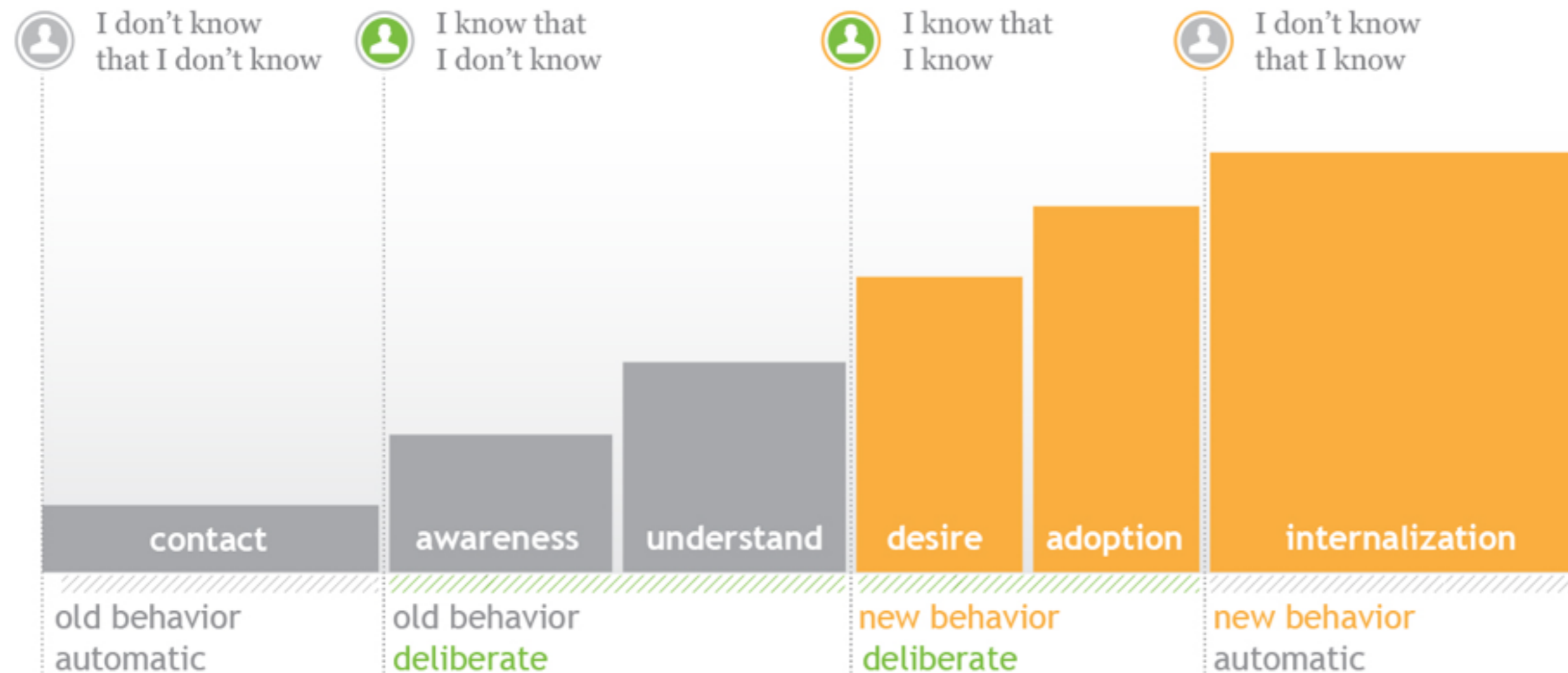


# Behavioral modeling

Shaping cultural change and behavioral evolution





# Behavioral modeling in action

People's senses and behaviors are the basis for our experiences. Experientia uses behavioral and cognitive modeling to **understand people's habits and decisions**, in order to create designs that can positively and lastingly **influence people's decisions and behavioral patterns**.

Our models go beyond customer journeys and personas (both useful tools, and often preliminary steps to behavioral modeling) to create frameworks that can be used to make people **more aware** of the decisions they make, and to **nudge them** in the direction of more sustainable decisions.

## Energy management

Behavioral models can show different kinds of energy use behaviors that exist, and how **people can transition from a high-energy use behavioral pattern to a lower one**. We show how products and services need to enhance people's understanding of the choices available to them, empower people to check their energy consumption, compare it to relevant reference points, and take actions to reduce it.

## Financial practices

In the finance and banking sector, we have used behavioral models to illustrate **how people approach saving, investments and spending money**, and also what kinds of conditions and prompts could help to move people towards **healthier financial practices**.

## Healthcare & well-being

In the healthcare sector, we have modeled the kinds of changes and characteristics that healthcare systems would need to adopt, to **help patients to change** their health-related behaviors. We are actively helping **medtech and health solution providers**, e.g. hospitals and insurance companies, to define service design models that fit their patient clusters.

## Automotive

We developed the **situated model of driving**, describing the driver's cognitive state, from subconscious, habitual actions in normal driving conditions, to alert, conscious actions in an emergency. The situated model led to concepts to heighten the interaction between the driver, the car, and environment, **enhancing driver awareness for greater safety**.



# Why is this important?

## Observation, not assumptions

Initiatives in many sectors are often driven by assumptions on what matters to people, made by marketers, designers, or decision-makers. These assumptions are not necessarily based on a **real-life understanding of how people behave**, and therefore cannot necessarily pinpoint how to design products, services and strategies so that they positively impact people's behaviors.

To avoid false assumptions, we build our behavioral models on **people's observed behaviors**, exploring their daily contexts and modeling their interactions with services, touchpoints, challenges and solutions.

## Strategies for making decisions

Because **real research underpins our models**, we are able to create services and service strategies that are closely aligned with how people cope with various challenges in their daily lives (health, money, mobility, learning, etc.).

A well thought-through behavioral model can **help people understand the implications of their decisions**, and possibly move into a more sustainable direction.

## Solutions that help people

The result for our clients is solutions that resonate with people and support them in navigating the choices they have to make. By offering a clear structure of how the choice is presented (a clear "**architecture of choices**"), people will be able to create an effective mental representation of the structure and implications of that choice. This will **improve their decision making, reduce their uncertainty, and nudge them towards more sustainable, positive choices.**



# Methods and tools

Experientia uses behavioral modeling to transform customer insights into cognitive, practical and holistic frameworks that can be widely shared and applied.

## **Persona modeling**

Get to know your customers' typical attitudes, expectations, aspirations and behaviors, through personas based on qualitative in-depth research.

## **Customer journeys**

Gain an in-depth understanding of how your customers use your product or service - their expectations, difficulties, favorite aspects, innovation opportunities and main points to impact them.

## **Behavioral change strategy**

We create research-based models of what drives people's behaviors, and ways to nudge or guide them to new behaviors.

## **Cognitive and activity modeling**

Our frameworks illustrate people's thought processes in given contexts, showing critical moments where design can have an impact on their behaviors.

## **Behavioral economics**

We use behavioral economics principles to understand and design for people's natural habits in systems and marketplaces.

## **Choice architecture design**

We help our clients strengthen services by clearly structuring the representation of people's choices. Smart "architecture of choices" helps people cope with complexity and uncertainty, by allowing them to make an effective mental representation of their choices and supporting their decisions.



# Driven by theory

Experiences are made up of our **reference model of values (our culture)** and our **cognitive bias (our behaviors)**.

Experientia's models of behavioral change focus on these two main layers, exploring:

- How we can shape the **social architecture** that surrounds us in order to foster cultural innovation in desired directions;
- How we can shape the **behavior architecture** in order to get the expected and desired outcomes from behavioral change programs; and
- How we can shape the **learning architecture** to help people pursue desired learning paths within their communities of practice.

## **Social architecture**

Looks at analysis and understanding of cultural constraints, participatory models of innovation, the adjacent possibilities for incremental innovation, and services for social innovation.

## **Behavior architecture**

Addresses a more personal or individual level of behavioral change, and looks at analysis and understanding of cognitive biases (existing habits and behaviors), reduction of cognitive pitfalls, modeling of behavioral patterns, and corporate ethnography.

## **Learning architecture**

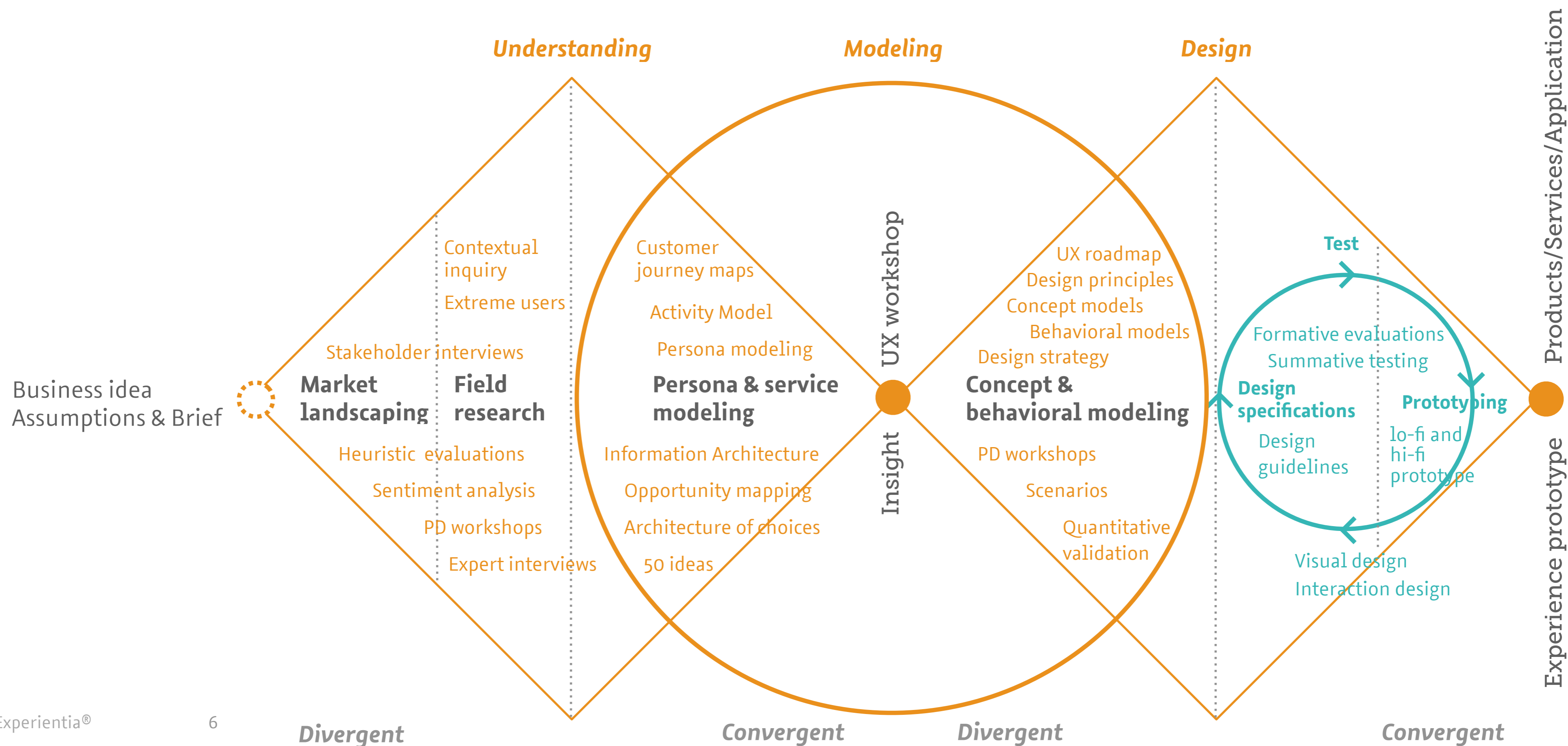
Addresses how to construct the priority of choices in order to best facilitate people's learning practices.

By developing an understanding of the existing cultural and behavioral frameworks, we can start to develop the appropriate design architecture to influence people's behaviors, and encourage sustained behavioral change.



# Built into our practice

Connecting user research and design through modeling techniques

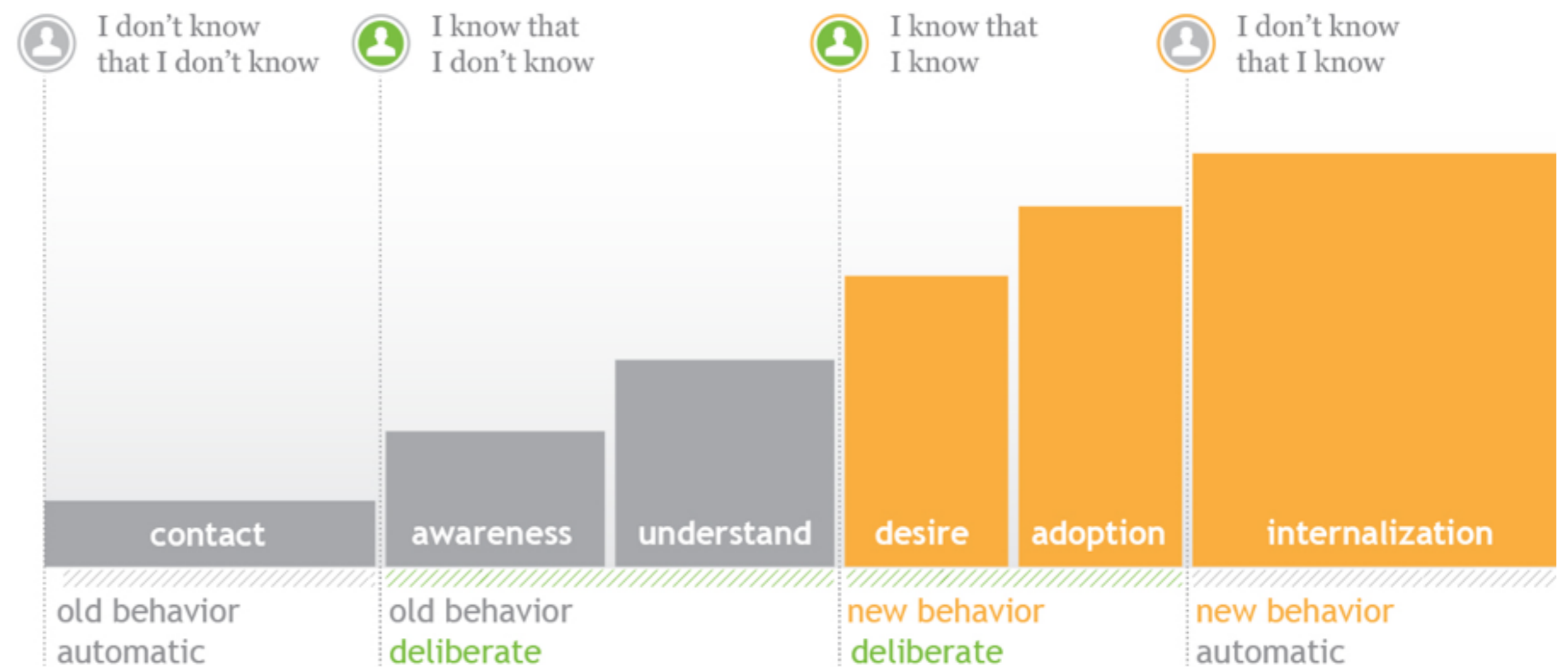




# Behavioral models

Behavioral models schematically represent **patterns** of observed **activities and behaviors**.

Behavioral modeling is a bridge between research and design as it **defines new conditions** or new **possibilities** for human behaviors to evolve according to new and desirable patterns.

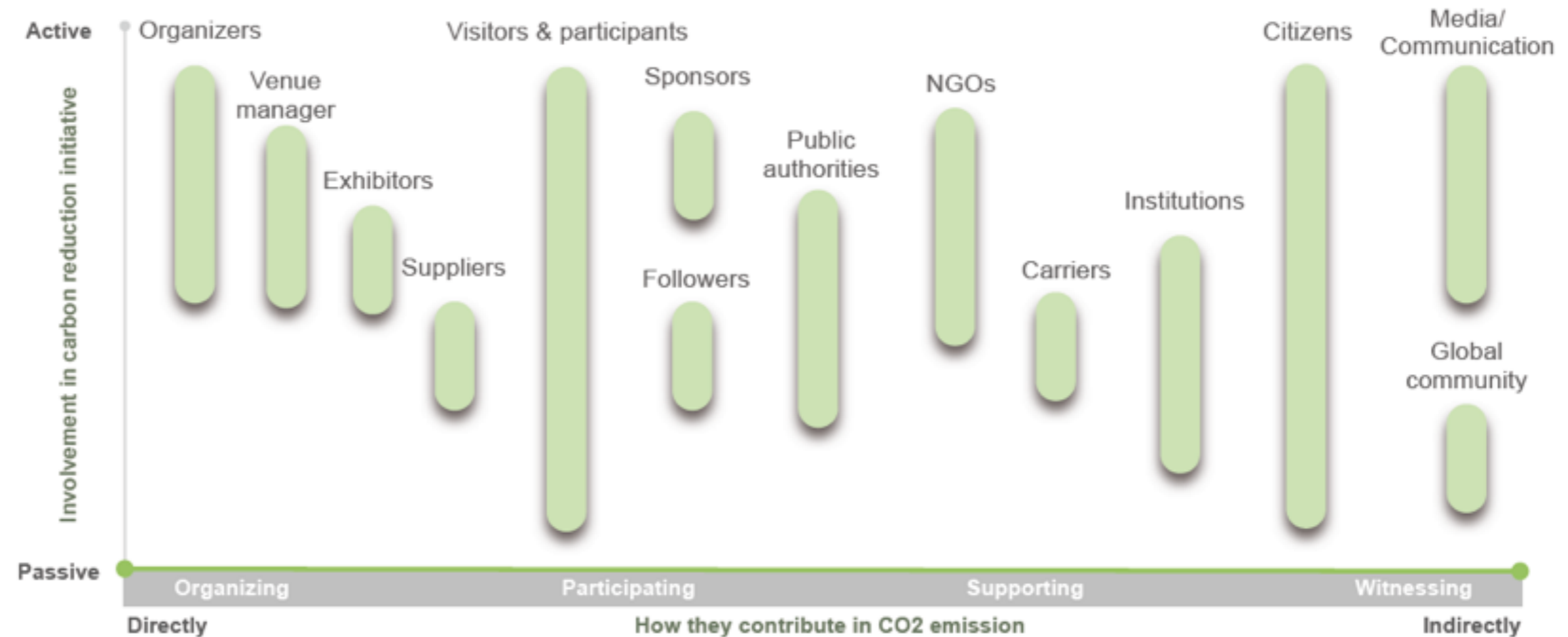




## Energy management

In a project for a large events venue, various models showed the roles and carbon footprint of the actors involved, and actions to take to creating, appealing, facilitated and reinforced messages around behavioral change.

We also use behavioral models and principles from them to create advanced smart meters and energy dashboards that are engaging, encourage ongoing use and reinforce positive behaviors through clear information, useful comparisons and prompts for practical actions.



Tailored actions  
Vicarious experience



Choice  
Positive self-perception  
Successful experience  
Collective result

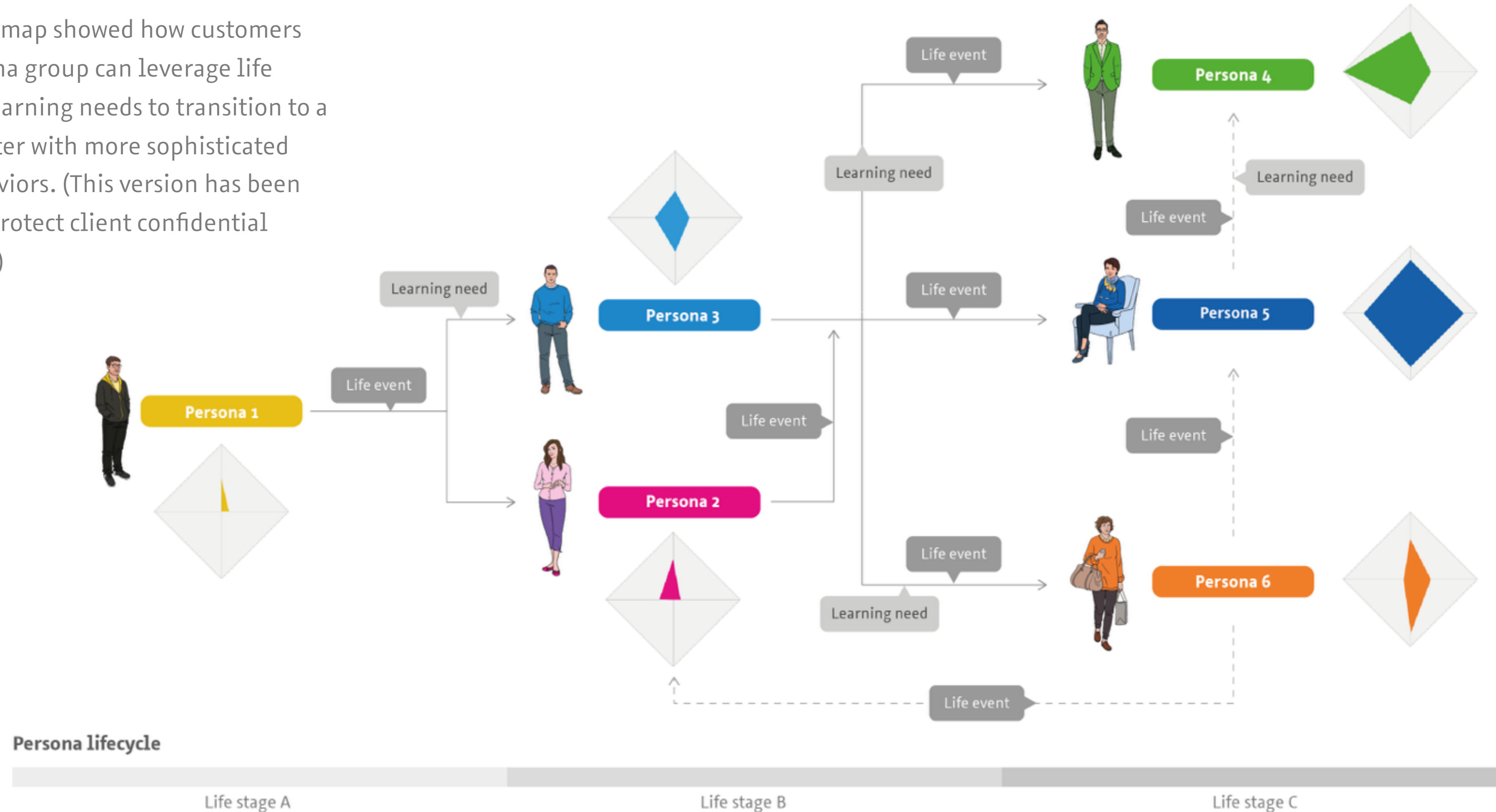
Testing  
Real-time encouragement  
Gradual adoption  
Community support





## Finance sector

This persona map showed how customers in one persona group can leverage life events and learning needs to transition to a Persona cluster with more sophisticated finance behaviors. (This version has been redacted to protect client confidential information.)

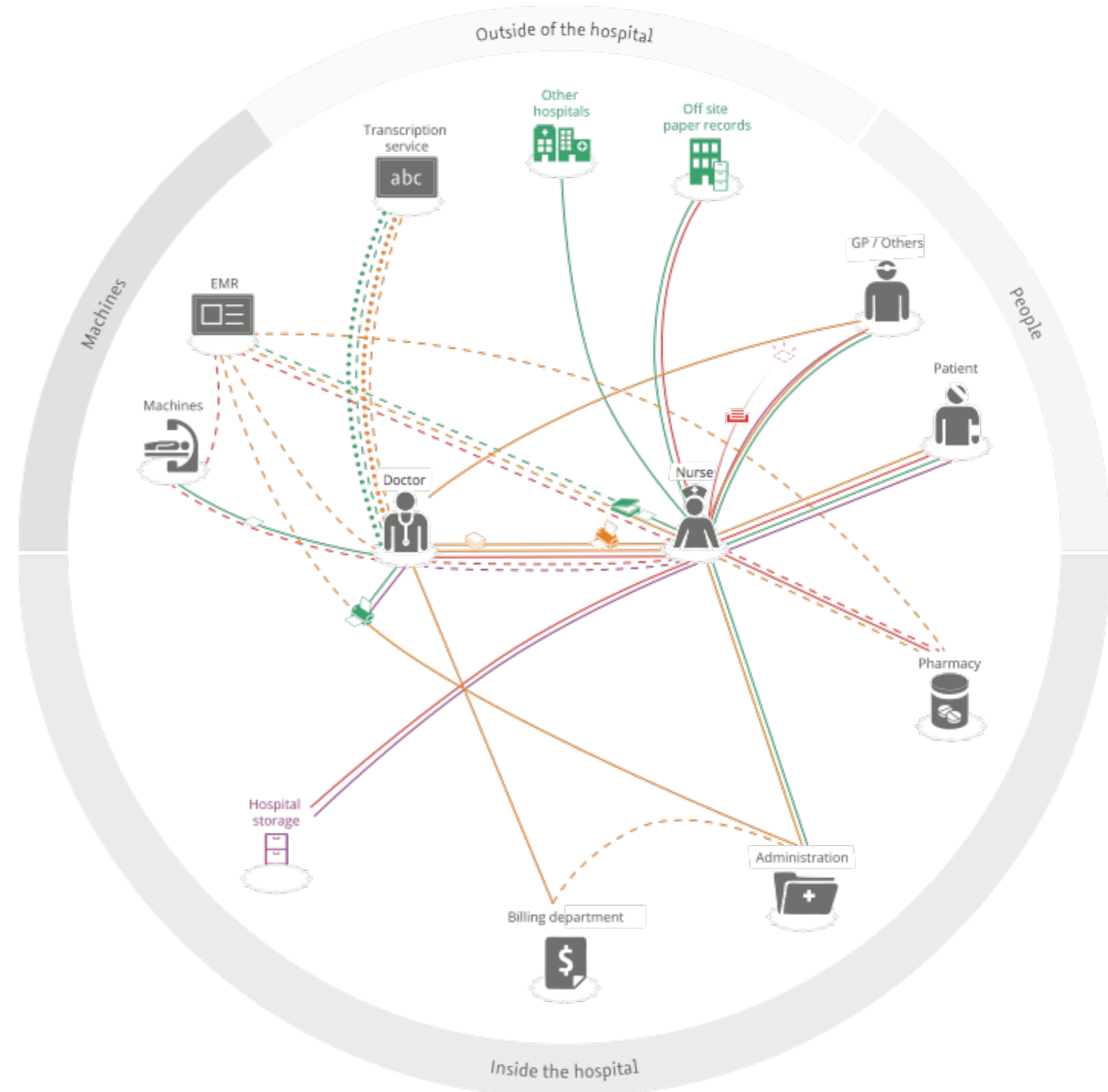




## Healthcare sector

A behavioral model showing how people move within a hospital environment, their interactions, touchpoints and activities. This model allowed us to understand how people's **daily movements and interactions** impacted their ability to provide or receive quality healthcare.

The following page shows how the personas from the project related to their own healthcare, and **what conditions would need to be in place for them to adopt more positive behaviors.**



Reactive

Proactive



**The ceaseless breadwinner**



**The isolated invalid**



**The decelerating retiree**



**The spiritual believer**



**The overwhelmed caregiver**



**The engaged elderly**



**The unequipped volunteer**



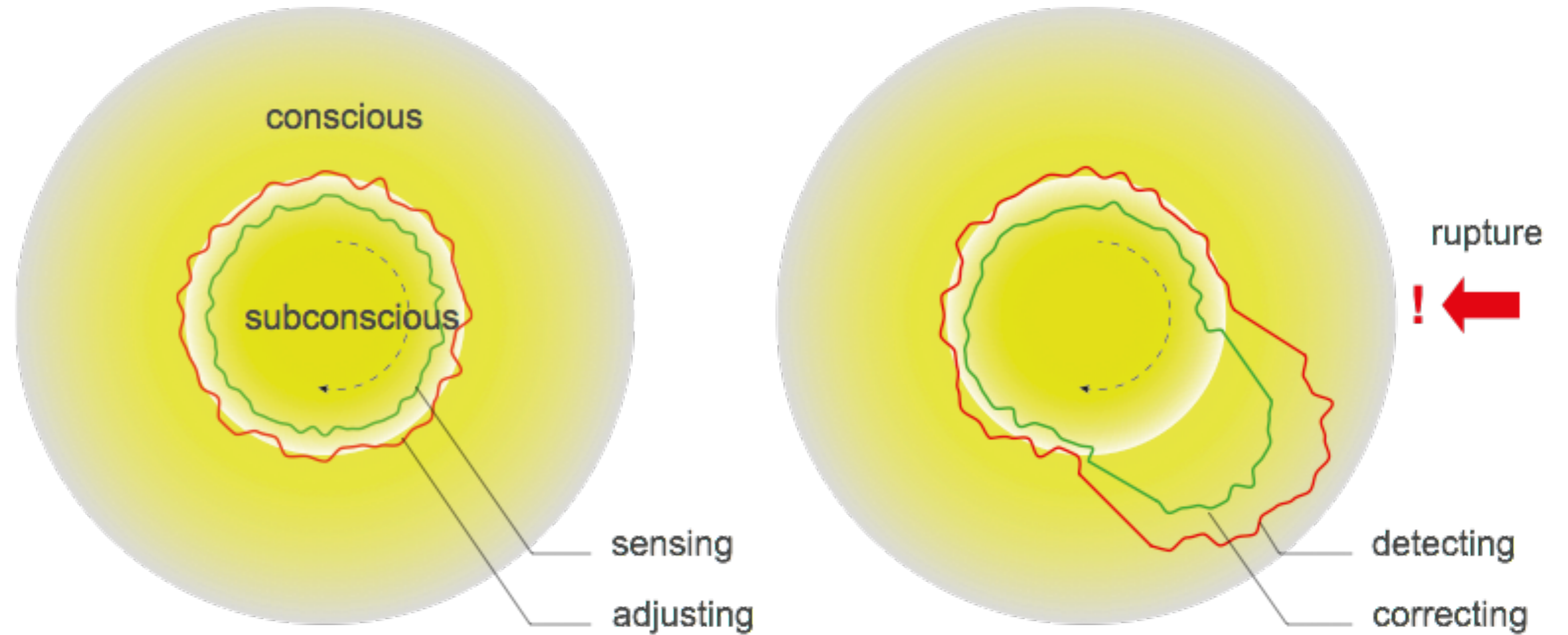
**The ageing go-getter**

<p><b>For behavioural change, these personas need:</b></p>	<p>Culturally appropriate cues to help create a relationship between personas and the healthcare system.</p>	<p>Understanding that healthcare services offerings could be more beneficial than personal strategies.</p>	<p>To recognise those healthcare service options and experiences that address their needs, maximise their skills, and provide lifestyle support.</p>	<p>Rewarding healthcare experiences and interactions, for themselves and others around them.</p>
<p><b>Why?</b></p>	<p>Can't relate effectively and feels misunderstood, so this persona distanced himself from the healthcare system, or avoided healthcare completely.</p>	<p>The personas in this grouping have different educational levels, but are motivated by the feeling that the system doesn't suit their needs, so they must create their own solutions.</p>	<p>Previous disappointing experiences mean personas have lost confidence in the healthcare system and their ability to manage it. So they turn away from the system and towards other options.</p>	<p>These personas are high seekers of knowledge, community engaged, and feel rewarded by managing challenges. However inefficiencies in the healthcare system, its processes and delivery has led to frustration, and sometimes, to a negative interpretation of clinical medicine.</p>
<p><b>Healthcare service delivery should:</b></p>	<p>Be highly engaging and rewarding, so that curiosity leads to initial adoption then to a long-term relationship.</p>	<p>Offer linguistic, culturally appropriate support, so they can use existing knowledge and align their expectations with the healthcare system.  Seeing how the present impacts the future and why things happen will help them internalise and make sense of their interactions.</p>	<p>Demonstrate that there are healthcare service options and experiences that do address their needs, maximise their skills, and provide lifestyle support.</p>	<p>Reduce procedural hurdles to improve personal and general situation, with more satisfying opportunities for personas to use their skills or develop new ones.</p>
<p><b>Initial engagement</b></p> <p><i>Experientia</i></p>	<ul style="list-style-type: none"> <li>• Provide elements of surprise or inquiry to catch attention.</li> </ul> <p>To: help persona see the underlying structures of the services they use.</p>	<ul style="list-style-type: none"> <li>• Give personas autonomy to use different methods and strategies. Help them perceive the availability of choice and self-organisation.</li> </ul> <p>To: help personas align expectations and improve their healthcare reality.</p>	<ul style="list-style-type: none"> <li>• Provide personas with services that clearly express objectives and intended outcomes so that they can evaluate their likelihood of success.</li> <li>• Provide feedback on where personas fit into the healthcare system.</li> <li>• Tailor experiences to offer personas more control and choice.</li> </ul>	<ul style="list-style-type: none"> <li>• Provide opportunities to bridge Western and Eastern culture so that personas can use their skills or develop new ones.</li> <li>• Provide feedback and reinforcement so that they are motivated to keep engaging with the system.</li> </ul>



## Automotive sector

The situated model of driving describes the driver's cognitive state, as it moves from subconscious, habitual actions in normal driving conditions, to alert, conscious actions in an emergency.



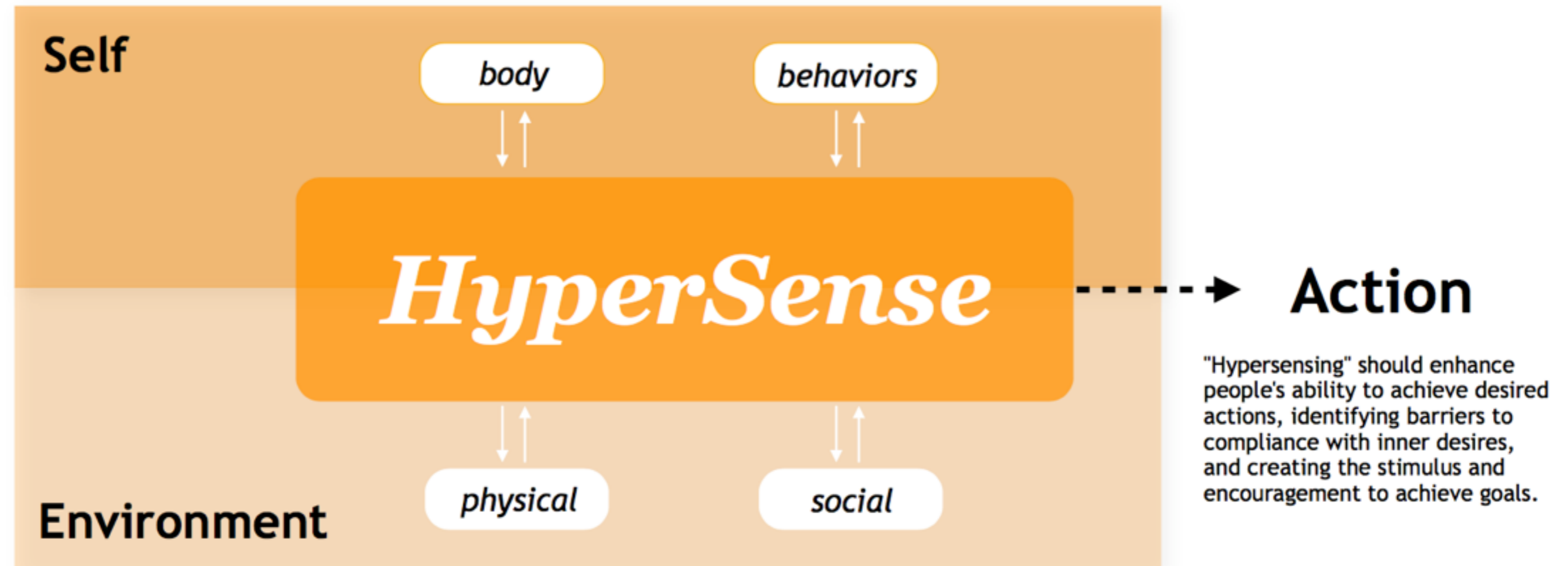


## Consumer lifestyles

Hypersense is a framework describing how people can live new complex and multifaceted experiences, developed for a global mobile and device manufacturer.

It models how augmented awareness of the self and the environment, can help people memorize, discover and predict useful information/patterns and undertake desirable behavioral changes.

Hypersense enhances people's ability to act towards goals and desired actions.



Our bodies and behaviors, and our physical and social environments generate constant data.

These data can be sensed and monitored; collected and analyzed; then represented and visualized, to show people behavioral patterns, in ways that make the experience richer. It can help to visualize intangible outcomes, and offer feedback on the value of future or continued actions.



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