

COM-B Canvas

Capability

Opportunity

Motivation

Based on the COM-B model
Reference: Michie, S., Stralen, M M., West, R. The Behaviour Change
Wheel: a new method for characterising and designing behaviour change
interventions. 2011



COM-B Canvas

Target

Problem

Target behaviour

What is the pivotal action in your behaviour flow?

We aim to _____ this behaviour

☐ Start

☐ Stop

☐ Modify

Behavioural diagnosis

Capability

Physical

People need to be able to physically do the action. By either having a motor skill, like driving, or the physical strength to act.

Psychological

People need to be able to mentally process the action or have the mental skill.

Opportunity

Physical

Are people prompted to act, and once people start are all the resources and services available for them to continue?

Social

People are social animals. Often they will stop doing something if they think others disapprove or won't do it themselves.

Motivation

Reflective

People act on impulse. Driven by habits and emotional responses, it can make people act quickly and impulsively. People are often unaware of habitual behaviours, they are also hard to change.

Automatic

People also consider their options. They think about what to do, how to reach their goals and what aligns with their beliefs and identity.



Created by



Lauren Kelly

is the Behavioural Design Director at BehaviourStudio.

A studio that helps brands change behaviour and
trains teams in Behavioural Design.



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