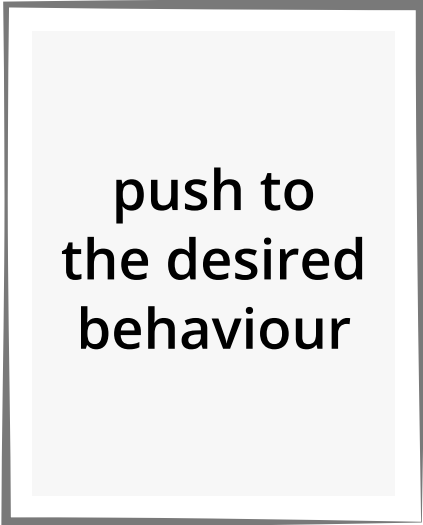




Pains
In the current
behaviour



push to
the desired
behaviour

Gains

Of the desired
behaviour

push to
the desired
behaviour

hold in
the current
behaviour

Anxieties

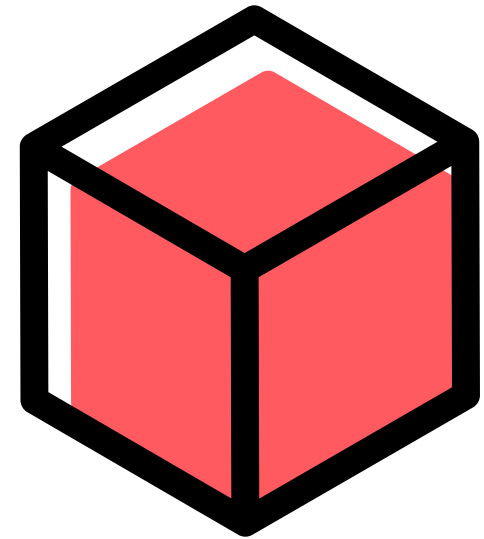
Of the desired
behaviour

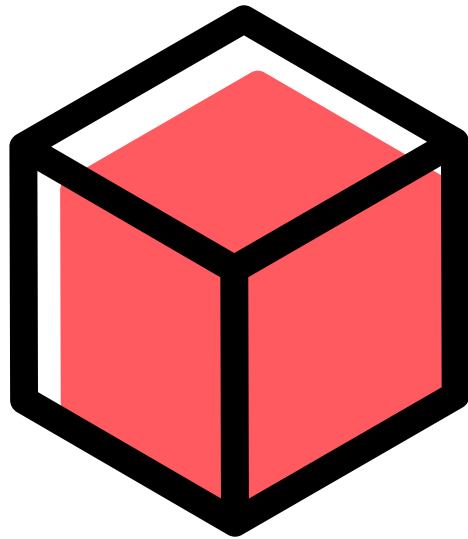
could be a fear, prejudice, incapability, barrier,
reservation, doubt, uncertainty, etc.

hold in
the current
behaviour

Comforts
Of the current
behaviour

DESIRED BEHAVIOUR



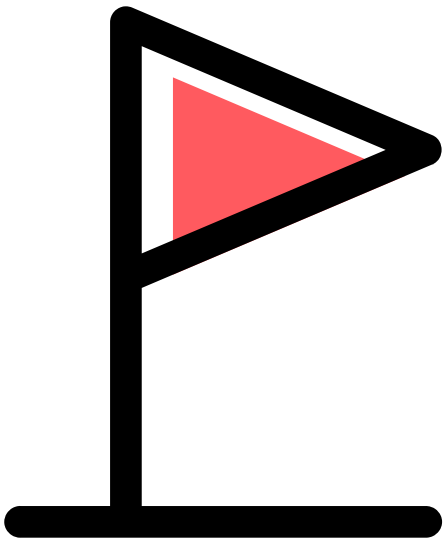


CURRENT BEHAVIOUR

HUMAN

Irrational, automatic thinking





JOB-TO-BE-DONE

What is someone trying to accomplish with your product/service and with what objective?

eg book a room **to discover the world**

eg drink a milkshake **to kill driving time**

eg lose weight **to be able to play my with kids**