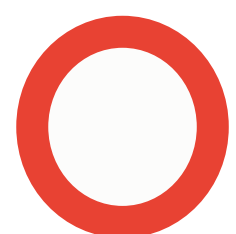
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Group Membership

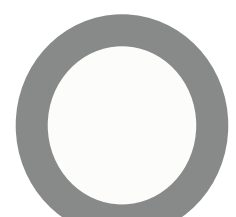## Does belonging to a specific group affect the behaviour?

○ Association with a specific groups has a positive effect.

○ Groups don't seem to have an impact.

○ They expose people to unwanted options, actions and individuals leading to polarisation, conflict and undesirable behaviours.
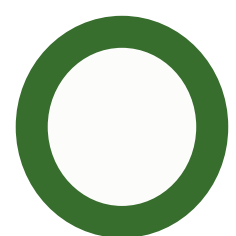
○ I don't know which groups my audience are a part of or the groups influence.
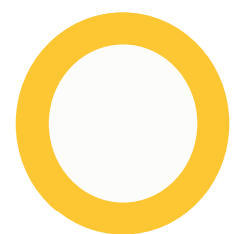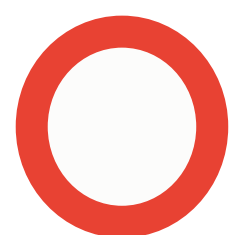
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Group Goals & Roles

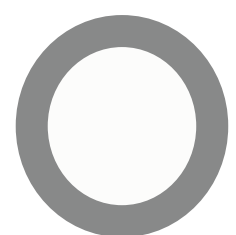## Are people's collective goals and roles helping?

○ They are well meaning, understood and adhered to, leading to collaborative actions and positive outcomes.

○ They don't have an impact either way.

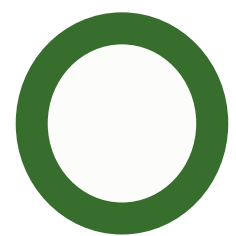○ They are either misplaced, misunderstood or dismissed, breeding confusion, apathy and a negative influence.

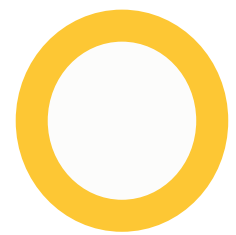○ I'm uncertain how they impact the behaviour.
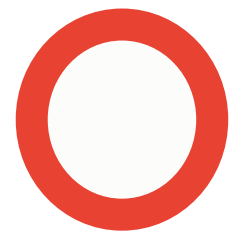
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Group Impacts
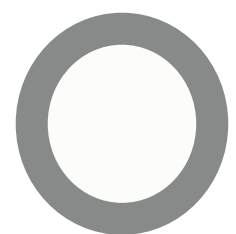
Does the group dynamic affect behaviour?

○ They help - positive group norms and people working together have a positive impact.

○ No clear influence.

○ They encourage undesirable behaviour. There are negative group norms, social loafing or unwanted pressure to do the wrong thing.
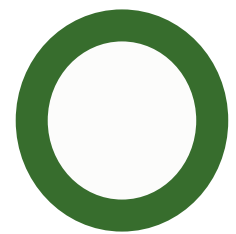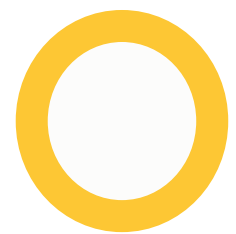
○ It remains unclear.
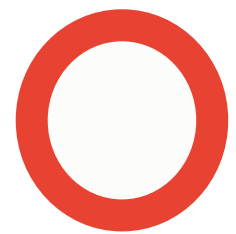
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Social horizon
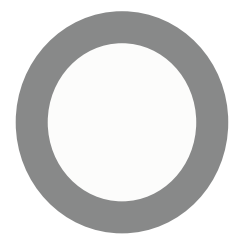
Are there new opportunities?

○ People are experiencing a change in their personal or social lives, and are open to try new things.

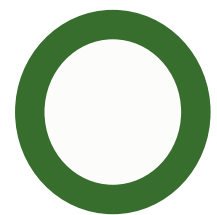○ If there is change, people don't seem to notice.

○ There is a lack of change and limited chances for new experiences leading people to repeat undesirable actions.

○ It's unclear if social and personal change is afoot.

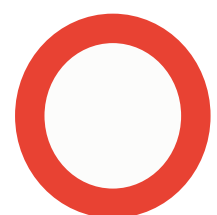behaviourkit

Conformity Vs. Conflict

Do people start to change when things change?

○ They positively adapt and grow, often finding new interests or groups that align with the desirable behaviour. Conflict is healthy and supports the groups direction.

○ People experience intermittent conflict and conformity, but it doesn't seem to have an impact on them or their behaviour.

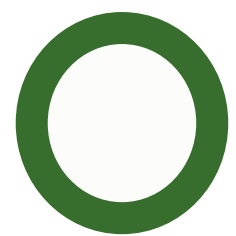○ People resist change, preferring stability and the status quo.
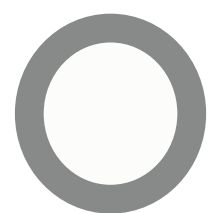
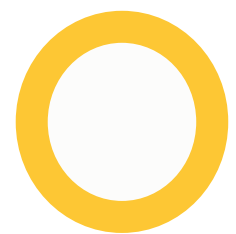○ I don't know how people are reacting to changes.
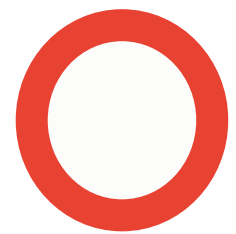
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Purpose

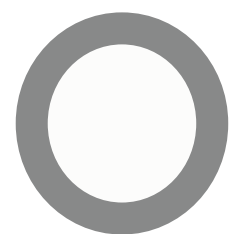## Do people have a clear and shared purpose?

○ Yes, it empowers people, unites the group, and drives positive behaviour.

○ There's a stated purpose, but it doesn't impact how people behave.

○ A lack of clarity or shared purpose hampers motivation. Or worse, people rally around a purpose for the undesirable behaviour.
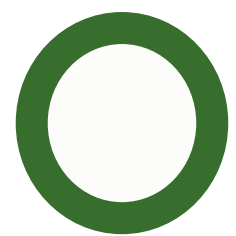
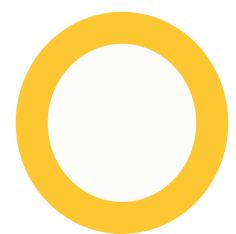○ I'm not sure about the group's purpose or its effect.
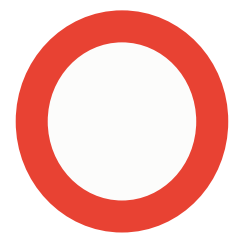
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Belonging

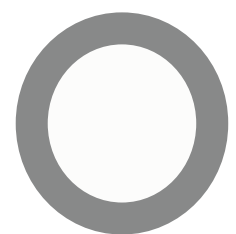## Do people's actions stem from the desire to belong?

○ A strong sense of belonging guides people towards positive and fruitful behaviours.

○ Belonging occasionally shapes actions, but it fluctuates, leaving people uncertain.

○ The desire to belong is leading people astray and down the path to undesirable behaviours.
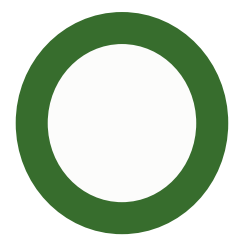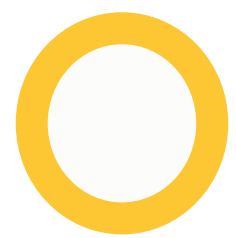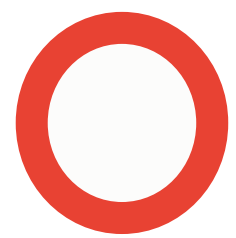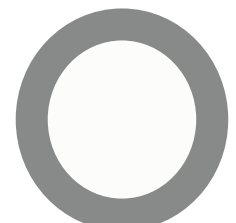
○ It's unclear which groups people want to belong to and if it's having an impact.

Peer Reinforcement

Are peers shaping people's behaviours and decisions?

○ Peers exert a positive influence, guiding people towards beneficial actions.

○ The presence and influence of others is intermittent or inconsistency.

○ Peers steer people towards unwanted behaviours, exerting a negative influence.
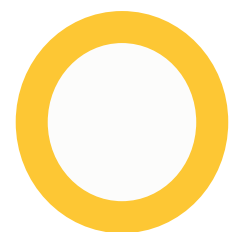
○ It needs looking into.

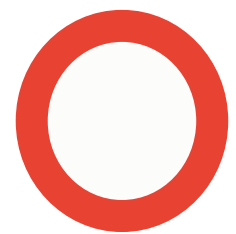behaviourkit

Role Models

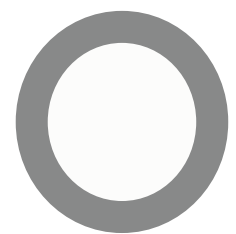## Do people look up to others?
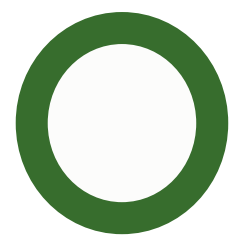
○ Emulating role models drives positive behaviours and goals.
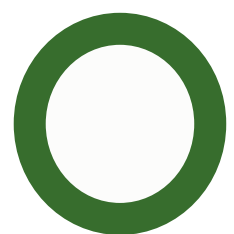
○ Role models' impact is inconsistent.

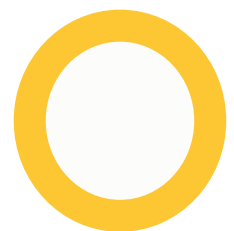○ Undesirable behaviours and goals result from misguided role models.

○ I don't know who the role models are or of their influence.

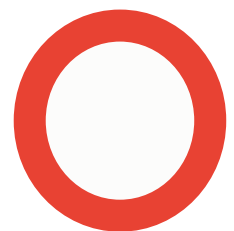behaviourkit

Artefacts & Touchpoints

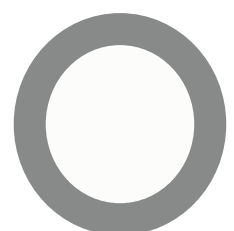## Do the things people interact with guide their behaviour?

○ They steer people towards beneficial behaviour - capturing attention, providing cues, and evoking positive emotions.

○ They aren't that prevalent and have little impact.

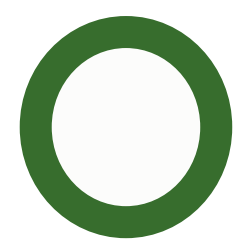○ Misleading cues, negative emotions, or counterproductive objects drive unwanted behaviour.

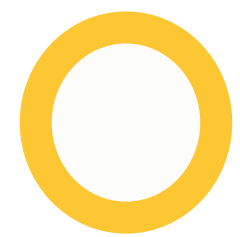○ I'm not sure of the relevant artefacts or their influence.

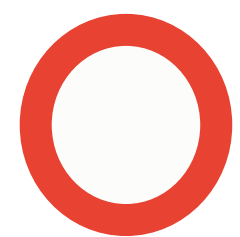behaviourkit

Rules & Regs

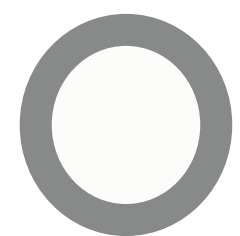## Do people follow the guidelines?

○ Rules are understood and followed, fostering wanted behaviours.

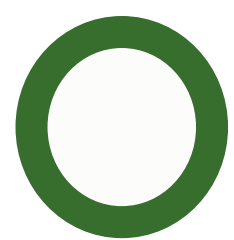○ Existing rules and regulations don't seem to have a noticeable effect.

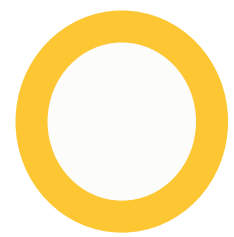○ People don't know of the rules, and if they do they don't follow them.

○ I'm not sure which rules & regulations are relevant

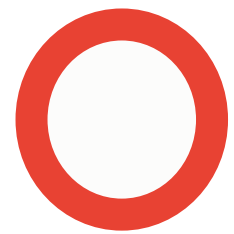behaviourkit

Emerging Acts

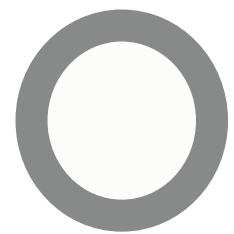## Do local changes support people's behaviour?

○ Yes, changes across tech, finance, policy and the environment give people new opportunities and shift them towards desired behaviours.

○ Some notice changes, but changes do not influence people's actions.

○ Changes are causing disruption, making desired behaviours more challenging to start or they lead to unwanted actions.
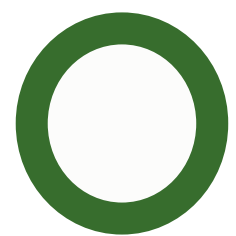
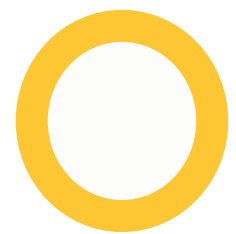○ It's uncertain if or how local changes are influencing people's behaviour.

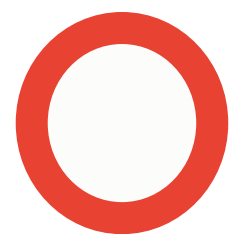behaviourkit

Communication Environment

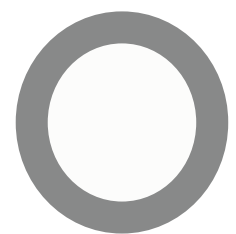## How are the messages people receive shaping their behaviour?

○ Messages are positively influencing behaviour and driving positive actions.

○ Messages are received but they aren't causing a significant change in behaviour.

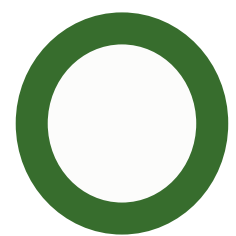○ Messages are misguided, misunderstood or ignored, leading to no positive change or even negative actions.
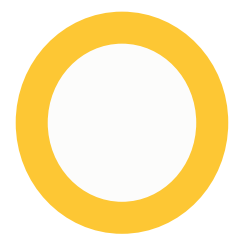
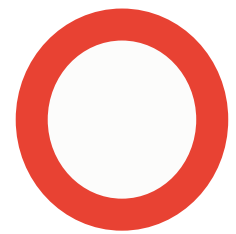○ I need to look into this.

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Opportunity

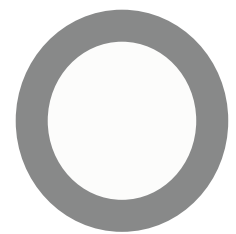## Are new opportunities fuelling behaviour?

○ Absolutely! They are sparking desirable behaviours.

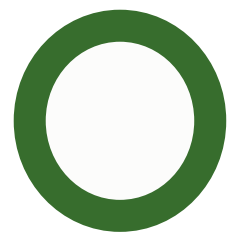○ Surprisingly, despite the opportunities, the behaviour remains unchanged.

○ The limited opportunities on offer are holding people back, or the opportunities there are encourage undesirable actions.
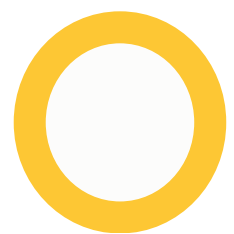
○ I'm not aware of any opportunities or their potential impact.

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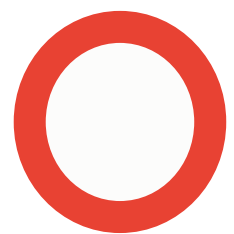
Obstacles

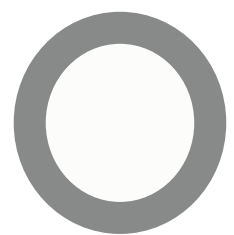## To what extent do obstacles deter people?

○ Obstacles ignite determination to try something new, fuelling positive actions and resilience towards wanted behaviours.

○ People don't seem to care either way.

○ Obstacles stand in people's way preventing wanted actions or encouraging undesirable ones.
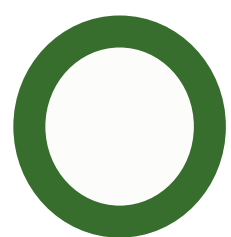
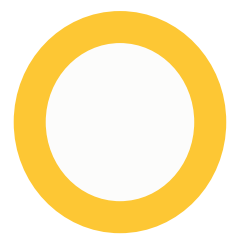○ I'm not aware of any opportunities or their potential impact.
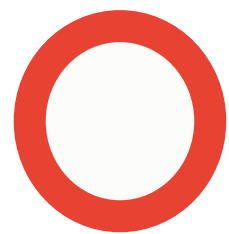
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Ease

How easy is the behaviour?

○ Desirable tasks are easy, accessible and convenient.

○ Task ease has minimal impact.

○ The path of least resistance encourages and reinforces undesirable behaviours.
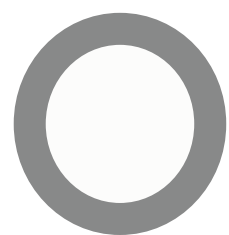
○ I need to explore this more.

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3. Plan & Strategise

Review all categorised drivers, prioritising Reds and Greys, then considering Greens and Ambers. Translate these insights into actionable steps.

Based on your detected drivers, which actions take precedence?

The Drive Detector

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TRANSLATING INSIGHTS

Reds: Priorities that need immediate addressing.

Greys: Concerns. They are currently your hidden unknowns so require additional research.

Greens: Strengths to build upon and leverage.

Ambers: Monitor as they can swing either way once your project starts.

The Drive Detector

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Explore
The Drive Detector
on BehaviourKit.com

What behaviours can you address with this tool?

Share this tool to spread the insights

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