

Motivation funnel

This method contains:

Instructions

Template

Theory

Theory of motivation

10 Universal Human Values

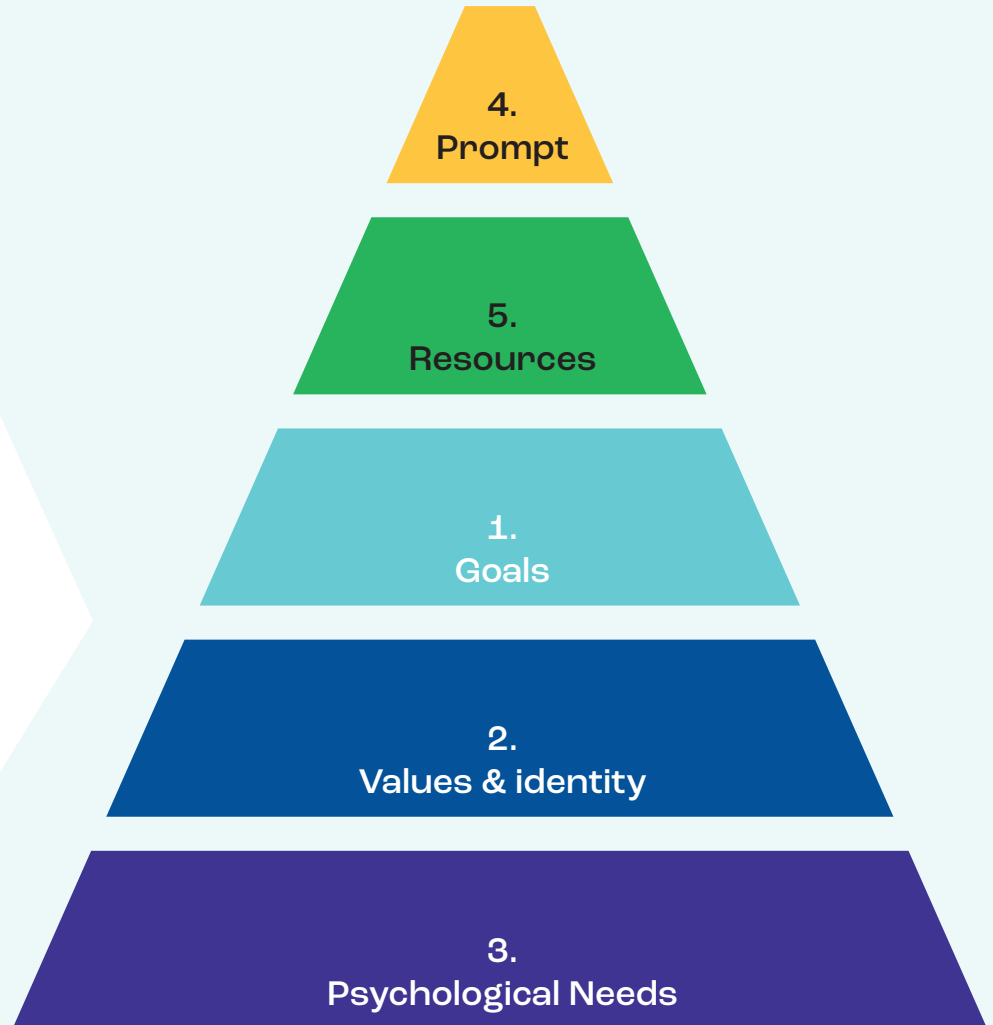
3 Basic Psychological Needs

Resources

10 Universal Values set

Research Basic Psychological Needs

Brainstorm to meet BPNs





Motivation funnel

🕒 20 - 60 minutes





Motivation funnel

🕒 20 - 60 minutes

Steps

1 Goals

Define people's goals and priorities. These are the big G goals, the aims that people have that drive all their actions. A person doesn't have a goal to sign up to a fitness app, that is just a step. Instead they have a big G goal of getting fit.

2 Values

Explore why people have these goals.

2a Do they align with certain values that are important to people? Use the 10 Universal Values to structure this conversation. The values are represented across cultures and used in psychological research. Add your insight to the Values & identity section of the funnel.

2b Are their goals related to people's sense of self, their identity? For example, a person who sees themselves as an active person would have a strong goal to lift 100kg. Add your insight to the Values & identity section of the funnel.

3 Psychological needs

Explore what needs a person's goals fulfil, and in what way. Use the 3 basic psychological needs - autonomy, competence and mastery to structure this conversation. Add these to the Needs section of the funnel.

4 Prompt

Go back to the start of the funnel. People need to know what to do and when so they can start to build their motivation. Brainstorm prompts with impact and explore which communication channels people are more likely to interact with. Ask yourself: When are people paying most attention? Which messages align with their goals, values and psychological needs?

5 Resources

Being told to act is the first step, taking that instruction and forming a plan of action is the next. This is when motivation starts to become internalised. People know you have to act, now it's time to determine if they can. Explore what resources people need to reach their goals. Brainstorm how to overcome these limiting resources and make the actions easy to do.

6 Review

Review your Motivation Funnel. Use the funnel to plan how to build an idea for people's motivation. Goals act as the bridge between guided and self directed motivation. Design the funnel around these to create sustainable behaviour change.



Theory

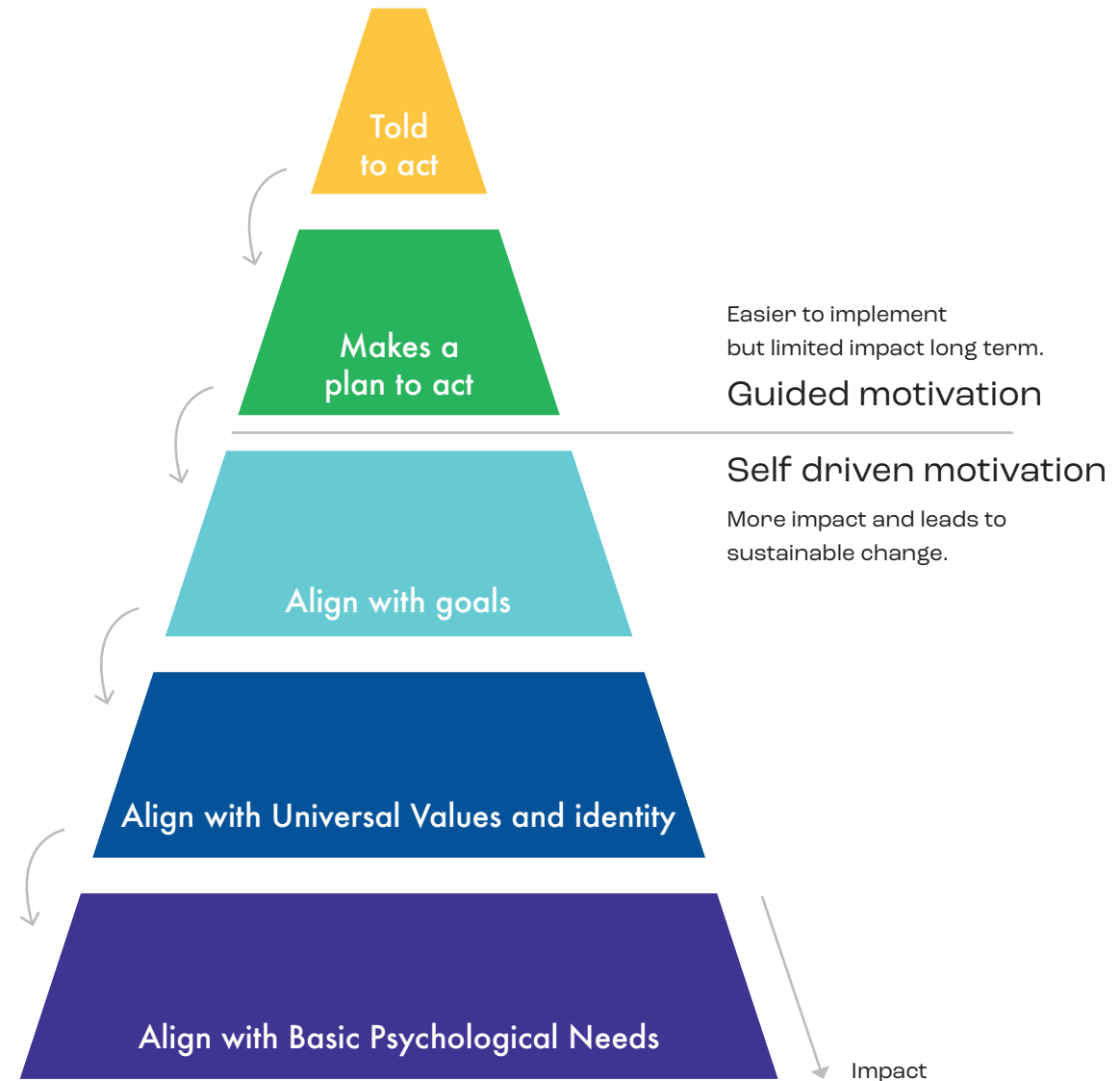
Motivation as a scale
10 Universal Values
3 Basic psychological needs



Theory of Motivation

Motivation as a scale

Motivation isn't on vs. Off. Instead it is made up of multiple steps. These steps act as a funnel. The further people go along the motivation funnel, the more their motivation increases. Importantly their motivation type switches from guided motivation - where actions are driven by other people and people act out of feeling pressured or obligation. To self driven - where actions are driven by themselves. This shift is the difference between someone doing something once and creating sustainable behaviour change.



References

Deci, E. L., & Ryan, R. M. (2002). Handbook of self-determination research. University Rochester Press.

Koestner R, Otis N, Powers TA, Pelletier L, & Gagnon H (2008). Autonomous motivation, controlled motivation, and goal Progress. Journal of Personality.



Theory of Universal Values

Universal Values

The Theory of Basic Human Values, pioneered by social psychologist Shalom Schwartz, is one of those rare frameworks in behavioural science that is robust. It is widely studied, with other 200 studies across 80 countries. This is good news. It gives a universal set of motivationally distinct values that work across culture, gender, personality and social dynamics. For design they provide a common language to understand other people and bring a structure to the values conversation.

The 10 Universal Values:

- Power
- Achievement
- Hedonism
- Stimulation
- Self-direction
- Universalism
- Benevolence
- Tradition
- Conformity
- Security

References

Schwartz, S. H., Cieciuch, J., Vecchione, M., Davidov, E., Fischer, R., Beierlein, C., ... Konty, M. (2012). Refining the theory of basic individual values. *Journal of Personality and Social Psychology*.



Basic Psychological needs (BPN)

3 Psychological Needs

All human psychological needs are bound to just 3 - competence, autonomy and relatedness. Used for over 20 years they stand across multiple sectors from game design to health and finance. And carry across culture, age and gender. A person on the space station has the same psychological needs as a child in rural Siberia.

BPN are specific and measurable. Their wide use in psychology and more frequently in design means you can easily survey needs. Simply use them in research sessions.

What you need to know about BPNs:

- We seek them for their own sake, so they become central to self directed motivation.
- When met they lead to well-being.
- When frustrated lead to disengagement or distress.
- They cannot be overdone. We can get fed up of other people, but not by feel too meaningfully connected.

The 3 basic psychological needs:

- Autonomy - a sense of acting in accordance with people's goals and values.
- Competence - feeling able and effective.
- Relatedness - feeling connected to others, a sense of belonging.

References

Deci, E. L., & Ryan, R. M. (2002). Handbook of self-determination research. University Rochester Press.



Resources

People invest to act.

Actions aren't without cost. People need to invest in an action to both start and complete each step. These investments span across physical, psychological and social.

Physical

An action requires things that people physically own, possess or have.

Psychological

People have the cognitive and mental bandwidth to invest in the action.

Social

Action depends on other people or requires that other people do something to make the action possible.

References

BehaviourKit. (2020). Action checklist.

Michie S, Stralen M, West R. (2011). The behaviour change wheel: A new method for characterising and designing behaviour change interven-



Resources

10 Universal Values

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14 Resources



Motivation funnel

Universal Values

Use this set to structure the conversation around people's values. Build off their goals and ask yourself, which value(s) align with their goals and which potentially conflict.

POWER

RELATED TO GOALS

Social power.
Authority.
Wealth.

ACHIEVEMENT

RELATED TO GOALS

Success.
Capability.
Ambition.
Influence on people and events.

HEDONISM

RELATED TO GOALS

Pleasure.
Enjoyment in life.
Self-Indulgence.

STIMULATION

RELATED TO GOALS

A varied and challenging life.
An exciting life.
Daring.

SELF-DIRECTION

RELATED TO GOALS

Creativity.
Freedom.
Curiosity.
Independence.
Choosing own goals.

UNIVERSALISM

RELATED TO GOALS

Broad-mindedness.
Social justice.
Equality.
Wisdom.
Unity with nature.

BENEVOLENCE

RELATED TO GOALS

Helpfulness.
Honesty.
Forgiveness.
Loyalty.
Responsibility.

TRADITION

RELATED TO GOALS

Humility.
Accepting one's portion in life.
Devotion.
Moderation.

CONFORMITY

RELATED TO GOALS

Politeness.
Respect for others.
Self-discipline.
Obedience.

SECURITY

RELATED TO GOALS

Cleanliness.
National security.
Social order.
Family security.
Reciprocation of favours.



Motivation funnel

Researching Basic Psychological Needs

When talking to people or reviewing your research keep an ear out for these words. They will act as signals to whether an experience is supporting or conflicting people's basic psychological needs.

Autonomy

Supporting

- Autonomous
- In control
- Empowered
- Purposeful
- Meaningful
- Powerful

Opposing

- Controlled
- Futile
- Useless
- Pointless
- Manipulated
- Meaningless

Competence

Supporting

- Capable
- Informed
- Clear
- Structured
- Confident
- Useful
- Organised

Opposing

- Stupid
- Inept
- Impotent
- Confusing
- Unclear
- Overwhelming
- Chaotic

Relatedness

Supporting

- Supported
- Belong
- Understood
- Proud
- Liked
- Loved
- With people who get me

Opposing

- Isolating
- Lonely
- Betrayal
- Shameful
- Guilty
- Unlike
- Unloved



Motivation funnel

Brainstorming for Basic Psychological Needs

Use this set to transition psychological needs into prompt ideas.

AUTONOMY

A sense of acting in accordance with people's goals and values.

BRAINSTORMING TIPS

Provide a range of information to help people make their own decisions.

Avoid making decision for others. Instead, include an additional step where people can confirm their original decision.

Increase people's responsibility.

Break down complex problems into smaller steps. Help guide people through each step so they feel in control.

COMPETENCE

Feeling able and effective.

BRAINSTORMING TIPS

Make it easy to do.

Use encouraging information.

Use positive feedback.

Differ experiences based on a person's skill level, task complexity and context.

Provide opportunities for learning and improvement.

RELATEDNESS

Feeling connected to others, a sense of belonging.

BRAINSTORMING TIPS

Create a sense of social interaction.

Use people's current social interaction.

Connect people with others.

Use peer comparison.
'Other people like you did...'



Resources

Physical

SKILL

Does the action need a specific skill or ability?

STRENGTH

Does the action need physical strength or dexterity?

MONEY

Does the action need any financial resources?

TIME

Does the action take time?

EQUIPMENT

Does the action need a specific tool, technology or equipment?

Psychological

AWARENESS

Do people know they need to act?

MENTAL CAPACITY

Are people are able to process and think about taking action?

COMPREHENSION

Do people understand that action is required?

AUTONOMY

Do people feel in control of the action?

ATTENTION

Are people paying attention?

Social

CONFIDENCE

Do people have confidence in their ability to act?

SUPPORT

Do people have access to other people if needed to complete the action?

INVOLVEMENT

Are there other people involved in the action?

INFLUENCE

Do other people do the action? How does the target audience know?

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