

Behavioral Insights

Lite

Example Report

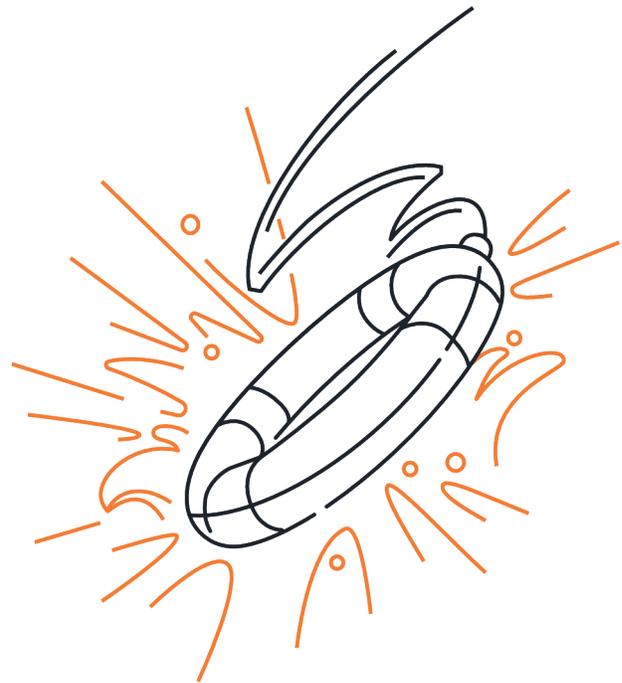
For Startup Validation
Version 1.0



Behavioral Insights Lite

Ingenious is a product design agency, specialized in behavioral design, with the ability to execute its own designs. As part of our design methodology we use an evaluation process that measures the factibility that users interact with a product based on the way the product was conceived and executed. This allows us to evaluate two critical factors for the success of a product, adoption and retention.

The Lite version of the Behavioral Insights is focused on identifying the principal conceptual design problems that create the deviations between the expected behaviors and users' real data in a theoretical way. Providing a simple set of insights that can aid your decision to invest on the company



This document is an example of the content the conclusion of the process would yield. It provides a Behavioral Evaluation summarized in a score for each one of the objective behaviors. That is, the behaviors that are expected from each one of the actors that interacts with the product and that are fundamental for its success. Each behavior is studied in function of the sequence of simple actions that will in turn result on the target behaviors (Behavioral Journeys) and the cognitive-behavioral feasibility of each one of them.

The study includes the identification of behavioral bias implicit in the design of the original concept, how they affect the product, how they could be used to achieve the product goals and the identification of other biases that could be used to the same results.

More advanced versions of this product also include a detailed report on the exploration of the data generated by users (provided by the stakeholders) how it provides evidence for the theoretical analysis and where it refutes it and the possible reasons behind the discrepancy.

EXAMPLE.

Target Behaviors

These are the behaviors that are expected from every actor that interacts with the product and are required for its success. The flows were created after interviews with the stakeholders or if not possible through documents or public information.

Adoption

- Register
- Take test
- Student Referral
- Teacher Referral
- Personalize feed
- Create Profile

Retention

Students

- Check the feed
- Read Articles
- Read Forum
- Post on Forum
- Comment on Forum
- Write a Story
- Share a Story (mine)
- Like / Share Post
- Insights
- Request Help

Companies

- Recruit
- Favorite / Bookmark student
- Give help
- Post on Feed



Behavioral Evaluation

The first step in the process is to recognize each goal of the product in terms of retention and adoption. Each one of these target behaviors is sequenced in their previous actions required, if present, and using a series of questions and mechanics a score for three basic areas, Triggering, Ability and Motivation is reached.



Triggering score

Triggering score is the most important. If a behavior doesn't have a triggering component that pushes the user to take action, motivation and ability won't be even considered. The score is composed of three sub scores that represent, how easy is to notice the signal, how timely must the trigger be and how easy is to understand the meaning of the signal received by the user.



Behavioral Drivers

Behavioral Drivers Score is a metric composed of the two scores of ability and motivation. It represents how attractive performing the target behavior is for the user.

Ability represents how simple is for the user to undertake the action. An action perceived as difficult to perform won't be executed. Ability is measured in three sub categories that indicate how laboursome it is, what economic resources are needed (money, time, items) and how mentally challenging the task is to do or to learn.

Motivation is a measurement on how willing a user is to take action. Without motivation a task won't be performed, no matter how easy it is, since there is no intention of the user to do so. It also has three sub scores that represent the immediate reward (or avoidance of punishment), the perceived possibility of a reward or punishment and the social result of taking this action.

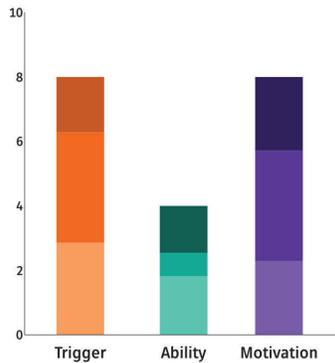


Behavioral Factors

This factor weighs how much affects, positively or negatively, the different behavioral biases recognised during the process to the behavior. A more in depth study of them can be found in the section Behavioral Insights.

How each behavior is scored

Full information available on Basic version and up.



Decoding

How simple is to decode the meaning of the signal.

Opportunity

How timely the signal must be

Stridency

How easy is to notice the signal

Cognitive

How mentally challenging the task is to do or to learn

Resources

What economic resources are needed to perform the task

Physical

How laboursome is the task

Belonging

The perceived social result of performing this action

Anticipation

The perceived possibility of a reward or punishment.

Sensation

The immediate reward or avoidance of punishment of the action

Scores



Trigring Score

How simple is to notice that the action is there to be performed

1 to 10



Behavioral Drivers

How attractive performing the target behavior is for the user.

1 to 10



Behavioral Factors

How much the different biases affect

-100% to 100%

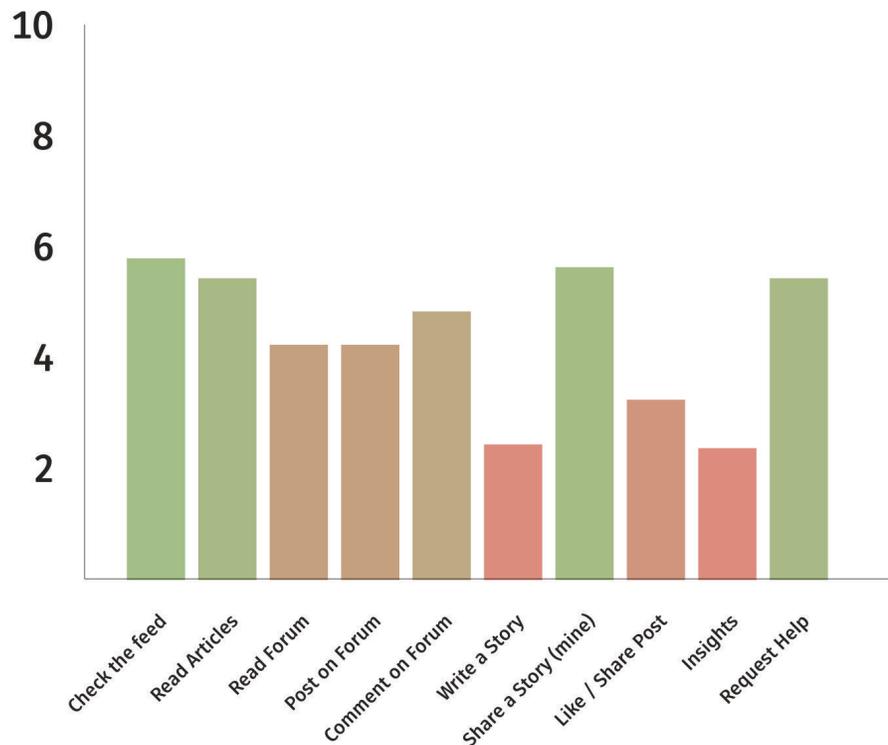
Insights

Whenever a behavior noticeable traits that are useful for its redesign, the report includes a written section with the recommendations the analysis team has made.

Behavior Scores

Retention behaviors are the everyday use of your product, they are related on how much will the user interact with it. They are important whether or not the profits are tied to usage since a one time purchase that I use a lot will need a replacement or upgrade soon enough.

In this section we are exploring just the student retention behaviors.



Sample text:

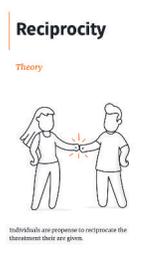
Retention behaviors for students are low. There are two main explanations for this, a bad strategy for triggering that hinders ability and a lack of motivation to perform the tasks required due to expecting large commitments from the users.

Behavioral Insights





These are the biases and phenomena that are aiding the target behaviors of your product. We suggest to revisit the design of the flows to potentiate their effect on the users.

Card	Description	Found in
	<p>In a system, the default option presented to the user changes the choice distribution</p>	<ul style="list-style-type: none">• Check the feed
	<p>Individuals have a propensity to reciprocate the treatment they are given</p>	<ul style="list-style-type: none">• Register - Register• Student Referral - Student Referral
	<p>A mental discomfort (or psychological stress) is experienced by persons who simultaneously hold two or more contradictory beliefs, ideas, or values</p>	<ul style="list-style-type: none">• Take Test

Card

Description

Found in



These are the biases and phenomena that are hindering the target behaviors of your product. We suggest redesign these flows to diminish their effect on your product.

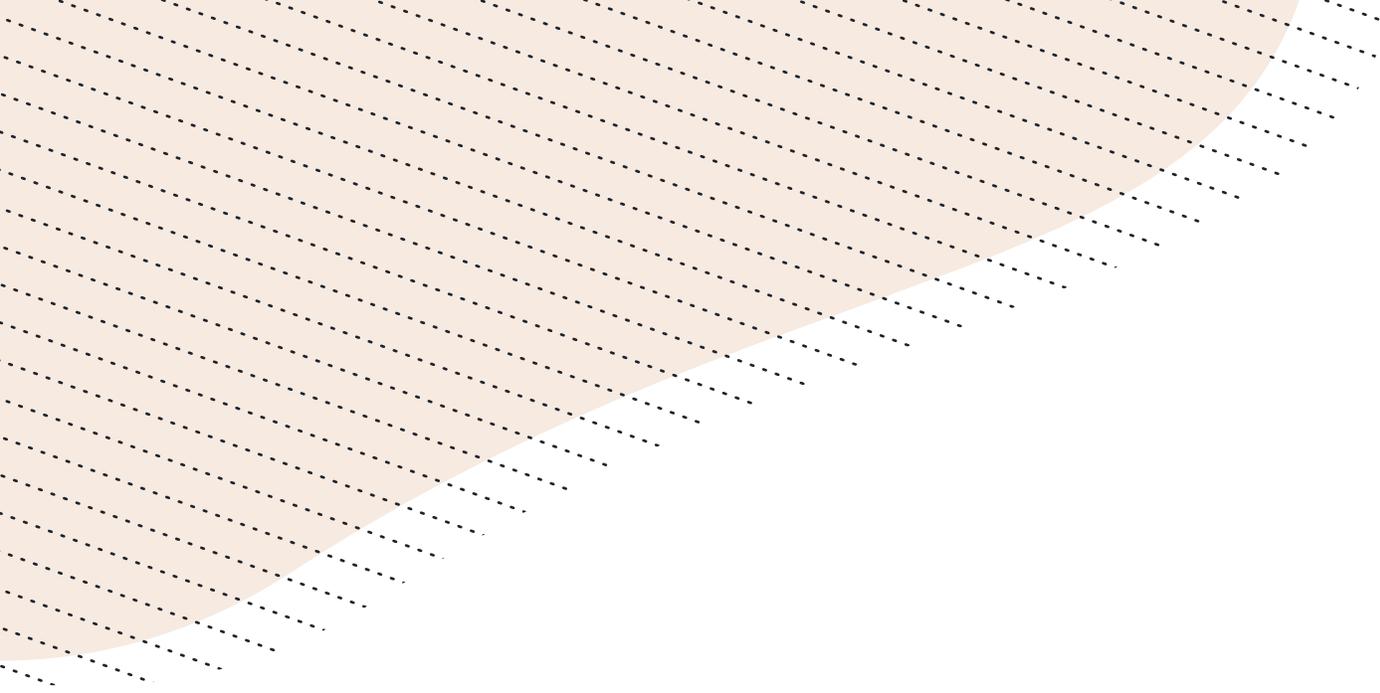
	<p>Change is costly. New energy needs to be applied to make habits and beliefs change.</p>	<ul style="list-style-type: none">• Insights - Act on Insights
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In the current design these biases are not neither aiding nor hindering you target behaviors but, we believe they could be incorporated on future designs.

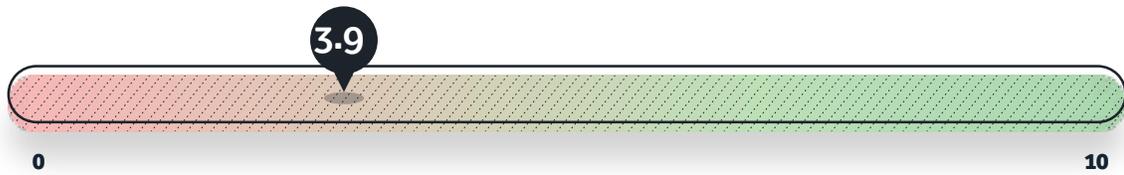
	<p>In a system, the default option presented to the user changes the choice distribution.</p>	<ul style="list-style-type: none">• Create Profile
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	<p>Individuals have a propensity to reciprocate the treatment they are given.</p>	<ul style="list-style-type: none">• Give help
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A decorative graphic in the top-left corner consisting of a series of parallel, slightly curved lines in a light beige color, creating a textured, layered effect.

Behavioral Score

Behavioral Score



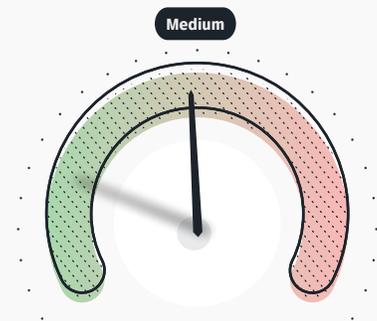
Sample text:



The final score (4) is borderline this is consistent with what we have learnt from the product's history. This means that the product should struggle with adoption and retainment of their key users especially when it comes to companies retention, that averages a score of 2.5. We recommend reviewing the value proposition for the actors involved, redesign the user experience of the product and find a relatable and quotidian theme to drive the conversation of the social network.

Complexity of the Solution

We believe that the current product can be redesigned to incorporate this input using its current form as a foundation. This would require modifications in opening test and Feed flows, and the introduction of a new features. We estimate this a medium effort and changes can be done gradually as enhancements of the current product.



95%

39 ————— 77

Impact Potential

Redesigning the solution taking into account the results of the model used in this evaluation could potentially double (+95%) the adoption and retention figures of the platform, turning an average score of 3,9 to 7,7. Particularly the impact on companies usage could be increased in a 200% (2,4 to 7,5).



Our Behavioral Insights process is an essential tool for validating new product concepts and investing with confidence on its development.

<http://ingenious.agency>

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