



Map the Mind: Behavioral Journey Mapping

Unlock the unseen forces behind inaction, hesitation, and stuck journeys



John Gusiff

Certified

makeittoolkit

Instructor since April 2024

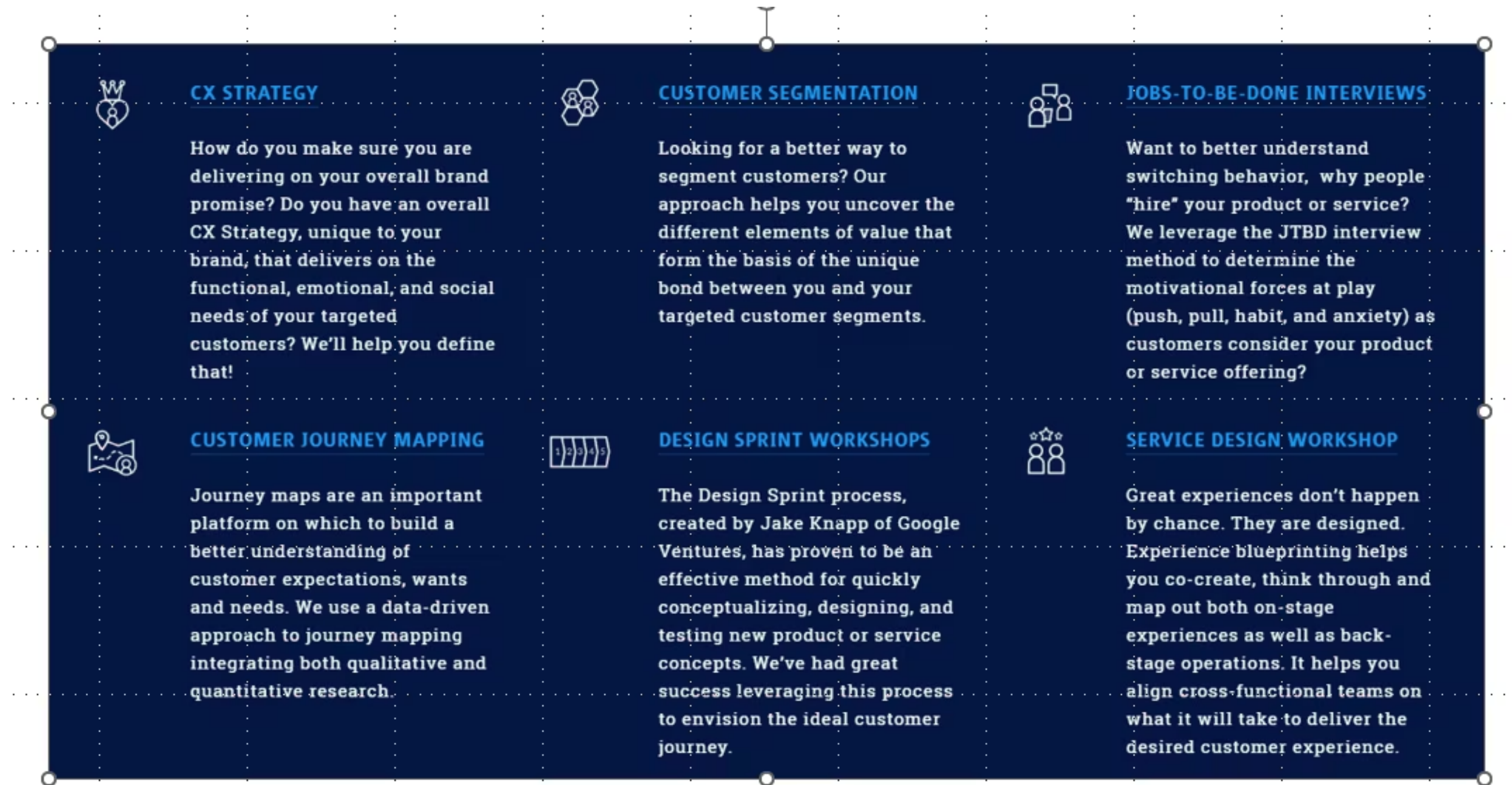




CX Strategist
Founder



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Humana®

lululemon  athletica



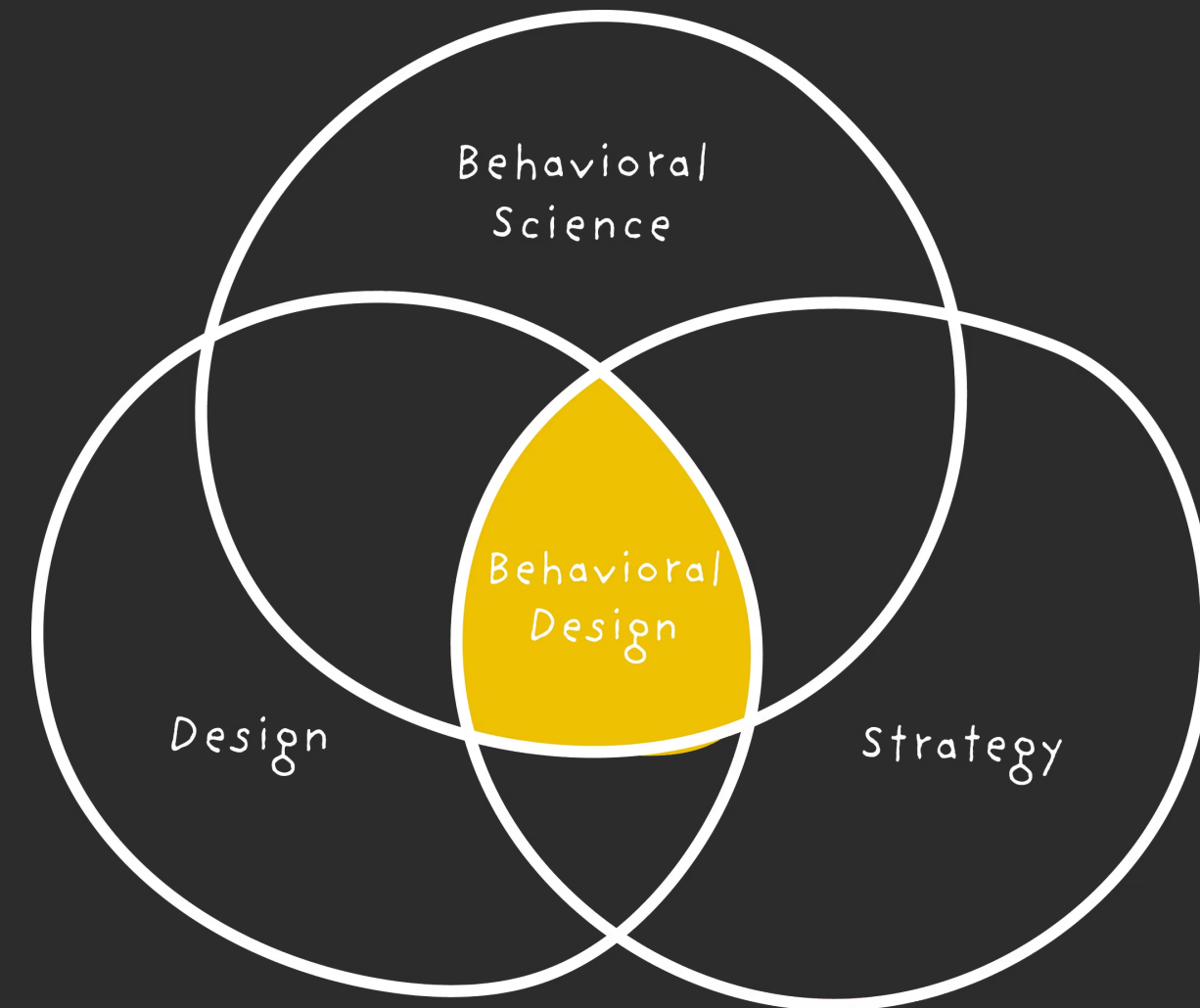
MODESENS



Designed and built - **integrating** **multiple disciplines**



The Goal: To embed behavioral design not simply into products or services but experiences as a whole.





Great intentions

Great outcome

abyss of struckness





MAKE IT

Great intentions

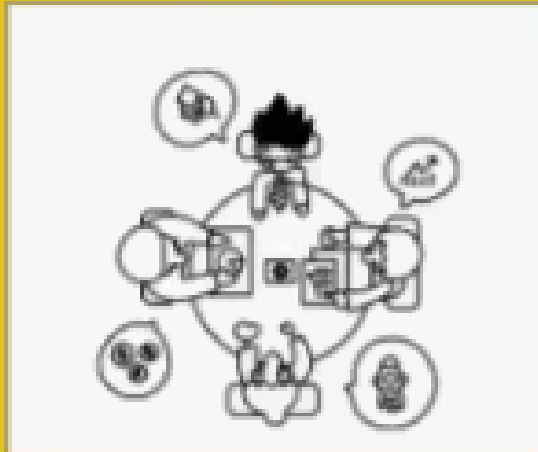
Great outcome

We took the
original Design
Sprint process
and
redesigned it
to make it
more human-
centered.



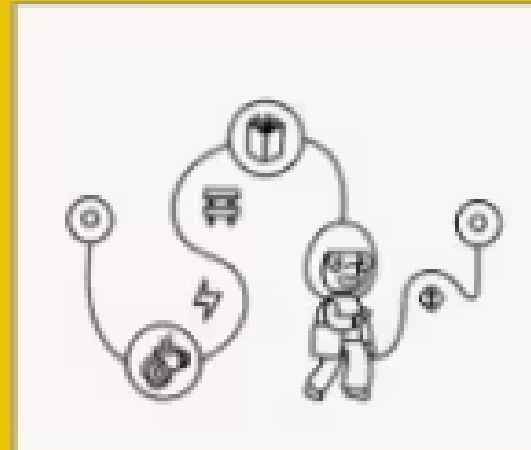
Behavioral Design Sprint

Prepare & Strategize



- Choose a Product or Service
- Define expected organization and user outcomes
- Define target behaviors to encourage or discourage
- **Formulate behavioral challenge statement**

Map & Understand



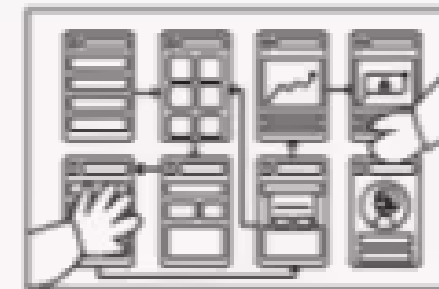
- Introduce 5 Laws of Behavior
- Define Target Audience (utilizing 5 Laws)
- Start at the end, map the behavioral journey
- Identify Makeit Barriers to Progress
- Prioritize Opportunity (Intervention) Points

Brainstorm & Visualize



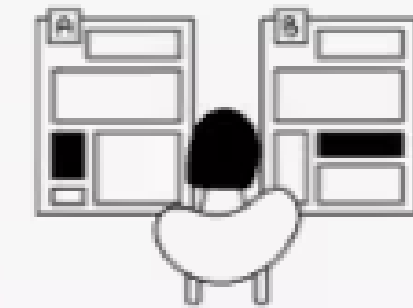
- Idea Generation using Makeit Toolkit strategies and tactics
- Utilize makeitGPT® to support BeSci-based Idea Generation
- Idea Refinement leveraging Combo/Trade-offs

Prototype & Build



- Formulate Behavioral Design Hypothesis
- Choose Design Method and Fidelity (journey, storyboard, wireframes, mock-up, etc.)
- Visualize and Build Solution Concept(s)

Test & Validate



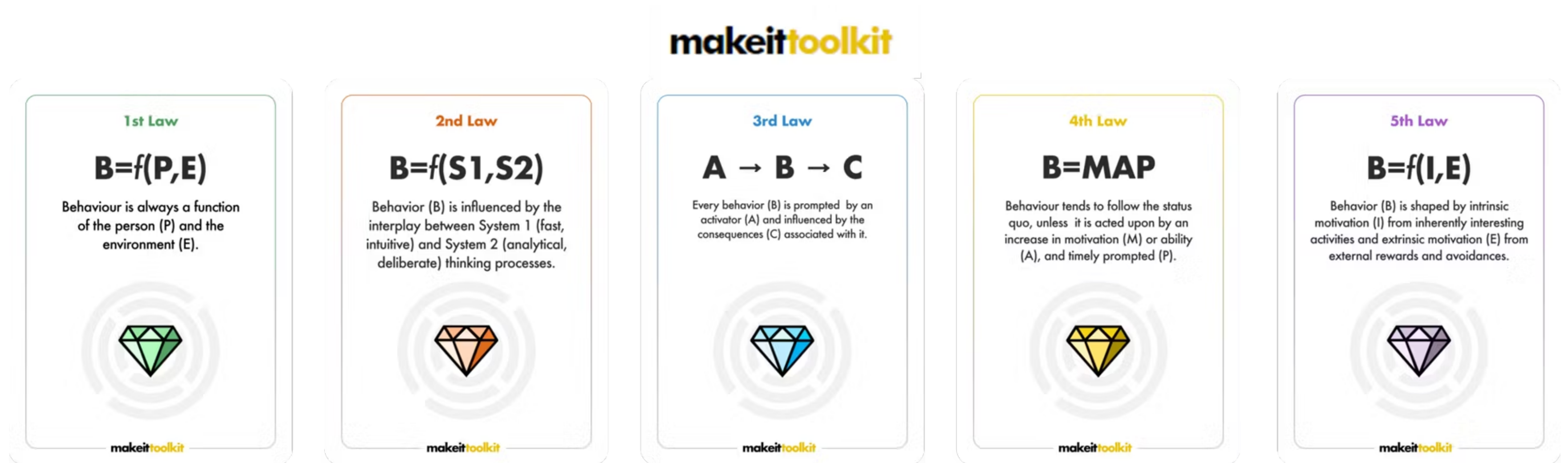
- Prototype the chosen Solution Concept
- Recruit targeted audience for the Test
- Test and Validate the solution concept

(specific to client development process)

Behavioral Journey Mapping

	Customer Journey Map	Behavioral Journey Map
Focus	Touchpoints and Interactions	Psychological Aspects of User Behavior
Design Objective	Optimize the Customer Experience	Influence or Change User Behavior
Psychological Elements	Understand the Emotional Journey	Understand and Shape Behavior
Process vs. Outcome Orientation	More process-oriented (customer journey management)	Outcome-oriented (behavioral design and change management)

The Five Laws of Behavior



Kurt Lewin
(Field Theory in Social Science)



Daniel Kahneman
(Dual-process Theory – Thinking Fast and Slow)



B.F. Skinner
(Operant Conditioning – Rewards and Punishment)

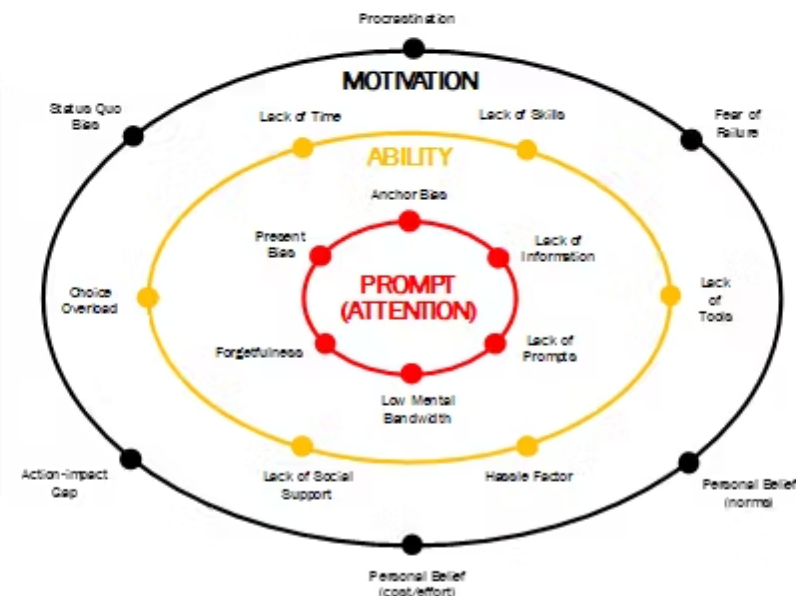
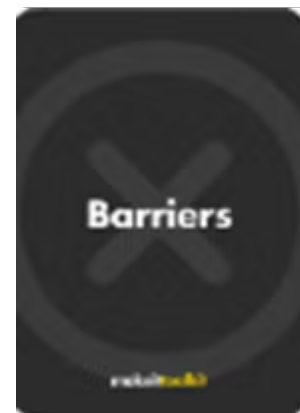
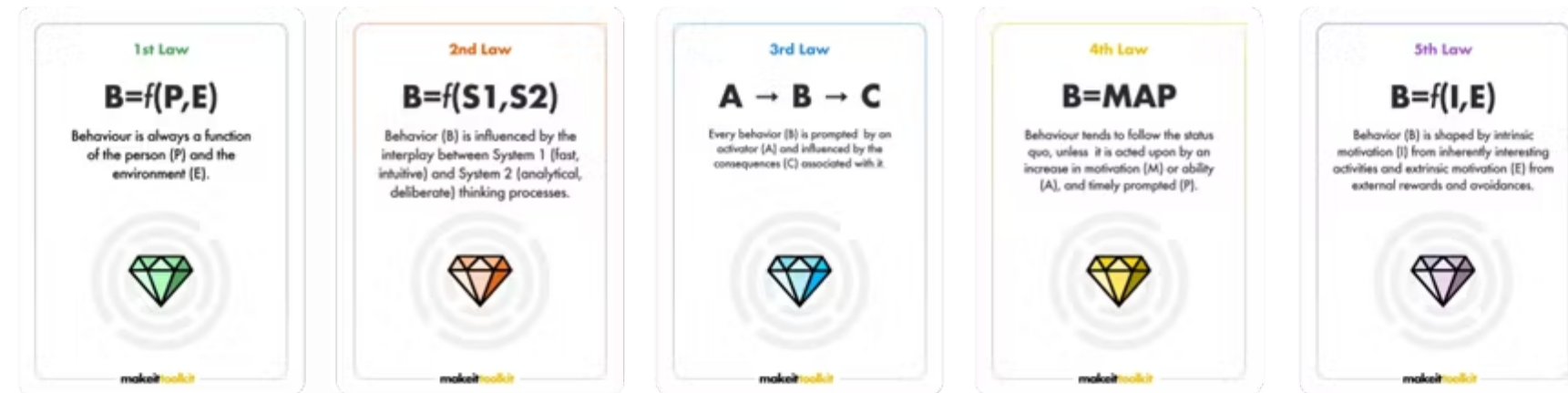


B.J. Fogg
(Model of Persuasive Design)

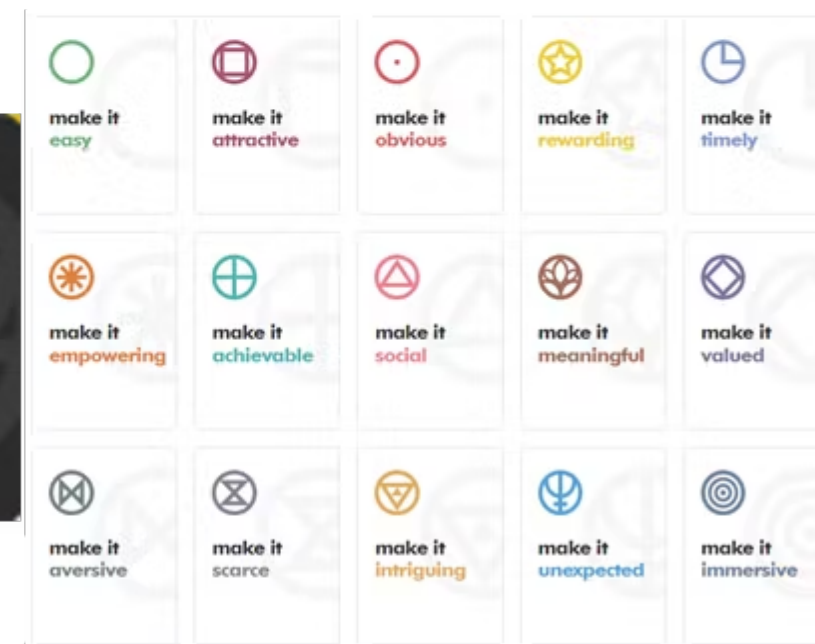
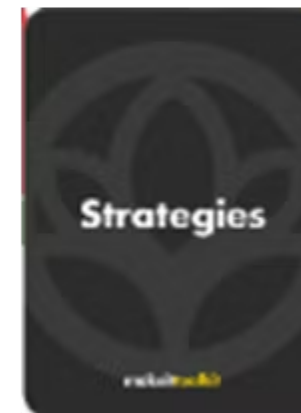


Deci and Ryan
(Self-Determination Theory)

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45+ Behavioral Barriers

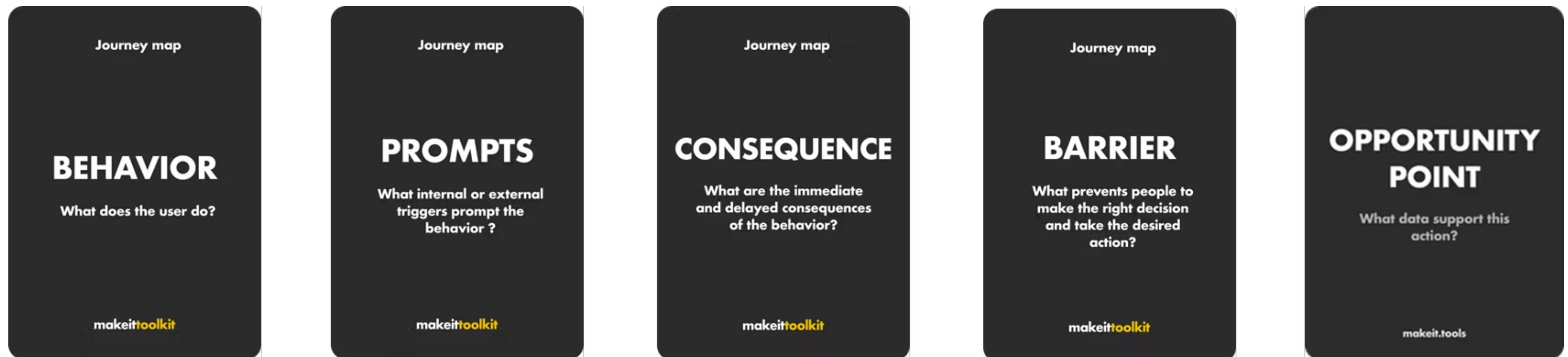


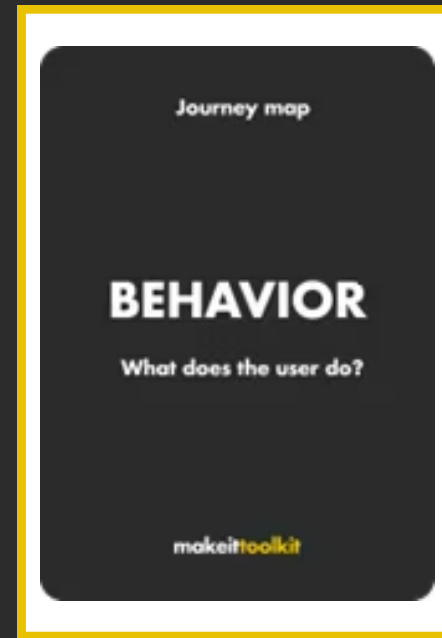
15 Core Behavioral Strategies



300+ Behavioral Tactics

The **Five Core Components** of Behavioral Journey Mapping





Precontemplation: The individual is not yet aware that change is needed or has no intention to change in the foreseeable future. “This isn’t a problem for me.”

Contemplation: The individual is aware of the problem and is considering change, but is still ambivalent. “Maybe I should do something, but I’m not sure yet.”

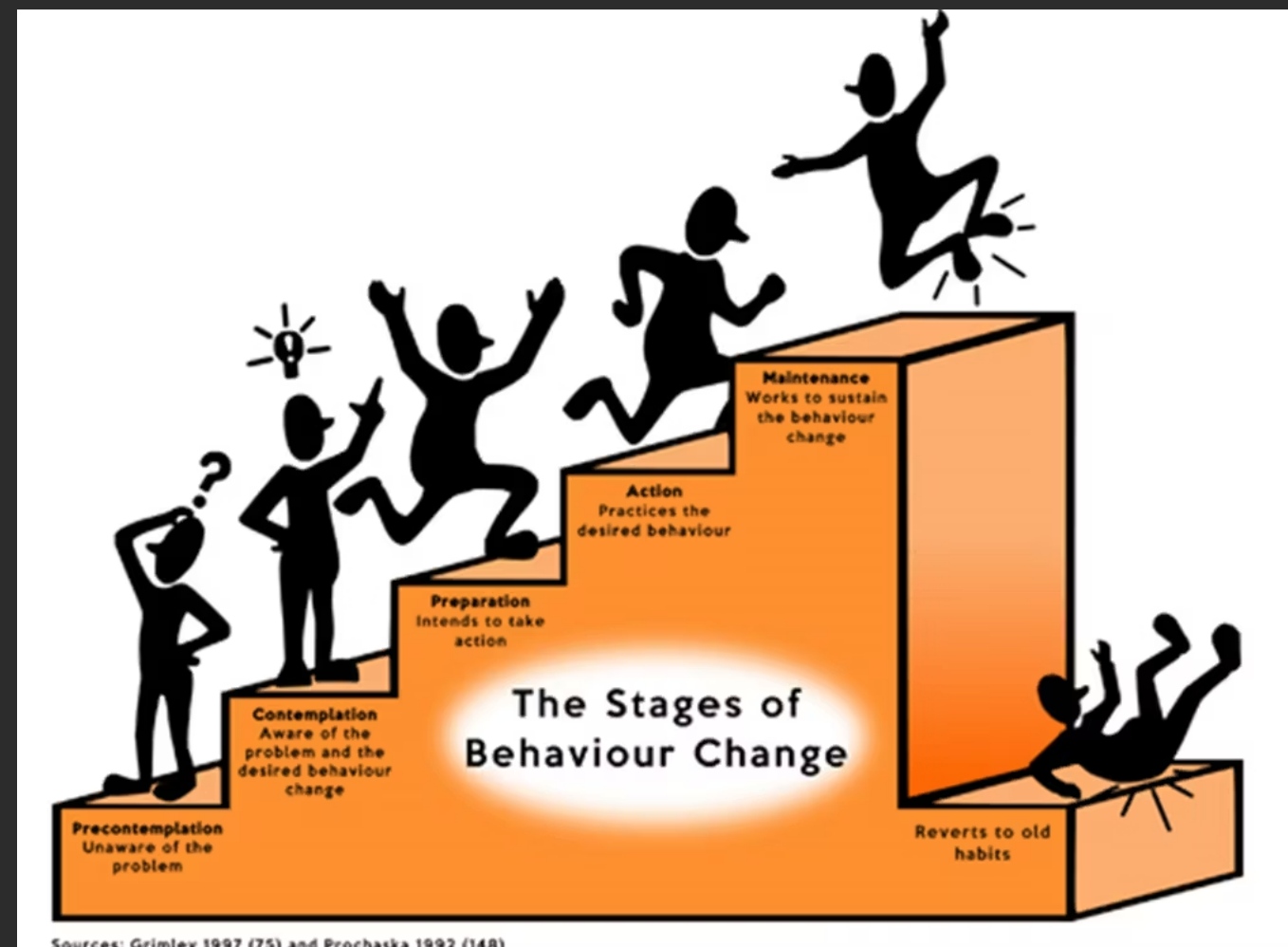
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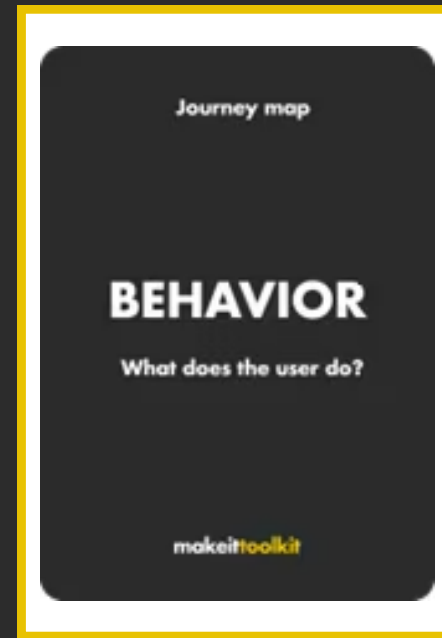
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Termination: The new behavior is now fully integrated; there’s no temptation to return to the old ways. “This is who I am now.”

Reverts to Old Habits: The individual returns to the old behavior, often due to stress, lack of support, or loss of motivation. “I slipped up.”



Sources: Grimley 1997 (75) and Prochaska 1992 (148)



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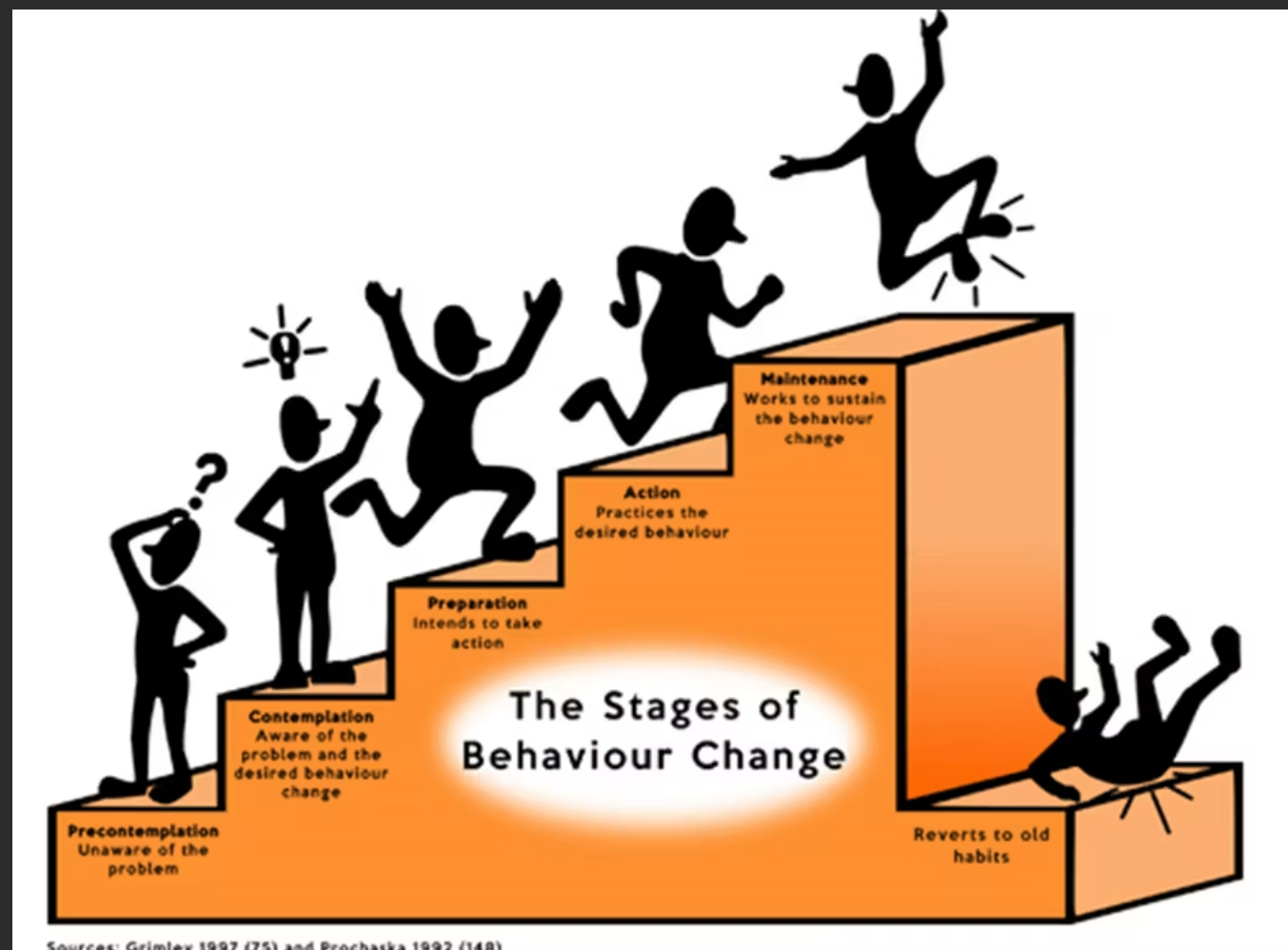
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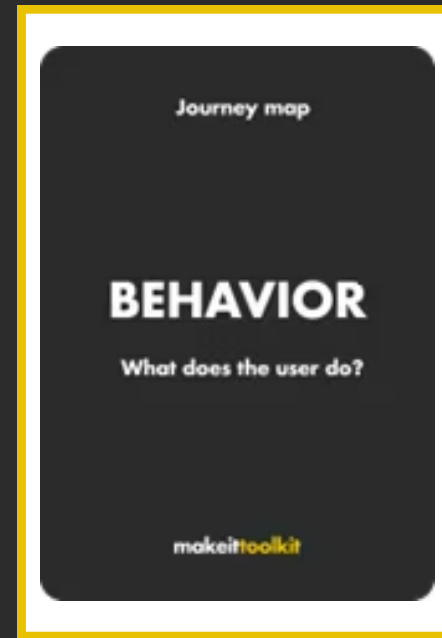
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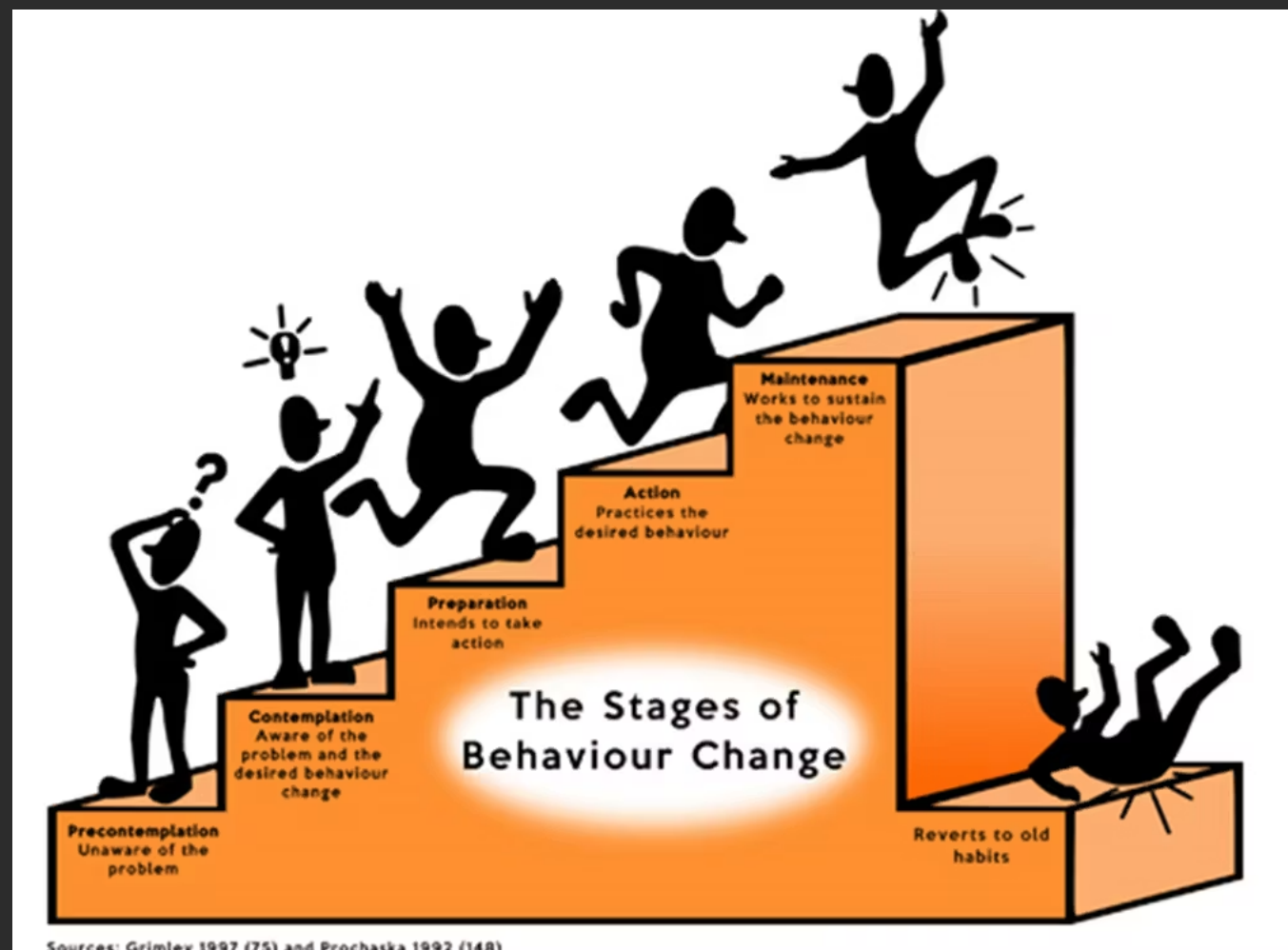
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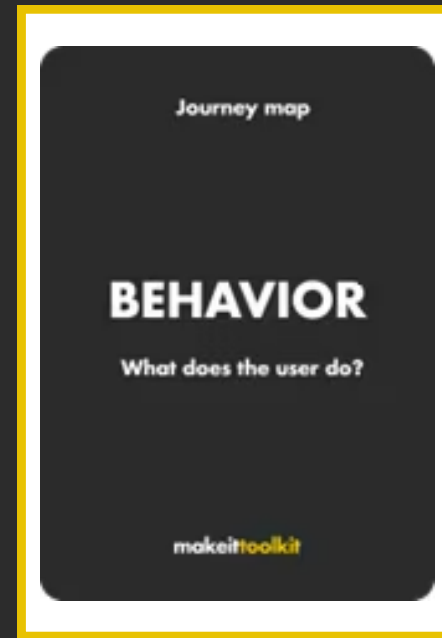
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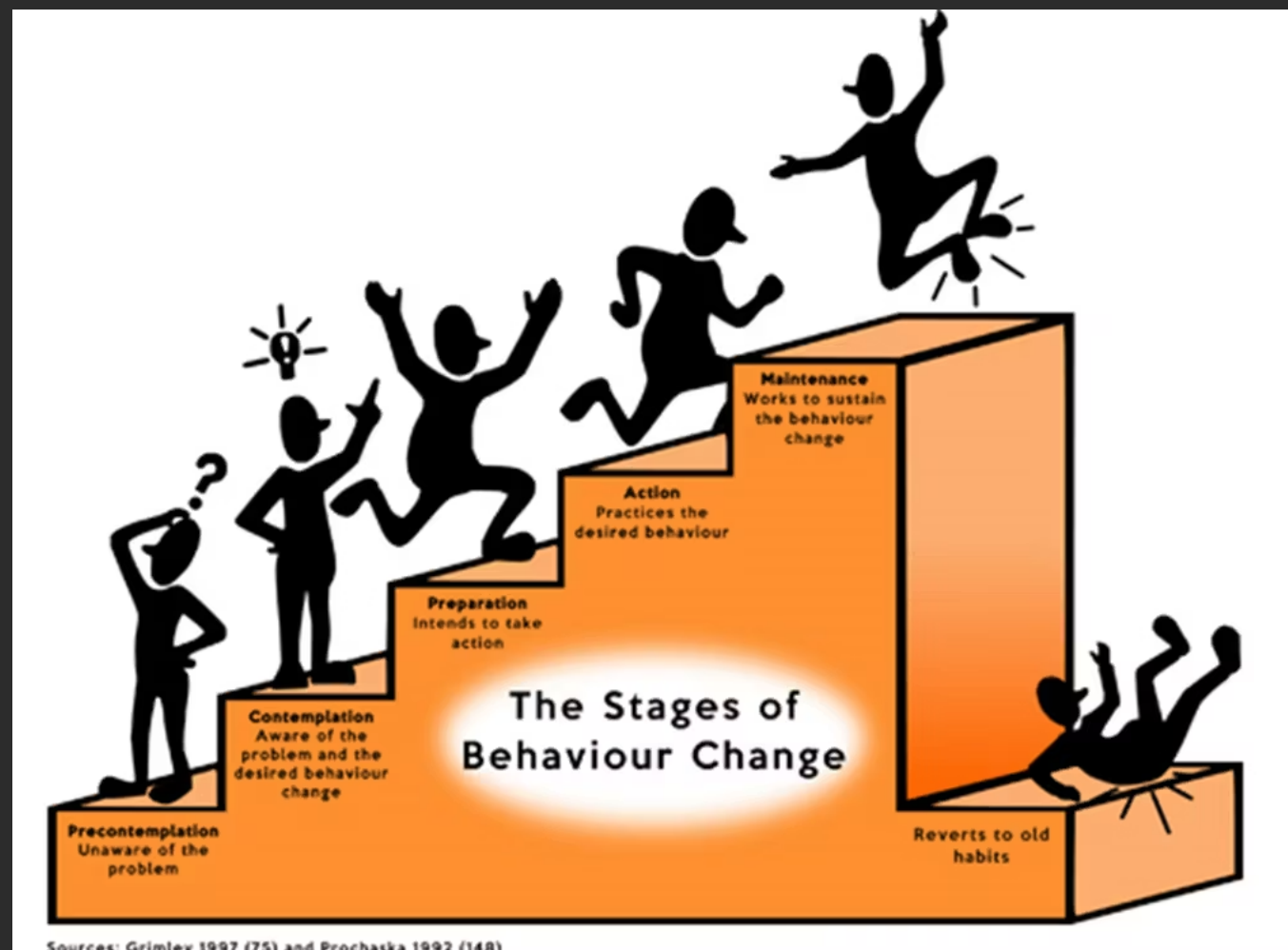
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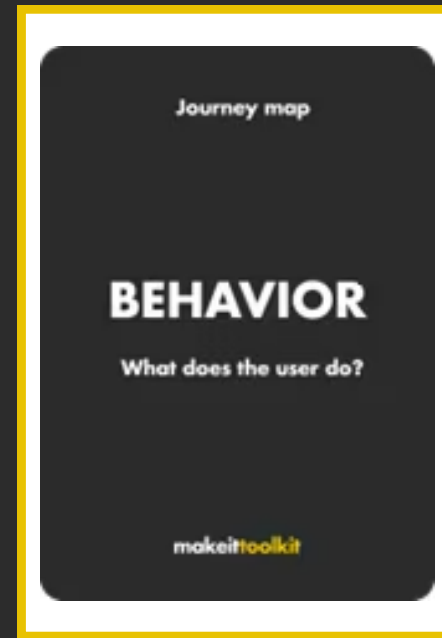
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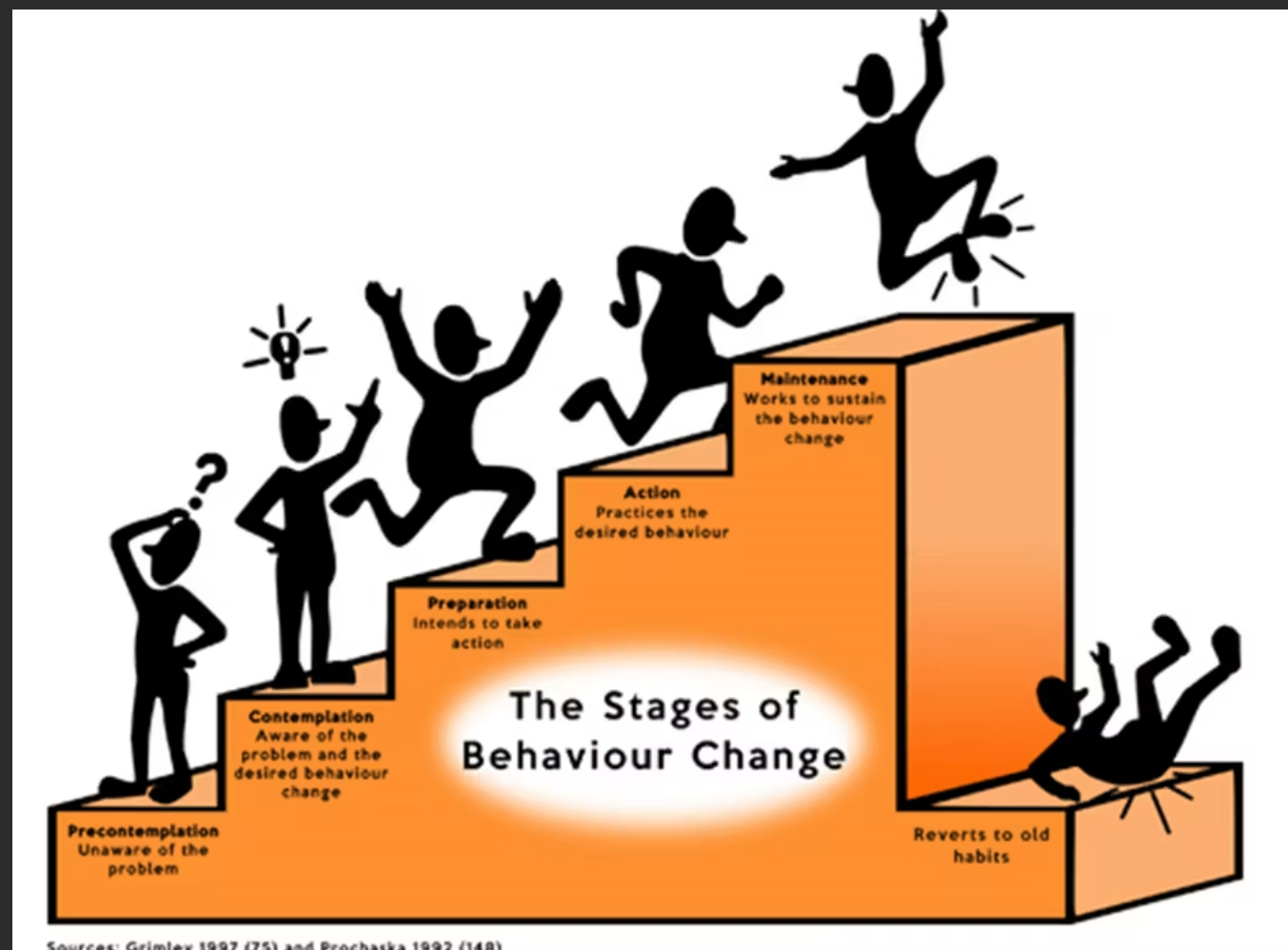
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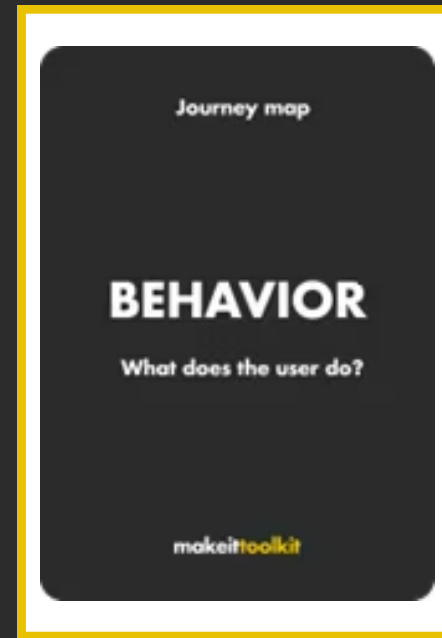
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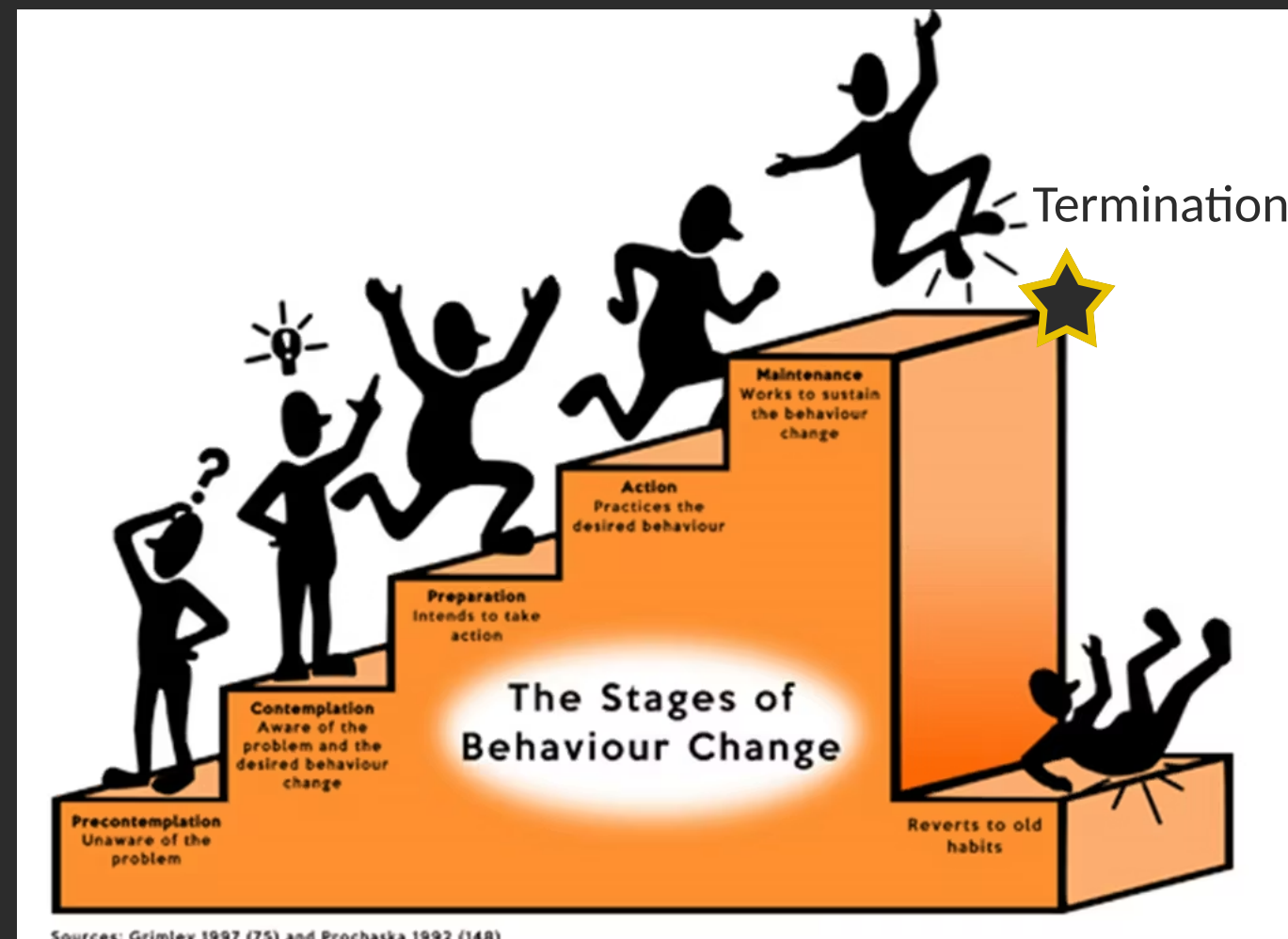
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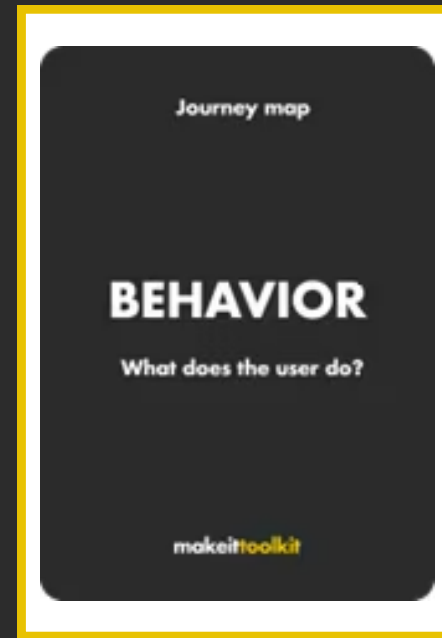
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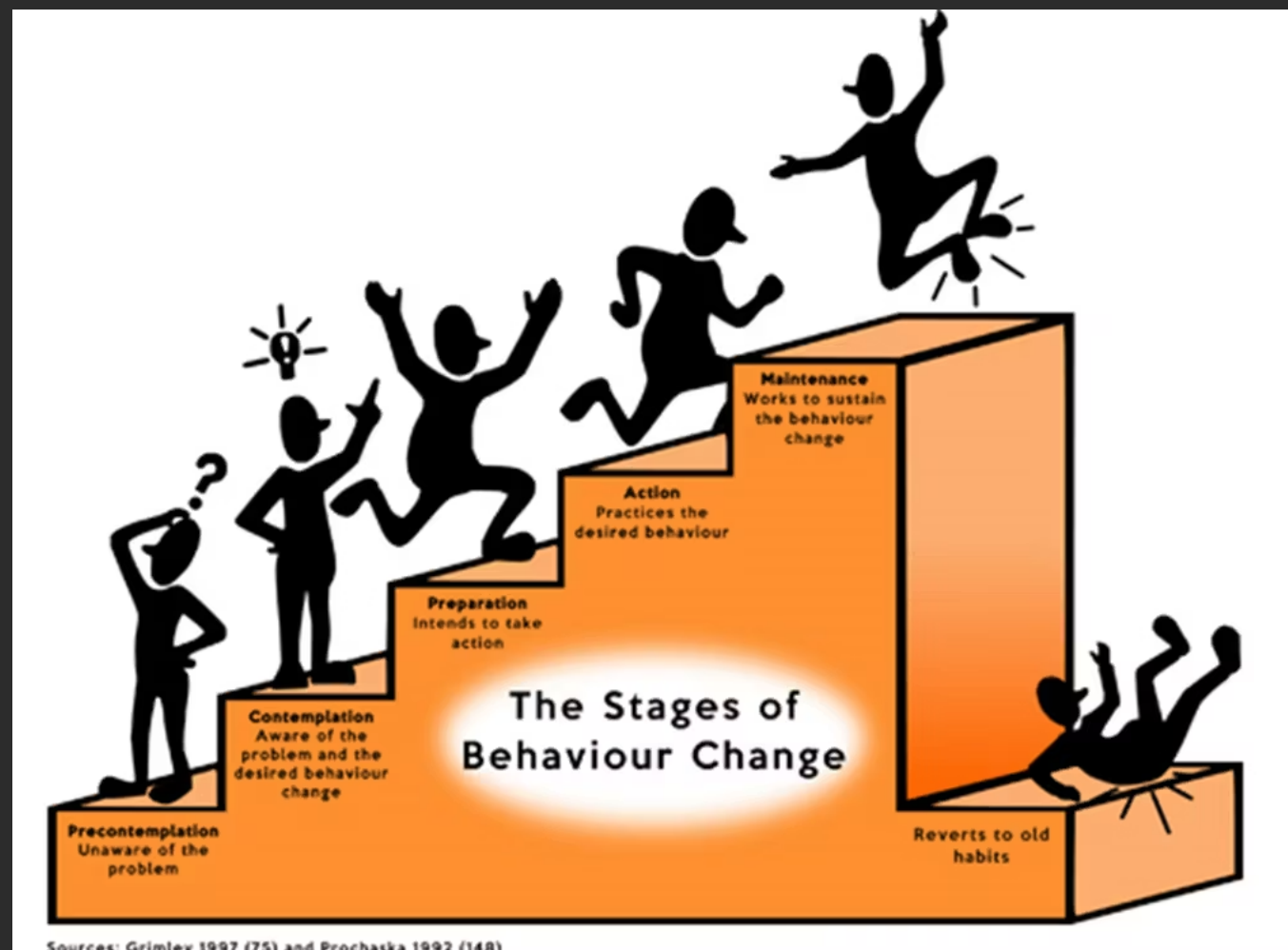
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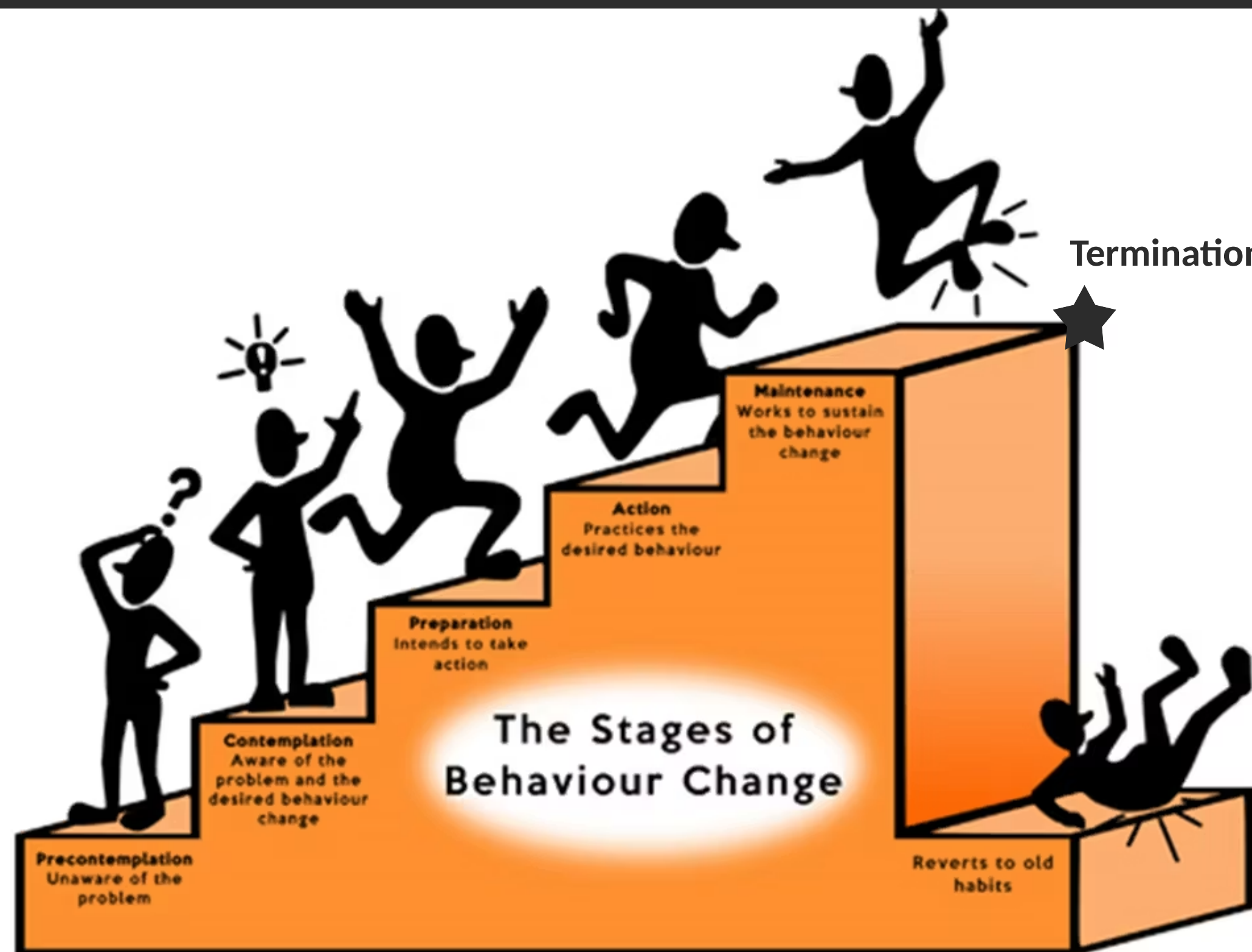
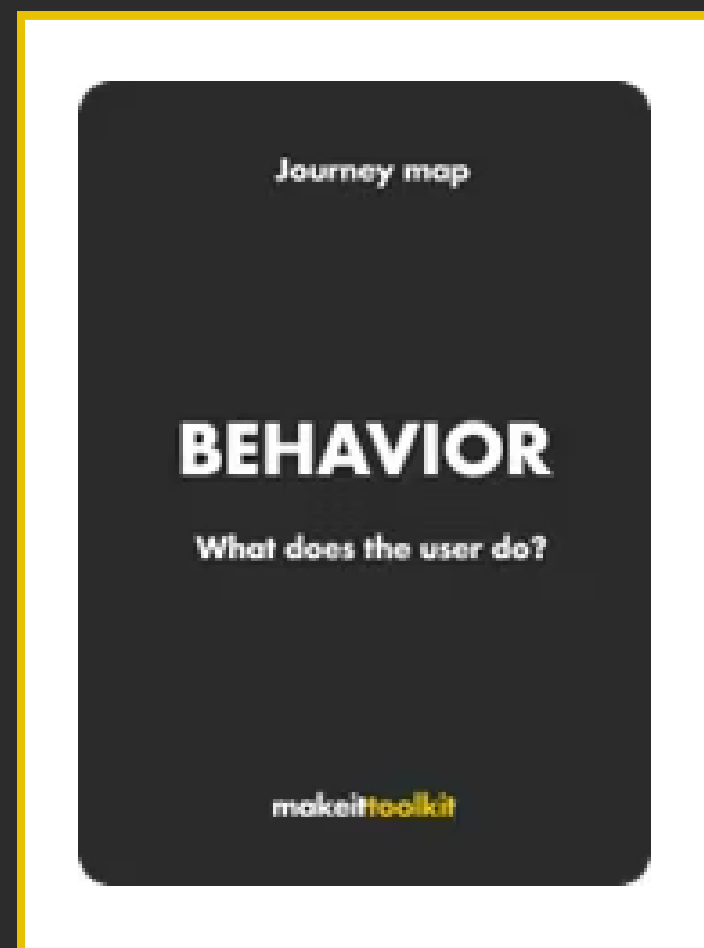
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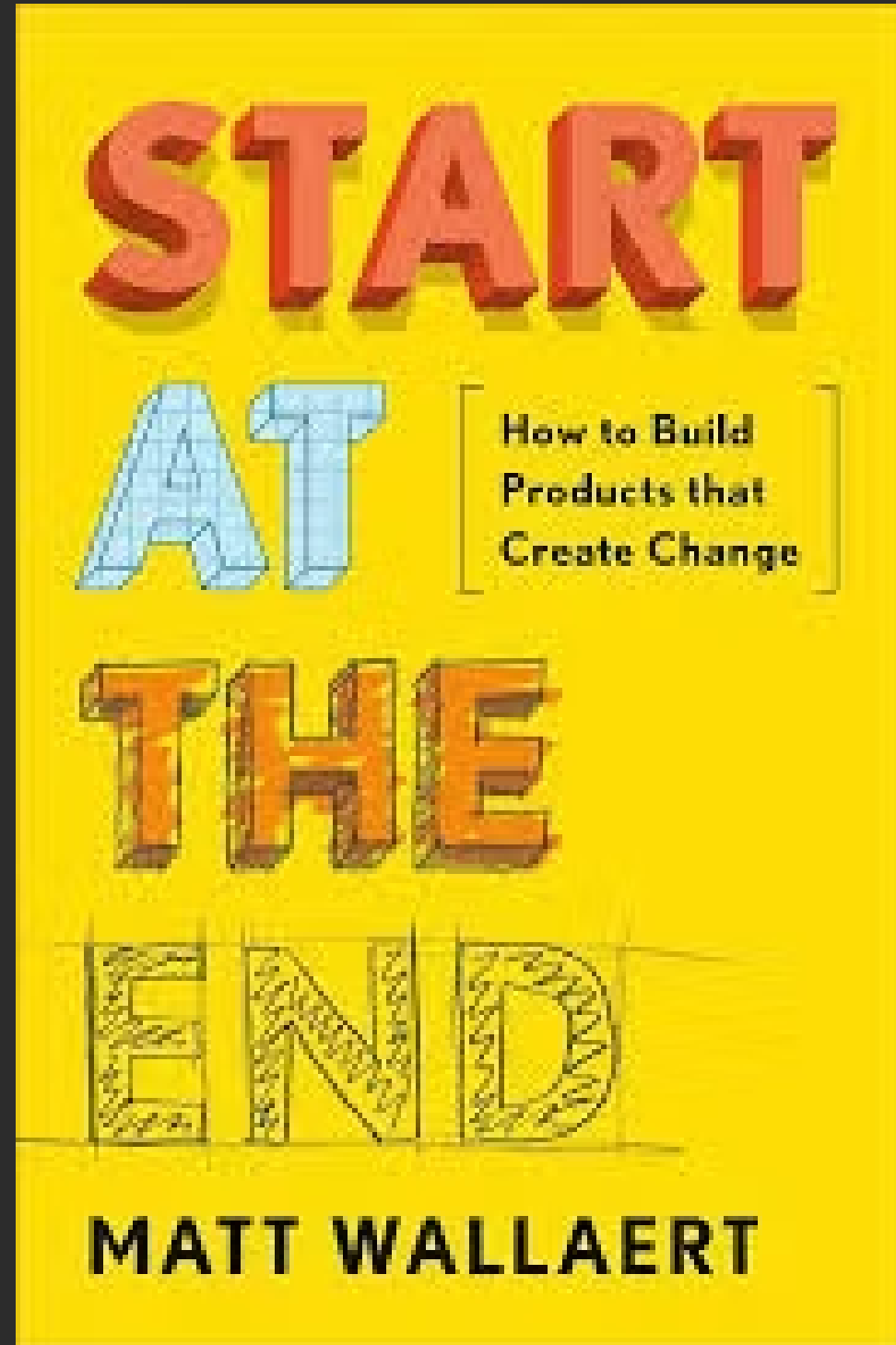
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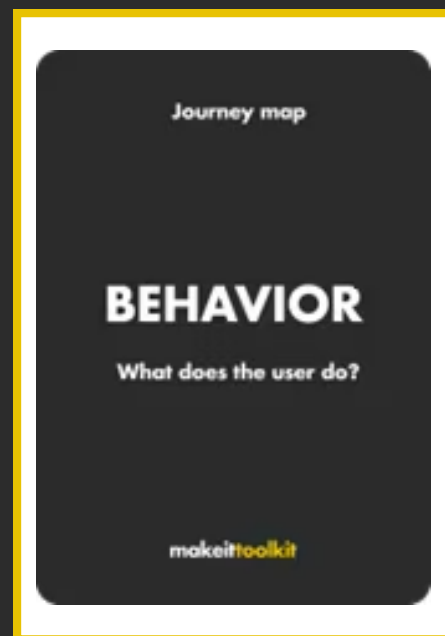


Start at the End

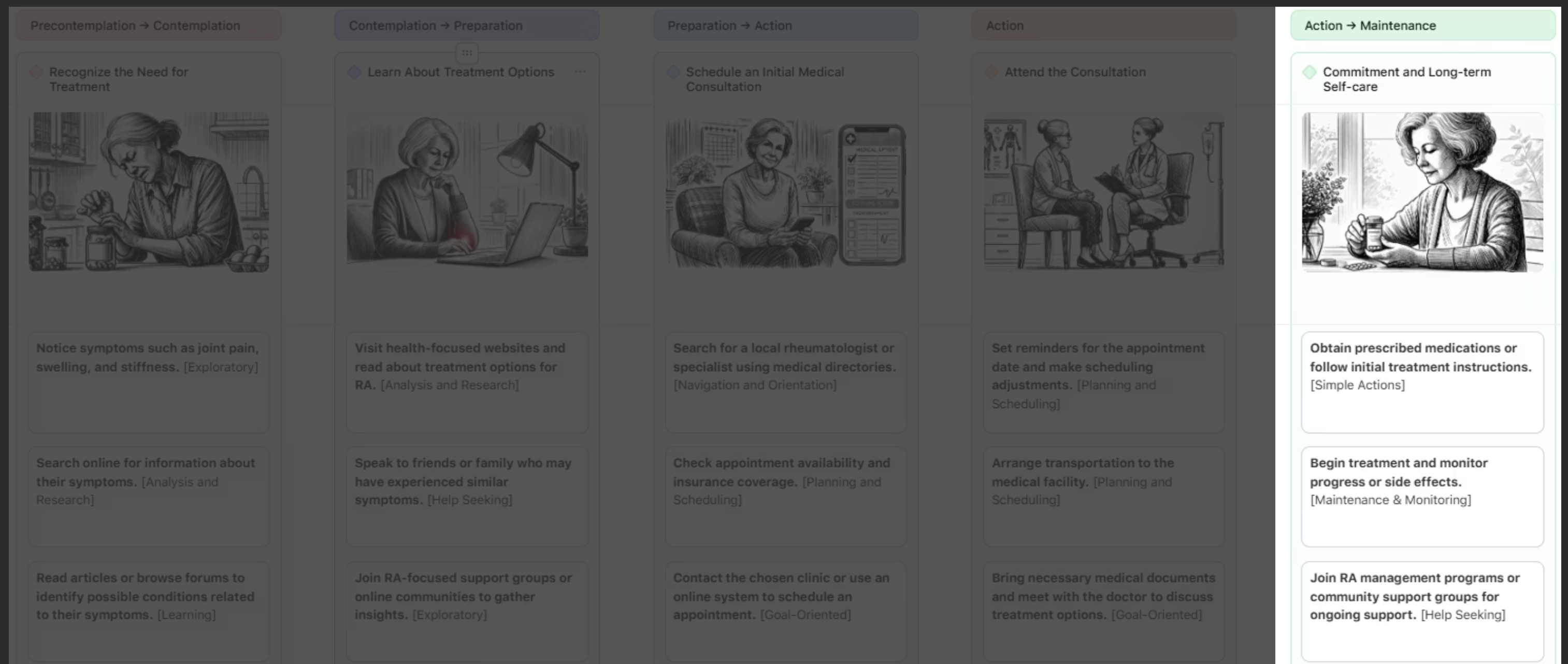
Our job is often about
identifying the right behaviors
to achieve a desired outcome.

Behavioral Journey: Rheumatoid Arthritis Patient

Start at the End



What does the user do
(represented as a behavioral journey map)?



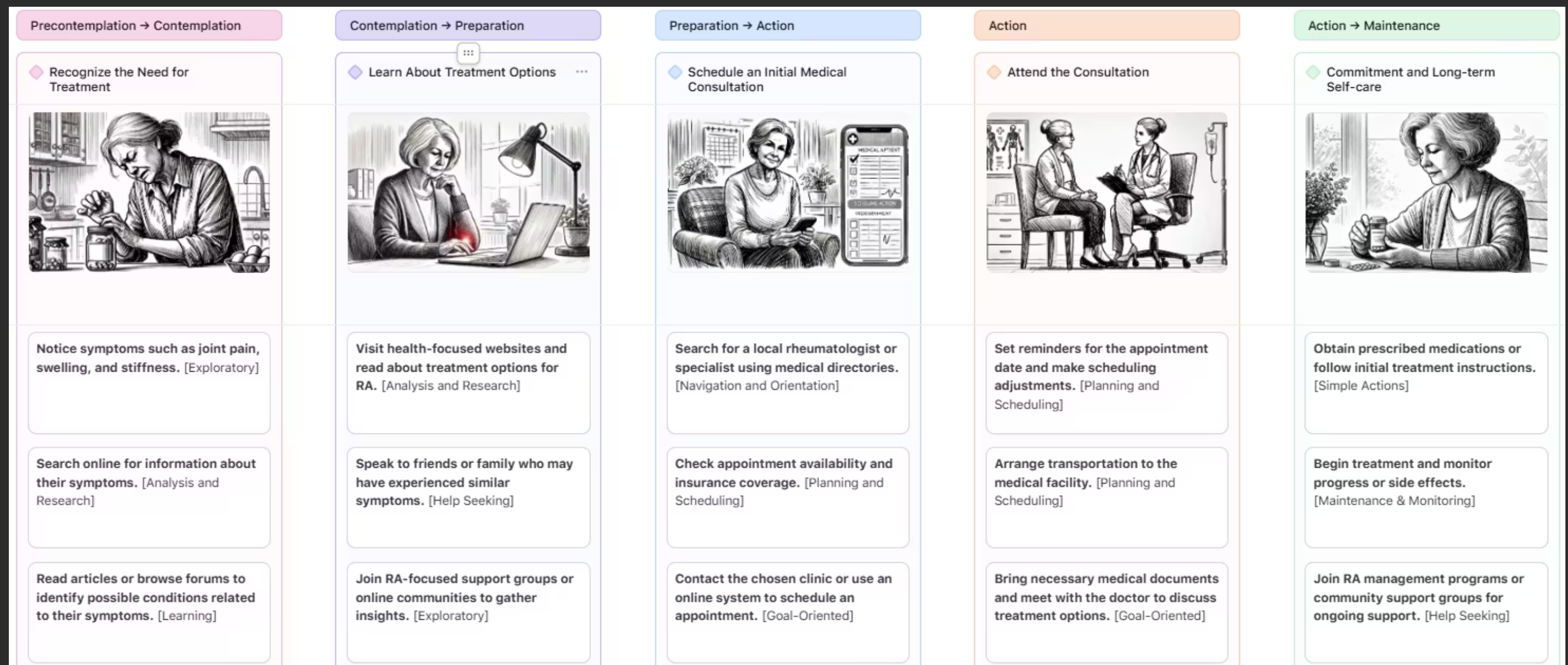
The Start



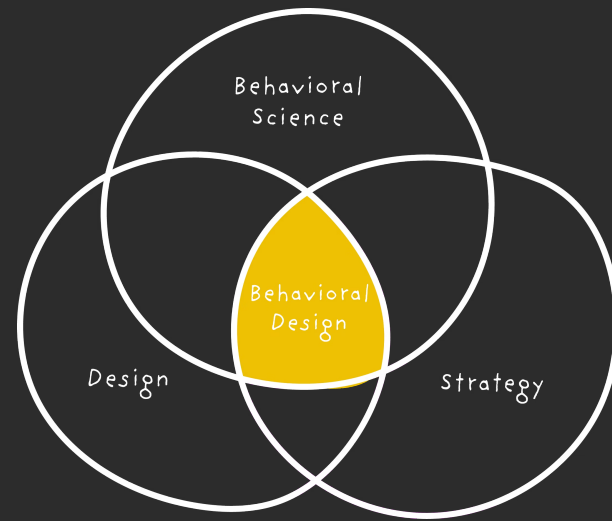
The Sequence of User Behaviors



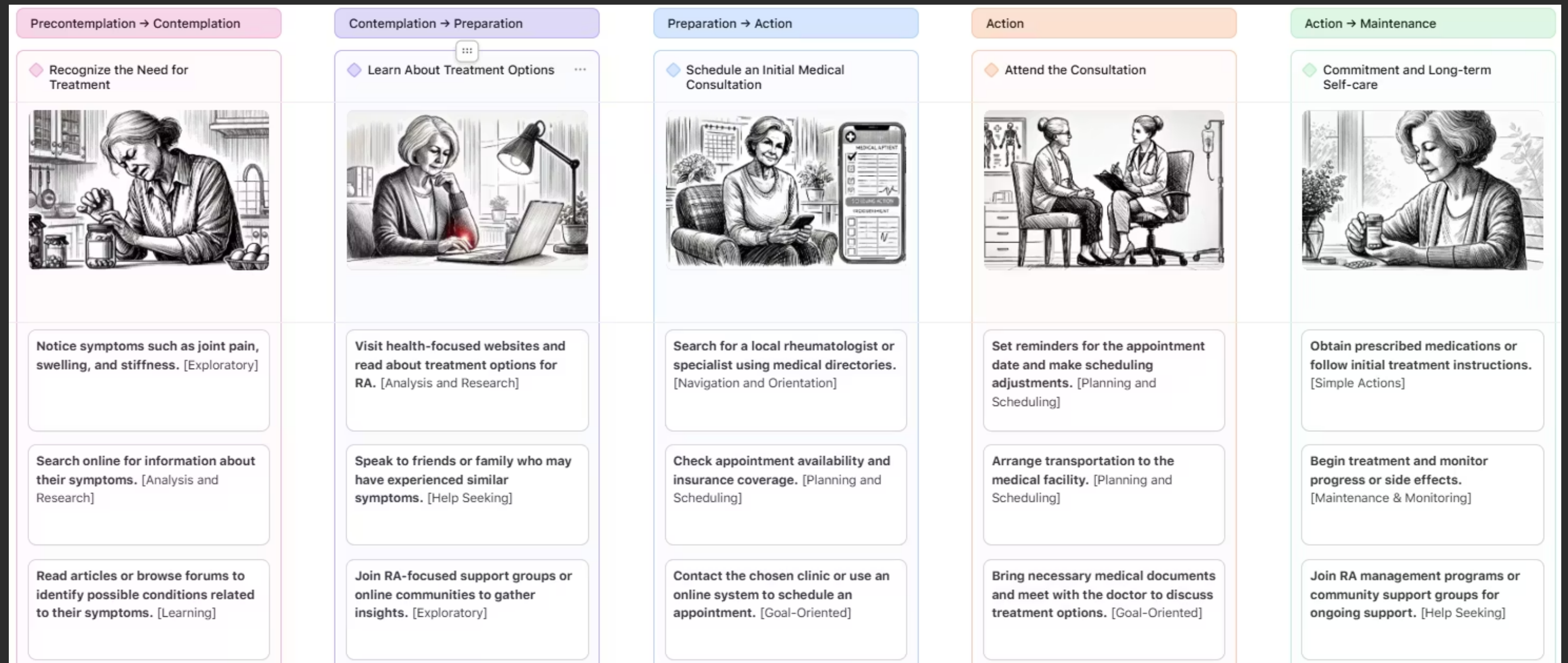
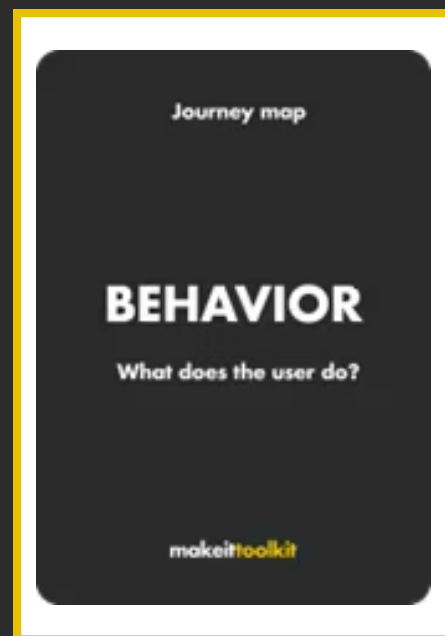
The End



Behavioral Journey: Rheumatoid Arthritis Patient



Behavioral Design is about determining the appropriate design interventions to influence user behavior, help individuals make progress.



3rd Law

A → B → C

Every behavior (B) is prompted by an activator (A) and influenced by the consequences (C) associated with it.



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... mapping the
decisions/behaviors involved
(what prompts them, and
consequences)

External Prompts

These are cues from the environment or from other people that tell you to do something, suggesting or triggering a specific behavior.

Examples include:

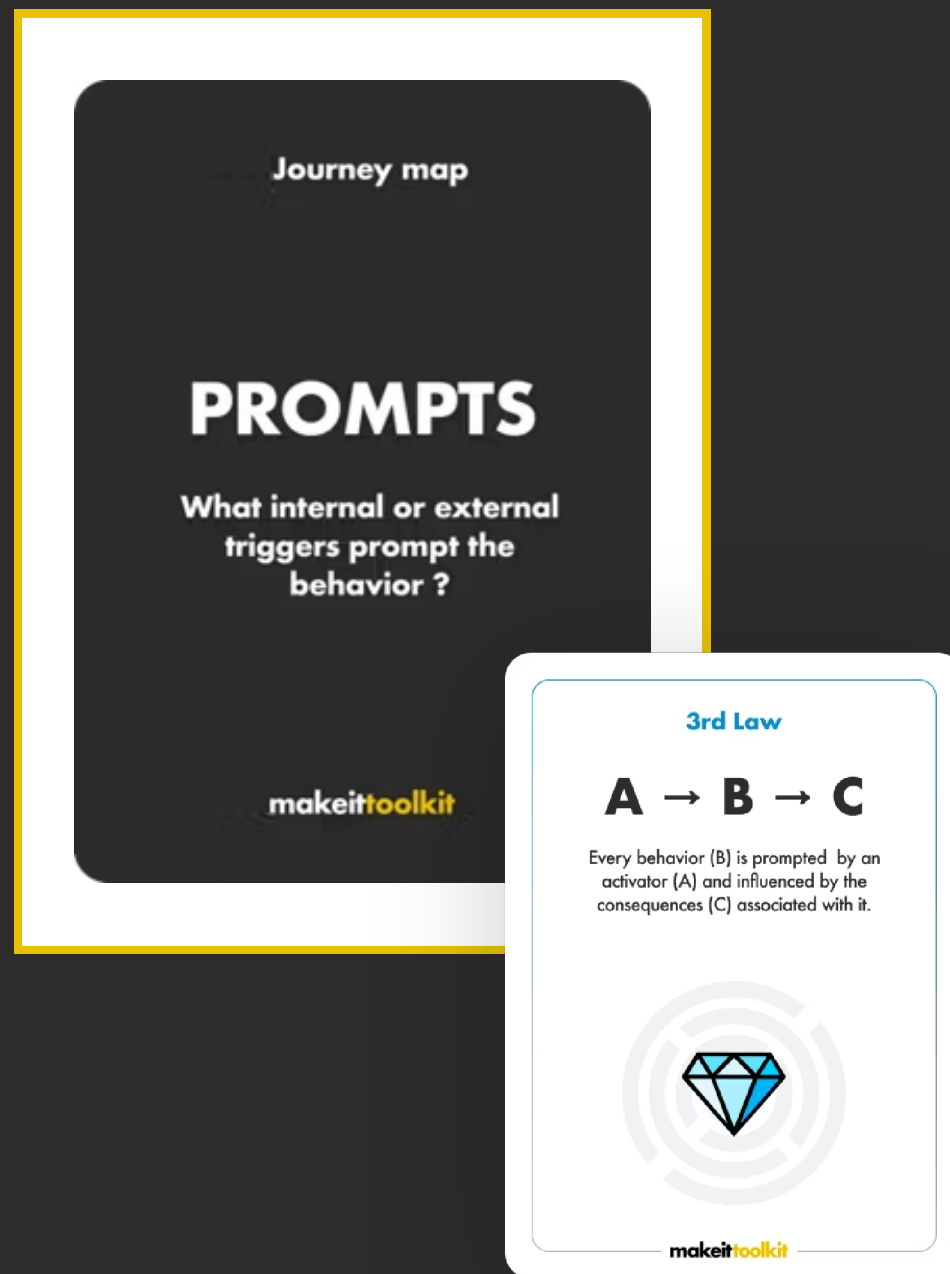
- Traffic lights (environmental cue): Prompting you to stop or go while driving.
- A notification on your phone (technological cue): Reminding you to stand up and move around.
- A friend asking you to join them for a workout (social cue): Encouraging exercise.
- Seeing a commercial for a product (media cue): Might prompt you to buy it.
- Email from a colleague (social cue): Prompting you to complete a task.

Internal Prompts

These are cues that come from within the individual, often based on feelings, thoughts, or bodily sensations.

Examples include:

- Feeling hungry (bodily sensation): Might prompt you to eat.
- Feeling bored (emotion): Might prompt you to pick up your phone and check social media.
- Remembering you haven't exercised today (thought): Might prompt you to go for a run.
- Craving sweets (desire): Might prompt you to seek out dessert.
- Experiencing pain (physical sensation): Might prompt you to take medication or rest.
- Self-reflection (cognitive process): Might prompt setting personal goals.



External Prompts

<p>◆ Recognize the Need for Treatment</p> <p>Family or Friends' Observations: Someone close may notice the symptoms and encourage the user to seek information.</p> <p>Health Articles or News: Seeing information about RA symptoms in articles, news, or social media.</p>	<p>◆ Learn About Treatment Options</p> <p>Social Influence: Suggestions or advice from friends or family who have experienced similar symptoms.</p> <p>Educational Content: Targeted ads, emails, or health newsletters discussing RA treatments.</p>	<p>◆ Schedule an Initial Medical Consultation</p> <p>Reminder Emails or Ads: Targeted online reminders from health platforms or insurance providers encouraging consultations.</p> <p>Appointment Availability Alerts: Notifications from health apps or clinics about open appointments.</p>	<p>◆ Attend the Consultation</p> <p>Calendar Reminders: Automated reminders on their phone or computer for the appointment.</p> <p>Confirmation Messages: Text or email reminders from the clinic confirming the consultation date and time.</p>	<p>◆ Commitment and Long-term Self-care</p> <p>Medication Reminders: Alerts from health apps or phone alarms for taking medications.</p> <p>Community Support Interactions: Regular encouragement from RA support groups or online communities sharing progress and advice.</p>
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Journey map

PROMPTS


What internal or external triggers prompt the behavior?

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3rd Law


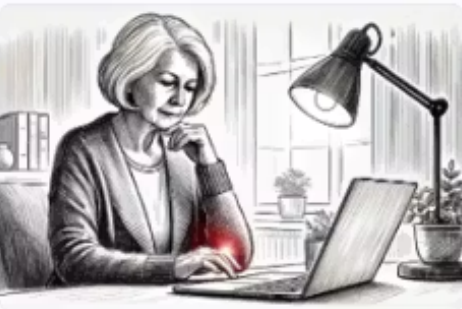



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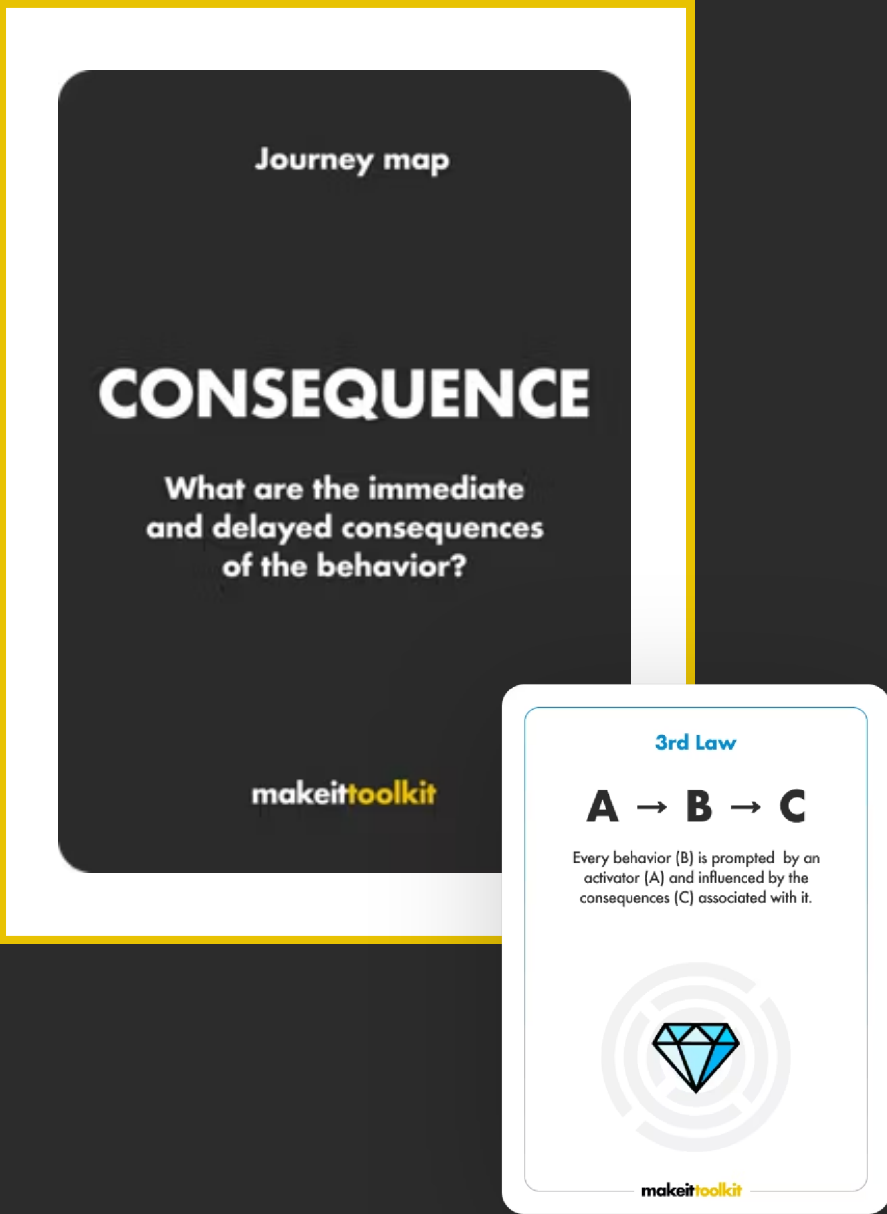
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Internal Prompts

Precontemplation → Contemplation	Contemplation → Preparation	Preparation → Action	Action	Action → Maintenance
<p>◆ Recognize the Need for Treatment</p> 	<p>◆ Learn About Treatment Options</p> 	<p>◆ Schedule an Initial Medical Consultation</p> 	<p>◆ Attend the Consultation</p> 	<p>◆ Commitment and Long-term Self-care</p> 
<p>Physical Discomfort: Persistent joint pain, stiffness, and swelling act as a recurring reminder.</p> <p>Self-reflection: Realizing how the symptoms are affecting daily activities and quality of life.</p>	<p>Increased Curiosity: A personal drive to learn more about RA and its impact.</p> <p>Desire for Relief: The user's wish to alleviate discomfort and improve their situation</p>	<p>Concern About Symptoms: Fear of worsening symptoms without medical intervention.</p> <p>Sense of Responsibility: Realization that taking action could lead to improved health outcomes.</p>	<p>Anticipation of Diagnosis: Eagerness to understand what's happening and how to address it.</p> <p>Commitment to Self-Care: A desire to actively work towards better health.</p>	<p>Desire for Symptom Relief: Motivation to reduce pain and improve mobility.</p> <p>Health Goal Setting: Personal goals to sustain treatment for long-term improvement.</p>

🧠 The Science: Why Consequences Matter

Consequences are powerful because they **shape whether a behavior gets repeated, avoided, or extinguished** over time. This principle comes directly from **Operant Conditioning** (B.F. Skinner), and it underpins reinforcement learning in both humans and AI.



Type	Definition	Effect on Future Behavior
✓ Positive Reinforcement	Add a desirable outcome (e.g., praise, reward, points)	👍 Increase behavior
✗ Negative Reinforcement	Remove something unpleasant (e.g., relief, canceling a task)	👍 Increase behavior
⚠ Positive Punishment	Add something undesirable (e.g., a fine, error message)	👎 Decrease behavior
zz Negative Punishment	Take away something desirable (e.g., loss of access, points)	👎 Decrease behavior

Positive

Early Identification of RA: Recognizing symptoms early could lead to quicker diagnosis and treatment, which can...

Quote ↪ 1

Increased Awareness: Gaining insight into RA symptoms allows for more informed future decisions about health.

Quote ↪ 1

Informed Decision-Making: Learning about treatment options provides confidence in making informed health...

Pain ↪ 1

Increased Motivation: Understanding that RA can be managed with proper treatment might motivate the user to...

↪ 1

Increased Awareness: Gaining insight into RA symptoms allows for more informed future decisions about health.

BeSci Assumption

Reassurance: Taking steps to see a specialist may relieve some uncertainty about symptoms and provide a sense...

↪ 2

Diagnosis and Understanding the Disease: Learning about RA can help users understand the disease better and reduce uncertainty.

1

Peace of Mind: Meeting with a doctor can clarify uncertainties, reducing anxiety and increasing confidence in...

↪ 4

Informed Decision-Making: Learning about treatment options provides confidence in making informed health...

Assumption

Increased Motivation: Understanding that RA can be managed with proper treatment might motivate the user to...

BeSci Assumption

After reading enough horror stories, I panicked and booked a general doctor's appointment. I needed to know for sure.

"I was a nervous wreck before, but my doctor explained everything so well. I left feeling calmer, but also overwhelmed by all the treatment options."

Journey map

CONSEQUENCE


What are the immediate and delayed consequences of the behavior?

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Negative

Precontemplation → Contemplation

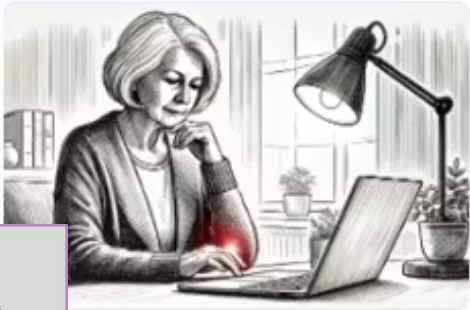
Recognize the Need for Treatment



"I dropped a coffee cup at home because my grip gave out. My wife set up an appointment before I had a say in it."


Contemplation → Preparation

Learn About Treatment Options




Preparation → Action

Schedule an Initial Medical Consultation




Action

Attend the Consultation



Action → Maintenance

Commitment and Long-term Self-care



Anxiety or Fear: Realizing potential health issues could lead to worry about long-term impacts, which may cause...

↪ 5

Overwhelming Information: Encountering complex or conflicting information about RA may lead to...

BeSci Assumption

Scheduling Barriers: Difficulty finding an available appointment or coordinating with personal schedules...

BeSci Assumption

Respect for Patient Preferences: Users feel reassured and build trust with...

Gain { 0.05

Fear of Treatment Side Effects: Reading about potential side effects of RA medications could increase...

BeSci Assumption

Information Overload: Searching for symptoms online could lead to conflicting information, causing...

BeSci Assumption

Fear of Treatment Side Effects: Reading about potential side effects of RA medications could increase...

Quote ↪ 2

Appointment Costs: Concern about the potential financial cost of a consultation, especially if it is not full...

BeSci Assumption

Fear of Diagnosis: Receiving confirmation of RA can be daunting and may discourage follow-up or long...

BeSci Assumption

Overwhelming Information: Encountering complex or conflicting information about RA may lead to...

BeSci Assumption

4th Law

B=MAP

Behaviour tends to follow the status quo, unless it is acted upon by an increase in motivation (M) or ability (A), and timely prompted (P).




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... identifying any **obstacles** or **barriers to progress** along the user journey.

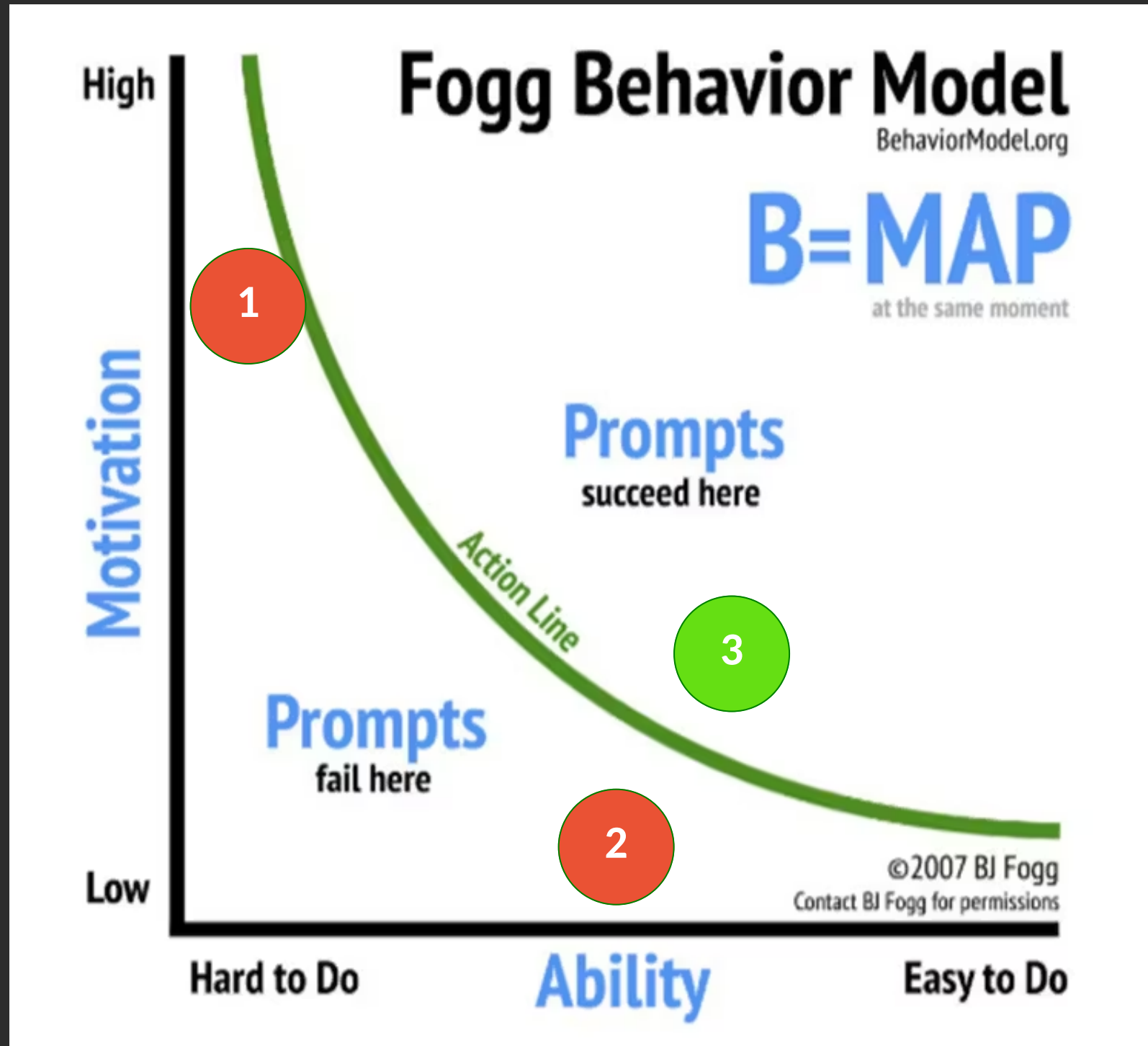
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Behaviour tends to follow the status quo, unless it is acted upon by an increase in motivation (M) or ability (A), and timely prompted (P).



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Rule 1: A person must be prompted (internal or external) to do the behavior.

Rule 2: A person needs to be motivated to overcome the effort required to do the behavior.

Rule 3: A person needs to be able to do the behavior.

Barriers to Progress

4th Law

B=MAP

Behaviour tends to follow the status quo, unless it is acted upon by an increase in motivation (M) or ability (A), and timely prompted (P).



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Motivation

Person

Environment



Ability

Person

Environment

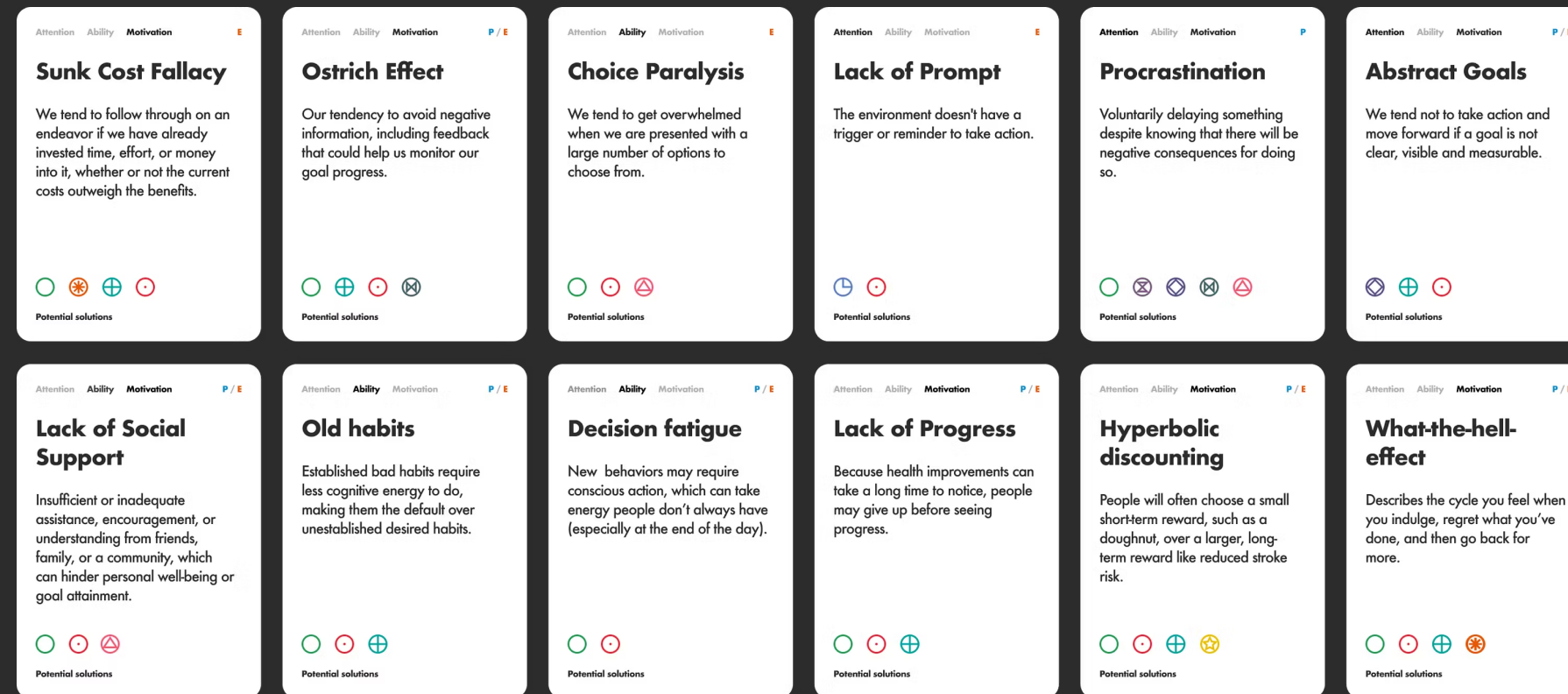


Attention

Person

Environment

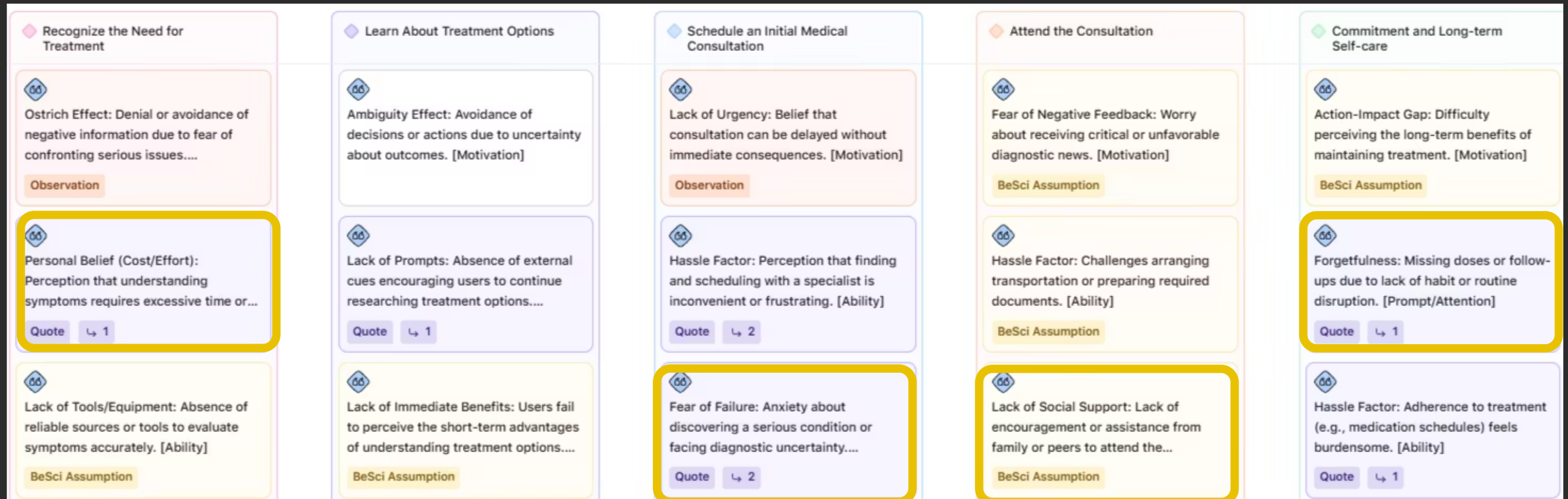
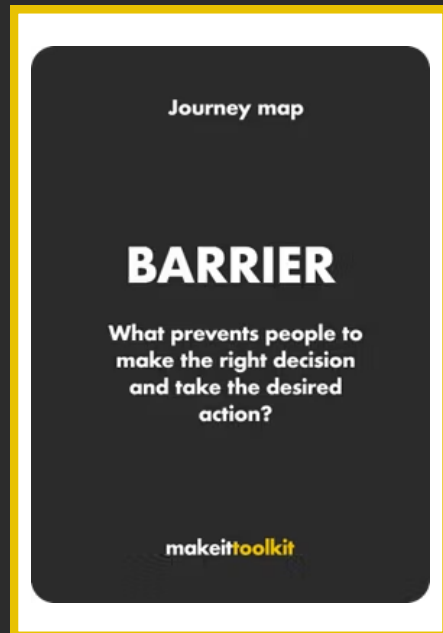
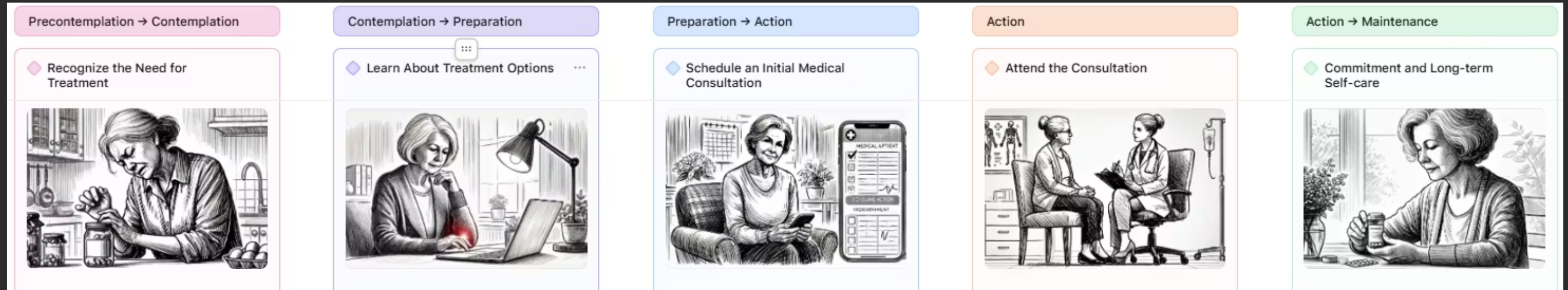
Barriers to Progress



+ more!

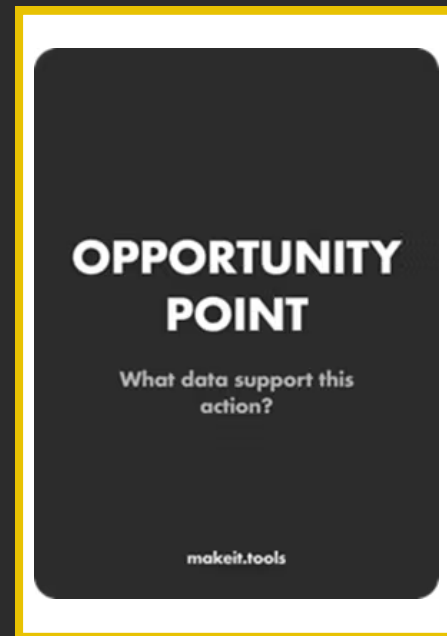
A database of **45+** behavioral barriers to progress.

Barriers to Progress



Design Intervention

A **Design Intervention** is a deliberate change or addition to an experience, product, service, or environment that aims to influence behavior, perception, or outcomes in a positive way.



It's a purposeful action taken by designers (**informed by behavioral science**), survey data, or customer research to solve a problem, remove friction, help people overcome barriers, encourage progress, or create impact.

Articulated in the form of a **Behavioral Design Hypothesis** (more on that).

Behavioral
Journey:
Rheumatoid
Arthritis Patient

Prompts (external and internal):

<p>Recognize the Need for Treatment</p> <p>Family or Friends' Observations: Someone close may notice the symptoms and encourage the user to seek information.</p> <p>Health Articles or News: Seeing information about RA symptoms in articles, news, or social media.</p>	<p>Learn About Treatment Options</p> <p>Social Influence: Suggestions or advice from friends or family who have experienced similar symptoms.</p> <p>Educational Content: Targeted ads, emails, or health newsletters discussing RA treatments.</p>	<p>Schedule an Initial Medical Consultation</p> <p>Reminder Emails or Ads: Targeted online reminders from health platforms or insurance providers encouraging consultations.</p> <p>Appointment Availability Alerts: Notifications from health apps or clinics about open appointments.</p>	<p>Attend the Consultation</p> <p>Calendar Reminders: Automated reminders on their phone or computer for the appointment.</p> <p>Confirmation Messages: Text or email reminders from the clinic confirming the consultation date and time.</p>	<p>Commitment and Long-term Self-care</p> <p>Medication Reminders: Alerts from health apps or phone alarms for taking medications.</p> <p>Community Support Interactions: Regular encouragement from RA support groups or online communities sharing progress and advice.</p>
<p>Physical Discomfort: Persistent joint pain, stiffness, and swelling act as a recurring reminder.</p> <p>Self-reflection: Realizing how the symptoms are affecting daily activities and quality of life.</p>	<p>Increased Curiosity: A personal drive to learn more about RA and its impact.</p> <p>Desire for Relief: The user's wish to alleviate discomfort and improve their situation</p>	<p>Concern About Symptoms: Fear of worsening symptoms without medical intervention.</p> <p>Sense of Responsibility: Realization that taking action could lead to improved health outcomes.</p>	<p>Anticipation of Diagnosis: Eagerness to understand what's happening and how to address it.</p> <p>Commitment to Self-Care: A desire to actively work towards better health.</p>	<p>Desire for Mobility: A personal goal to reduce pain and improve mobility.</p> <p>Health Goal Setting: Personal goals to sustain treatment for long-term improvement.</p>

The User Journey (sequence of user behaviors):

Precontemplation → Contemplation	Contemplation → Preparation	Preparation → Action	Action	Action → Maintenance
<p>Recognize the Need for Treatment</p>	<p>Learn About Treatment Options</p>	<p>Schedule an Initial Medical Consultation</p>	<p>Attend the Consultation</p>	<p>Commitment and Long-term Self-care</p>

Behavioral Barriers to Progress:

<p>Recognize the Need for Treatment</p> <p>Ostrich Effect: Denial or avoidance of negative information due to fear of confronting serious issues....</p> <p>Observation</p> <p>Personal Belief (Cost/Effort): Perception that understanding symptoms requires excessive time or ...</p> <p>Quote 1</p> <p>Lack of Tools/Equipment: Absence of reliable sources or tools to evaluate symptoms accurately. [Ability]</p> <p>BeSci Assumption</p>	<p>Learn About Treatment Options</p> <p>Ambiguity Effect: Avoidance of decisions or actions due to uncertainty about outcomes. [Motivation]</p> <p>Lack of Prompts: Absence of external cues encouraging users to continue researching treatment options....</p> <p>Quote 1</p> <p>Lack of Immediate Benefits: Users fail to perceive the short-term advantages of understanding treatment options....</p> <p>BeSci Assumption</p>	<p>Schedule an Initial Medical Consultation</p> <p>Lack of Urgency: Belief that consultation can be delayed without immediate consequences. [Motivation]</p> <p>Observation</p> <p>Hassle Factor: Perception that finding and scheduling with a specialist is inconvenient or frustrating. [Ability]</p> <p>Quote 2</p> <p>Fear of Failure: Anxiety about discovering a serious condition or facing diagnostic uncertainty....</p> <p>Quote 2</p>	<p>Attend the Consultation</p> <p>Fear of Negative Feedback: Worry about receiving critical or unfavorable diagnostic news. [Motivation]</p> <p>BeSci Assumption</p> <p>Hassle Factor: Challenges arranging transportation or preparing required documents. [Ability]</p> <p>BeSci Assumption</p> <p>Lack of Social Support: Lack of encouragement or assistance from family or peers to attend the...</p> <p>BeSci Assumption</p>	<p>Commitment and Long-term Self-care</p> <p>Action-Impact Gap: Difficulty perceiving the long-term benefits of maintaining treatment. [Motivation]</p> <p>BeSci Assumption</p> <p>Forgetfulness: Missing doses or follow-ups due to lack of habit or routine disruption. [Prompt/Attention]</p> <p>Quote 1</p> <p>Hassle Factor: Adherence to treatment (e.g., medication schedules) feels burdensome. [Ability]</p> <p>Quote 1</p>
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Consequences (positive and negative):

<p>Early Identification of RA: Recognizing symptoms early could lead to quicker diagnosis and treatment, which can...</p> <p>Quote 1</p> <p>Increased Awareness: Gaining insight into RA symptoms allows for more informed future decisions about health.</p> <p>Quote 1</p> <p>Anxiety or Fear: Realizing potential health issues could lead to worry about long-term impacts, which may cause...</p> <p>5</p> <p>Information Overload: Searching for symptoms online could lead to conflicting information, causing...</p> <p>BeSci Assumption</p>	<p>Informed Decision-Making: Learning about treatment options provides confidence in making informed health...</p> <p>Pain 1</p> <p>Increased Motivation: Understanding that RA can be managed with proper treatment might motivate the user to...</p> <p>1</p> <p>Overwhelming Information: Encountering complex or conflicting information about RA may lead to...</p> <p>BeSci Assumption</p> <p>Fear of Treatment Side Effects: Reading about potential side effects of RA medications could increase...</p> <p>Quote 2</p>	<p>Increased Likelihood of Diagnosis: Booking a consultation brings the user closer to understanding their...</p> <p>BeSci Assumption</p> <p>Reassurance: Taking steps to see a specialist may relieve some uncertainty about symptoms and provide a sense...</p> <p>2</p> <p>Appointment Costs: Concern about the potential financial cost of a consultation, especially if it is not full...</p> <p>BeSci Assumption</p> <p>Scheduling Barriers: Difficulty finding an available appointment or coordinating with personal schedules...</p> <p>BeSci Assumption</p>	<p>Diagnosis and Treatment Plan: Attending the consultation provides access to professional guidance, whi...</p> <p>1</p> <p>Peace of Mind: Meeting with a doctor can clarify uncertainties, reducing anxiety and increasing confidence in...</p> <p>4</p> <p>Fear of Diagnosis: Receiving confirmation of RA can be daunting and may discourage follow-up or long...</p> <p>BeSci Assumption</p> <p>Time and Effort: Attending appointments requires effort and time commitment, which may lead to...</p> <p>BeSci Assumption</p>	<p>Informed Decision-Making: Learning about treatment options provides confidence in making informed health...</p> <p>BeSci Assumption</p> <p>Increased Motivation: Understanding that RA can be managed with proper treatment might motivate the user to...</p> <p>BeSci Assumption</p> <p>Overwhelming Information: Encountering complex or conflicting information about RA may lead to...</p> <p>BeSci Assumption</p> <p>Fear of Treatment Side Effects: Reading about potential side effects of RA medications could increase...</p> <p>BeSci Assumption</p>
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Design Interventions

1

Antecedent Intervention: Involves setting up cues or prompts that activate the desired behavior.

2

Behavioral Intervention: Focuses on modifying the environment or the process to make the desired behavior easier to perform.

Overcoming specific Barriers to Progress utilizing the different make it Strategies and Tactics

3

Consequential Intervention: identifying ways to modify the consequences of a behavior to reinforce its occurrence.

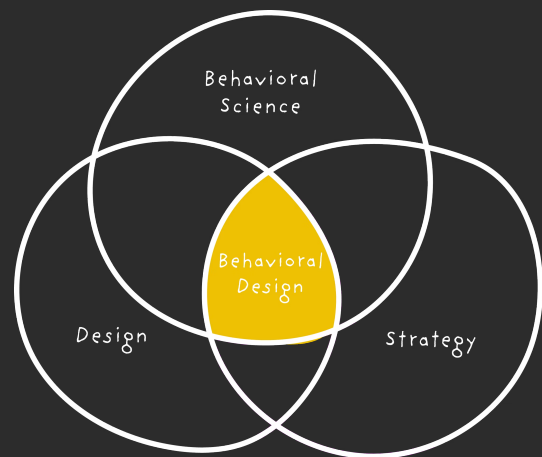
OPPORTUNITY POINT

What data support this action?

3rd Law

A → B → C

Every behavior (B) is prompted by an activator (A) and influenced by the consequences (C) associated with it.



Behavioral Design interventions informed via **Make it Toolkit powered** Ideation and Concept Development.



Explore the 15 Strategies.

Systematically use strategies during brainstorming to help you generate ideas, formulate behavioral design challenges and to develop impactful solutions.

make it easy	make it obvious	make it timely	make it attractive	make it tangible
make it social	make it goal-oriented	make it intriguing	make it unexpected	make it scarce
make it empowering	make it yours	make it immersive	make it aversive	make it meaningful



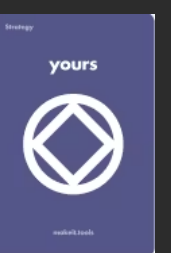
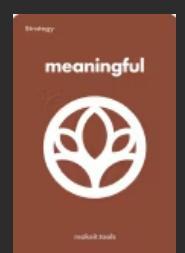
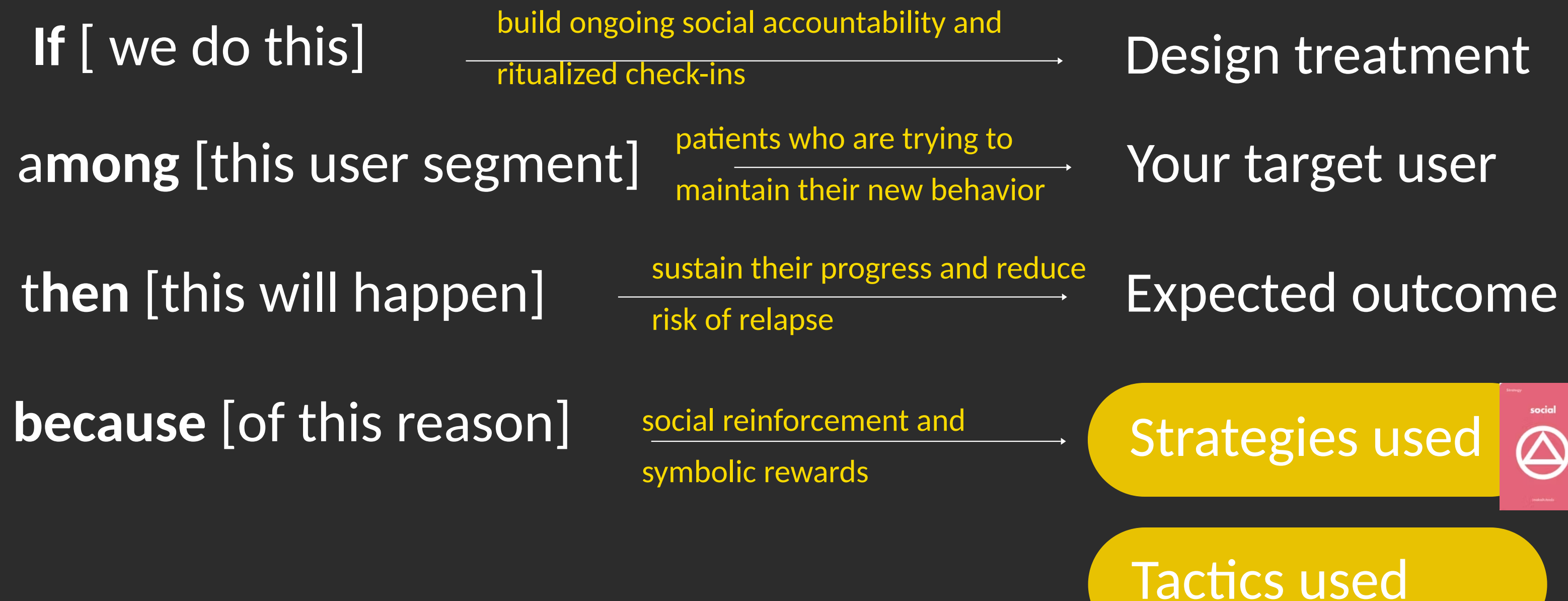
15 Behavior Change Strategies

The infographic displays 15 strategies arranged in a circular pattern around a central hub labeled 'Psychological Needs'. The strategies are:

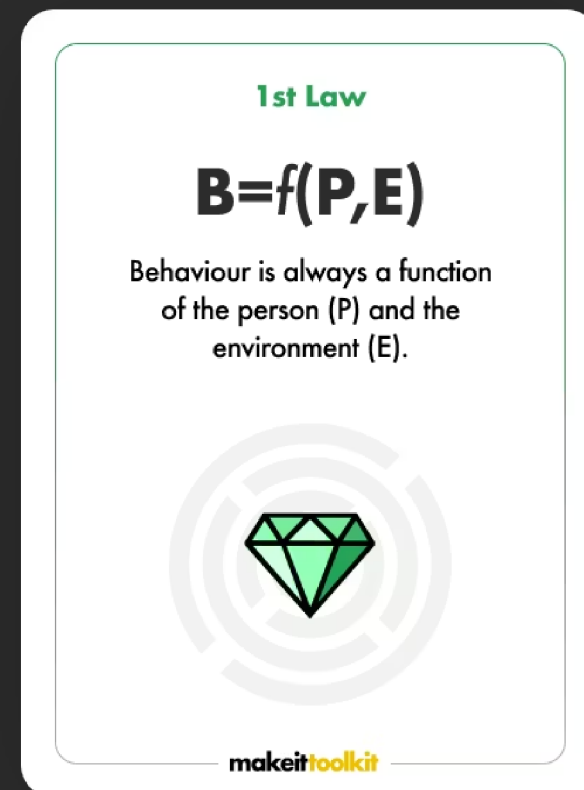
- make it meaningful** (top)
- make it social** (top-right)
- make it empowering** (right)
- make it attractive** (bottom-right)
- make it immersive** (bottom)
- make it achievable** (bottom-left)
- make it scarce** (left)
- make it intriguing** (top-left)
- make it timely** (top)
- make it easy** (top-right)
- make it obvious** (right)
- make it aversive** (bottom-right)
- make it unexpected** (bottom)
- make it rewarding** (bottom-left)
- make it valued** (left)

 Each strategy includes a brief description of its application.

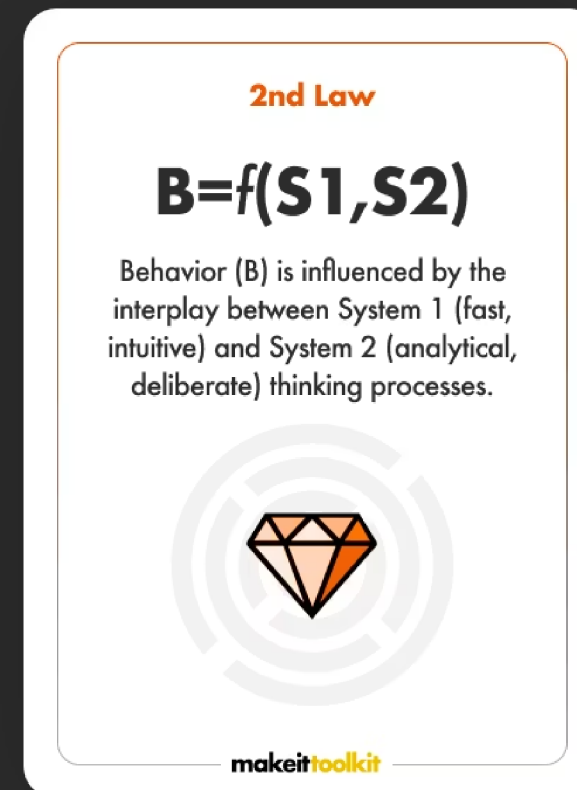
Behavioural Design Hypothesis



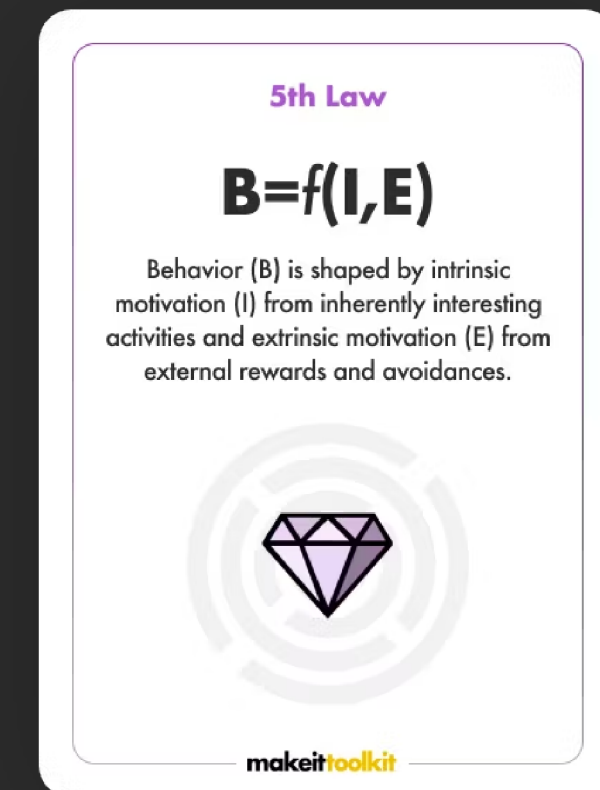
Other Behavioural Design Considerations



... in relation to both the **person** and the **environment**.



... understanding the **type of decision** involved

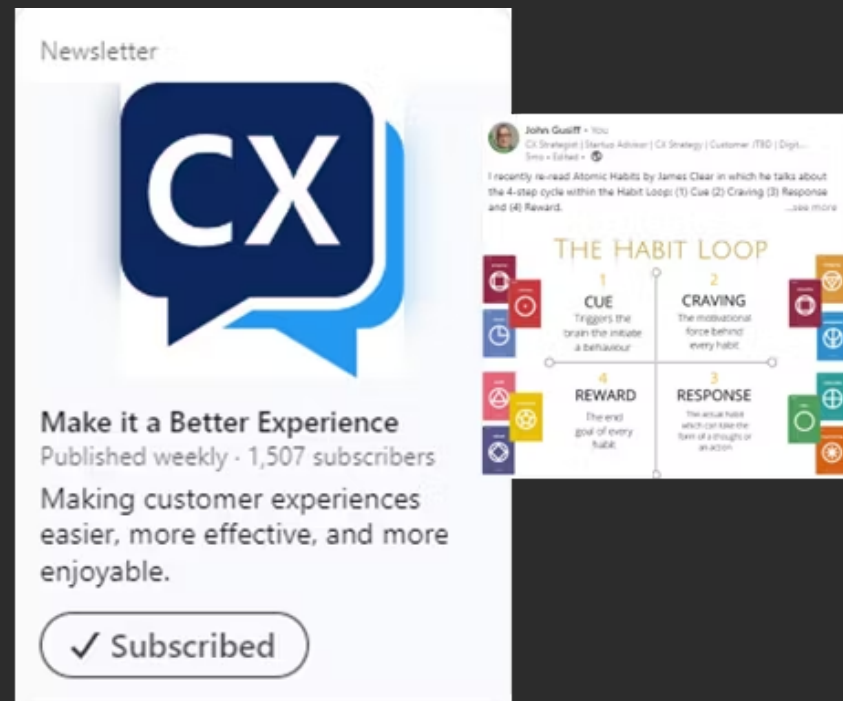


... in relationship to **spectrum of motivation** of the person

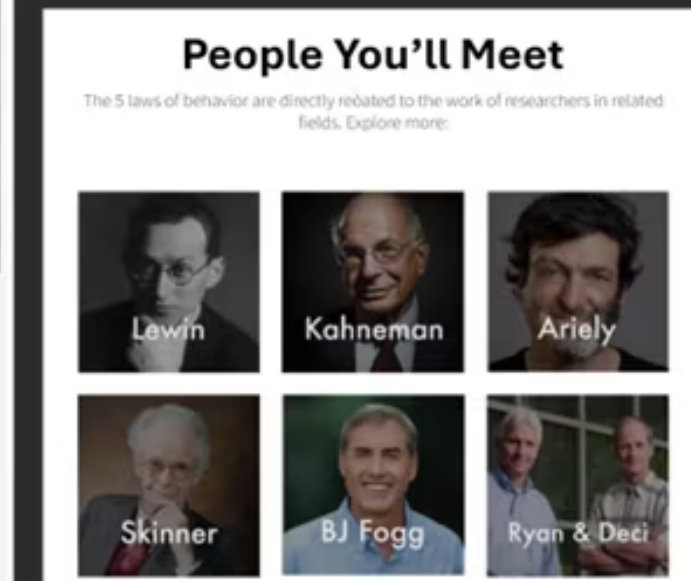
Ways to Learn More



John Gusiff



makeittoolkit Starter Program



AI-powered Behavioral Design Sprint



<https://www.customercentricllc.com>

Special Offer to TheyDo Talk participants \$150 OFF