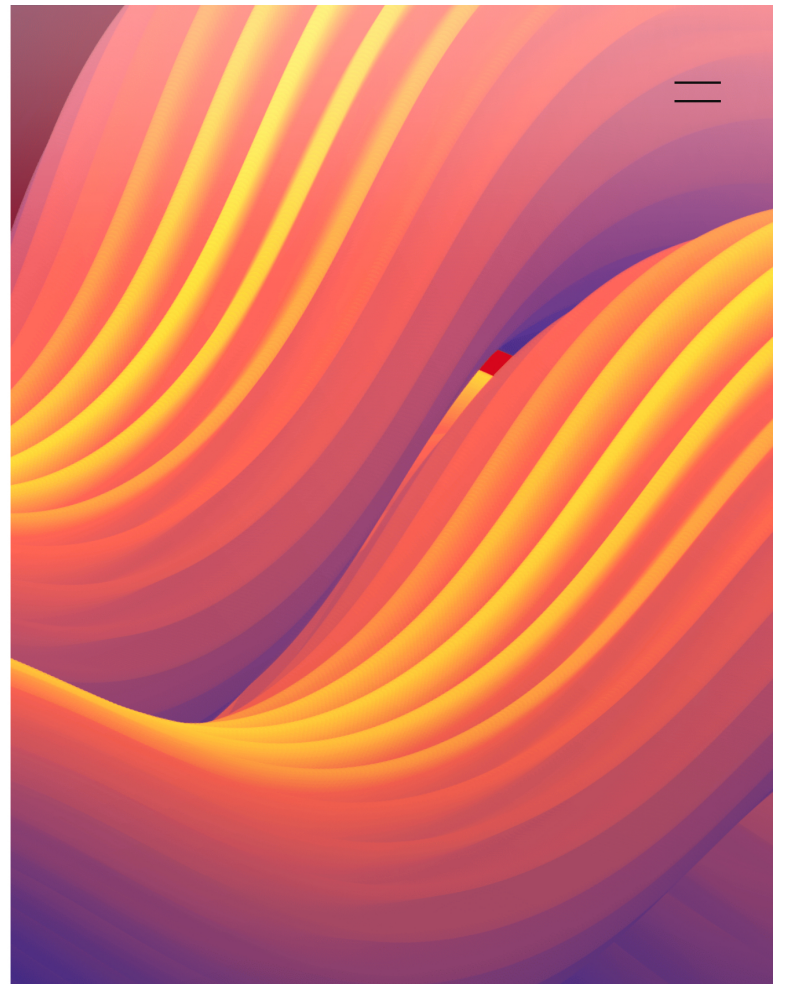




8 | Mindsets of a Behaviour Thinker

First steps 2 MIN READ



Rethink behaviour.

Behaviour Thinking isn't about opening an academic textbook to understand someone else or using jargon to explore what people do. It's a way of looking at the world. With methods to think clearly about human behaviour and understand the fundamentals of action and choice. To look a little closer, know that people don't act like robots, they ride on illogic and are influenced in every decision they make.

Creative clarity.

Behaviour Thinking draws from a behavioural science's knowledge base, building on theories and frameworks proven in scientific rigour. Science doesn't cloud creativity. Instead it starts creativity from a place of informed confidence. To pinpoint routes that are more likely to create behaviour change.

From self to others.

The human brain makes Behaviour Thinking harder. We prefer the status quo, make assumptions that don't meet scientific reality and can succumb to the same cognitive biases we are aiming to overcome. Bring awareness to your decisions, reflect and question what you do along the way. No design is neutral, elevate your decision making

to craft influential ideas.

Follow ripples.

Behaviour isn't just a spider web of influence. It focuses on the ripple effect between a person, society, business and the world. One action impacts the next. Present actions frame the future. Design's influence stretches beyond the touchpoint to cause known and hidden impact. Behaviour is the story between each part of the system. Follow ripples to craft immediate and wider behaviour.

Shifts above overhauls.

When you knock over one domino the one at the end falls too. Same with behaviour, a small shift can lead to big changes overall. Behaviour Thinking is selective in when and where to create shifts. Shifts that encourage people to make a better decision, support a wanted action or amplify a feedback loop. Use resources well and gain a new perspective to look outside of the touchpoints to leverage points.

Innovate for flux.

Design used to create 'finished' products. But the world is constantly changing. And us along with it. New habits form, new needs emerge and influence adapts as the systems mature. Continue to deliver value by designing for flux. Focus on wider behaviour needs, measure actions and tweak solutions.

Share this Story



PREVIOUS

7 Ethics of behavioural design

NEXT

It's live: Your guide to behaviour design

Subscribe for the latest behaviour design tips and insights

Your email address

SUBSCRIBE

Theory to action with Nudgets BehaviourStudio Contact: hello@behaviour.studio



BEHAVIOURKIT © 2021 — ALL RIGHT RESERVED. CREATED BY BEHAVIOURSTUDIO A BEHAVIOURAL AGENCY.