01 WHAT DO YOU WANT TO CHANGE?

GOAL: 

AUDIENCE: 

ACTION(S): 

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: 

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

Ethnographic research
Opportunities research

Perceived benefits

Perceived barriers

Prototyping research
Economic modeling; Prototyping research
Message testing; Prototyping research
Observational research; Prototyping research
Policy research

Tracking, Monitoring
Surveys, Observations