



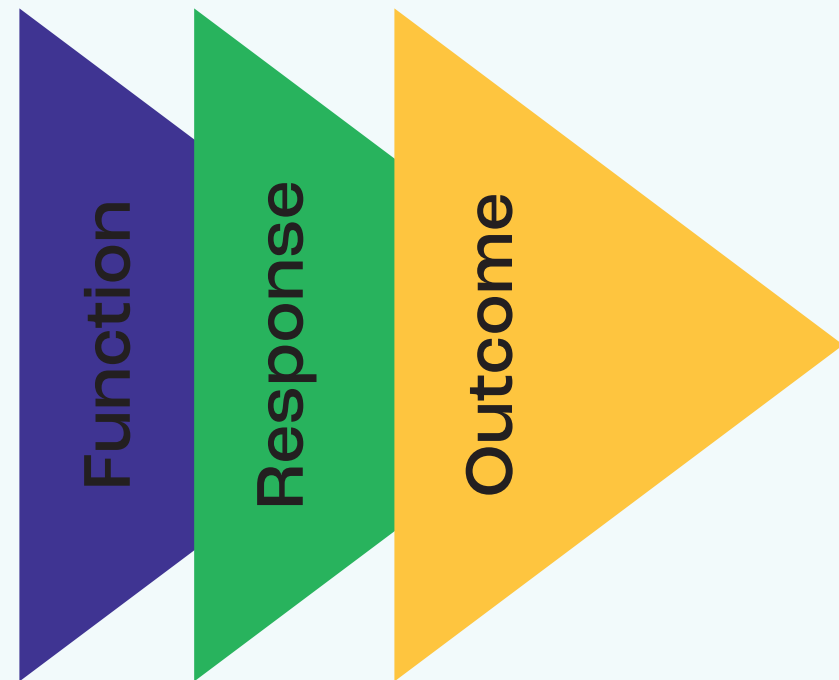
BEHAVIOURKIT

Outcome mapping

This method contains:

Instructions

Template





Outcome mapping

 30 - 60 minutes

Steps

1

Define the functions

Features make up your solutions. They are the defined elements of what you will use, adapt and apply to influence people's behaviour. Write the main functions on the left of the outcome mapping.

2

Define people's response

For each feature write down how you expect people to respond. What is their immediate reaction and response to the feature?

3

Create outcomes

Behaviour change happens after initial engagement. Start to think of the outcomes you would expect.

Ask yourself:

What specific changes will your intervention create through its functions and responses?

Think across:

- Short term outcomes
- Medium term outcomes
- Long term outcomes

4

Pinpoint indicators

Indicators help you monitor people's behaviour, specifically where users are along their path towards long term and sustainable behaviour change. Indicators are specific and measurable. They focus on actions and avoid emotions.

Ask yourself:

What are the indicators that people have reached this outcome?

What are indicators that people have missed this outcome?

5

Measure and monitor

Explore how you can measure and record the indicator.

Ask yourself:

Which technique can I use to capture this indicator?

What data does the indicator generate that I can monitor?



Outcome mapping

🕒 30 - 60 minutes

Function(s)	→	Response	→	Outcomes				
				Short	→	Medium	→	Long
		Indicator		Indicator		Indicator		Indicator
		Indicator		Indicator		Indicator		Indicator
		Indicator		Indicator		Indicator		Indicator