

REACTS analysis

This method contains:

Instructions

Template

Resources

COM-B deck

Rules

Emerging
Acts

Audience

Comms

Touchpoint

Social

REACTS

🕒 90 - 120 minutes



Step by step go through your behaviour flow and use REACTS to identify factors that stop or influence the ideal behaviour.

Steps

1 Rules

People follow rules. There are two types of rules that guide people's behaviour; Rules with incentives - like guidelines and laws. And norms, the unwritten social rules we follow.

A rule once broken causes discomfort or punishment. For laws this means legal punishment, for norms it can mean being ejected from a social group. We follow rules to fit in and avoid punishment.

Ask yourself:

Is there current legislation that forms, breaks or influences the behaviour?

Are there any other guidelines that influence how people act?

Is there an unwritten rule that causes or prevents the behaviour?

Are people influenced by a social norm?

2 Emerging acts

Behaviour depends on what is happening in people's lives. Emerging factors is a bird's eye view of the environment of change. A way of asking and documenting 'What's new?'. It helps us ask questions like; Is there a new technology that will change how people bank? A local interest group that is influencing what people think about recycling? Or changes in the economy that make people more risk averse?

The 5 emerging factor areas are:

- Social
- Economic
- Commercial
- Technological
- Political

Ask yourself:

Is there a new technology that could influence the behaviour? What impact does it have?

Is there an economic change - both locally and wider - that makes the behaviour easier or harder?

Are there other companies, advertising or competitors that are targeting or influencing the behaviour?

Is there a new political movement, either locally or globally that influences the behaviour?

Has anything changed socially for the target audience?

3

Audience

At the core of behaviour is a person. In a behavioural design project this person is your audience. A group of people who you target to change their behaviour.

To identify barriers to behaviour at the audience level we turn to COM-B by Dr Michie et al. COM-B is a framework for understanding individual behaviour. It looks at behaviour as three components: Capability, Opportunity and Motivation.

REACTS

🕒 90 - 120 minutes

Steps continued

Ask yourself:

Do people have the mental and physical ability to engage in the behaviour? (Capability)

Do people have the opportunity to act? (Opportunity)

Are people more motivated to do the target behaviour than other behaviours we might do instead? (Motivation)

(See the COM-B deck in resources for more questions)

4 Communication environment

The world is hectic. Full of pings, advertising, signs and cues. To act we take cues from our environment. It informs and directs us, even without us realising.

These cues go by many names in Behavioural Science - triggers, requests, prompts, cues and more. But they do the same thing, they alert us to action and expose us to information and opinions that influence our attitudes.

What matters is what we pay attention to. The phone rings, we are motivated to answer... but if we don't know it rings we won't answer.

Ask yourself:

What are we told?

Which cues are designed to stand out the most?

Which cues do we pay attention to?

5 Touchpoints

People are influenced by the things we interact with. Our main focus is where brands, business and behaviour interact, the touchpoints of your project. They are the physical artefacts that people interact with. From apps to websites, letters, campaigns and content. Most, if not all, behavioural design projects are for a specific client. We are able to assess the client's brand and see what is helping or hindering the ideal behaviour.

Ask yourself:

Which touchpoints do people interact with?

Within the touchpoint which can you identify any barriers to the behaviour?

6 Social

We act differently when with friends vs. family vs. work. In each situation we are the same person, but we take on our social identity. Each group has values and we as individuals take on those values to fit in. We constantly juggle and express these different values depending on who we are with. But it means we act differently.

For a business or design team this may seem alarming... 'Wait, we have multiple identities? And they change? How do we even design for that?'

Social identity depends on the groups we are in.

REACTS

🕒 90 - 120 minutes

Steps continued

Ask yourself:

Which groups is my audience a member of?
What roles and expectations do they have as a member of that group?
How does this influence their behaviour?

7 Prioritise barriers

By now you'll have a lot of barriers on your behaviour flow. You need to prioritise. This is an important step. A behavioural design project will only address one or two main barriers. A small change can have a big influence on overall behaviour.

Ask yourself:

Which barriers have the biggest impact?
Which barriers do I have access to?

8 Create barrier statement

Collate the main barrier into a barrier statement. These are used in ideation.

Complete the statement:

The reason people aren't currently doing
ideal behaviour _____
Is because barrier _____

Fixed factors

You can't change everything.

You know something has an impact on the behaviour yet it's beyond the scope of the project. The barrier may be in another app not controlled by your client, or world events may present a new challenge that you can't do anything about. What do you do? These are your fixed factors. They are known barriers that influence the behaviour but you can't change. Your job is to collate them. When it comes to ideation you can keep them in mind and create solutions that navigate around their influence. It's better to keep an eye on a fixed factor than try and forget about it.

9 Fixed factor statements

Identify which factors have a big impact on the behaviour but you have no access to.

Collate these into a fixed factor statement:

Things we can't change and I need to be mindful of are...
1.
2.
3.



REACTS

Rules

Law, suggestions, norms

Emerging acts

Social, Economic, Commercial, Technological, Political



Step by step go through your behaviour flow and use REACTS to identify factors that stop the ideal behaviour.

Audience

Capability, Opportunity, Motivation

Communication environment

Messages, Attention

Touchpoints

Perceptual fluency

Social identity

Group membership, Group values



Action sorter

Resources



COM-B deck

Identify factors influencing the individual

The COM-B is a theoretical model, published by Professor Susan Michie and colleagues, that helps to us understand the barriers and facilitators related to a behaviour. The COM-B states that for behaviour change to take place, we must have the capability, opportunity and motivation to do so.

Capability

Psychological capability

Do people know they have to change?

Do people know what's required to change?

Do people understand the benefits?

Do people understand what will happen if they do?

Do people understand what will happen if they don't?

Do people find it easy to do?

Do people need to pay attention to do the action?

Do people remember to act?

Do people feel in control?

Do people understand what is required?



COM-B deck

Do people have the mental skills needed?

Do people have the concentration to follow through?

Physical capability

Do people have physical skills needed?

Do people have dexterity and ease of movement?

Do people have physical strength?

Do people have the ability to overcome physical limitations?

Opportunity

Physical opportunity

Do people have the time?

Do people have the financial means?

Do people need equipment or facilities?

Do people have easy access to resources?

Do people have competing tasks?

Do people have reminders?

Social opportunity

Do people have the social support required?

Do other people remind them?



COM-B deck

Motivation

Reflective motivation

Do people think the benefits outweigh the costs?

Do people feel they want to do it?

Do people care about the consequences?

Do people have other goals that may stop them?

Do people have enough incentives?

Do people see the behaviour as everyday?

Do people know how to do it?

Do people have a plan to achieve it?

Automatic motivation

Do people have an emotional response?

Do people feel good about doing/ not doing it?

Do people feel bad about doing/not doing it?

Do people do it repeatedly?

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**Behaviour
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