

PLANNING FORM

READY. SET. CHANGE SOMETHING.

01 WHAT DO YOU WANT TO CHANGE?

GOAL: _____

AUDIENCE: _____

ACTION(S): _____

WAYS TO GAIN INSIGHT



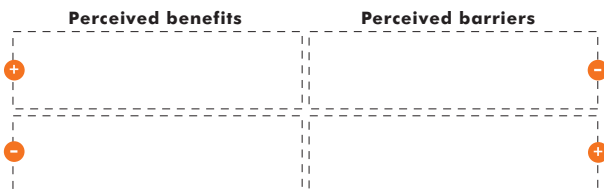
Ethnographic research

Opportunities research

02 WHAT ARE THE OPPORTUNITIES TO INFLUENCE THIS BEHAVIOR?

DESIRED BEHAVIOR: _____

COMPETING BEHAVIOR: _____



03 WHAT INTERVENTIONS WILL MAKE A DIFFERENCE?

PRODUCT/SERVICE: _____

PRICE: _____

PROMOTION: _____

PLACE: _____

POLICY: _____

WAYS TO GAIN INSIGHT



Prototyping research

Economic modeling;
Prototyping research

Message testing;
Prototyping research

Observational research;
Prototyping research

Policy research

04 WHAT WILL IT TAKE TO PUT THESE EFFORTS INTO PRACTICE?

FUNDING: _____

STAFF: _____

PARTNERS: _____

05 ARE THESE EFFORTS WORKING?

PROCESS MEASURES: _____

OUTCOME MEASURES: _____

WAYS TO GAIN INSIGHT



Tracking, Monitoring

Surveys, Observations