

# WORKSHEET 3

# DEFINING TARGET BEHAVIOUR

How to identify how and when to interact with your target audience and which change of behaviour you want to focus on?

# WITH INSTRUCTION TEXTS

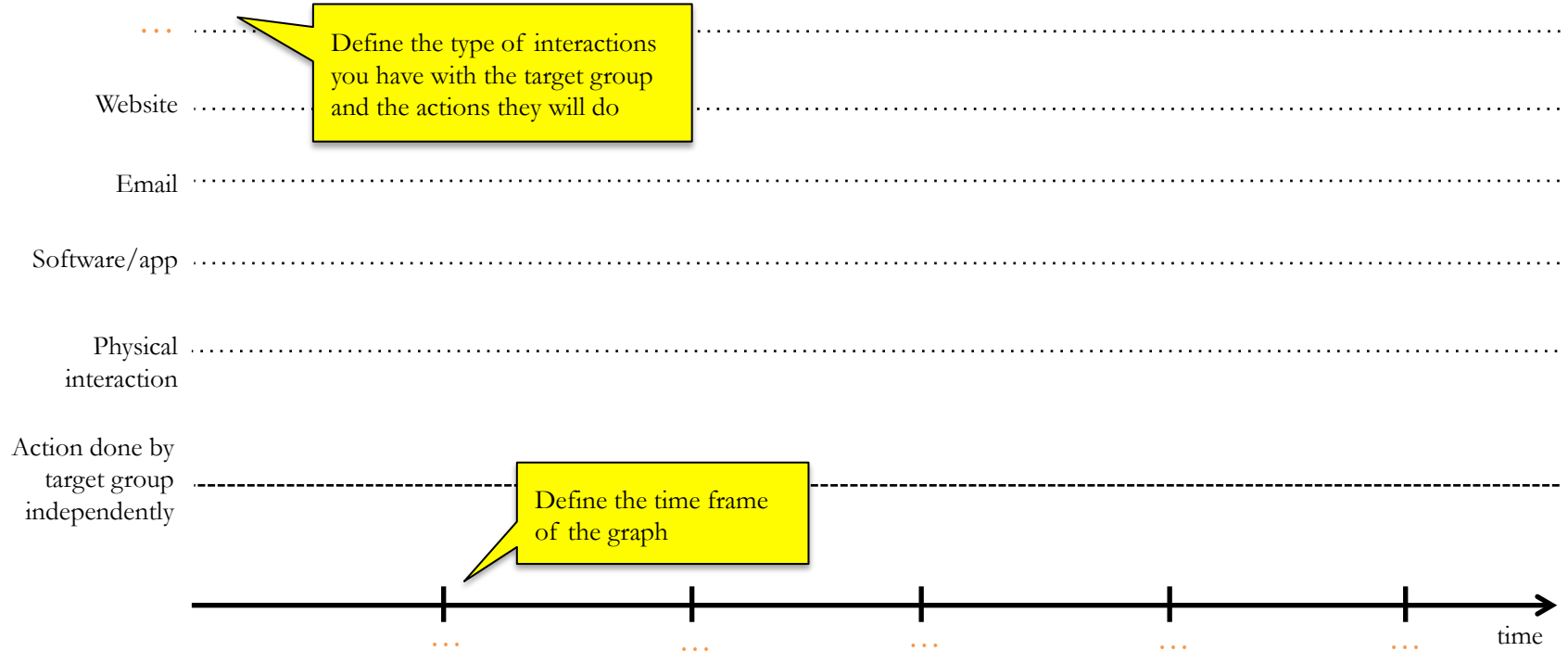
Fill out the text



Follow the instructions displayed in the yellow callouts.

# 1. ENGAGEMENT STORY

Type of actions  
done by the target  
audience

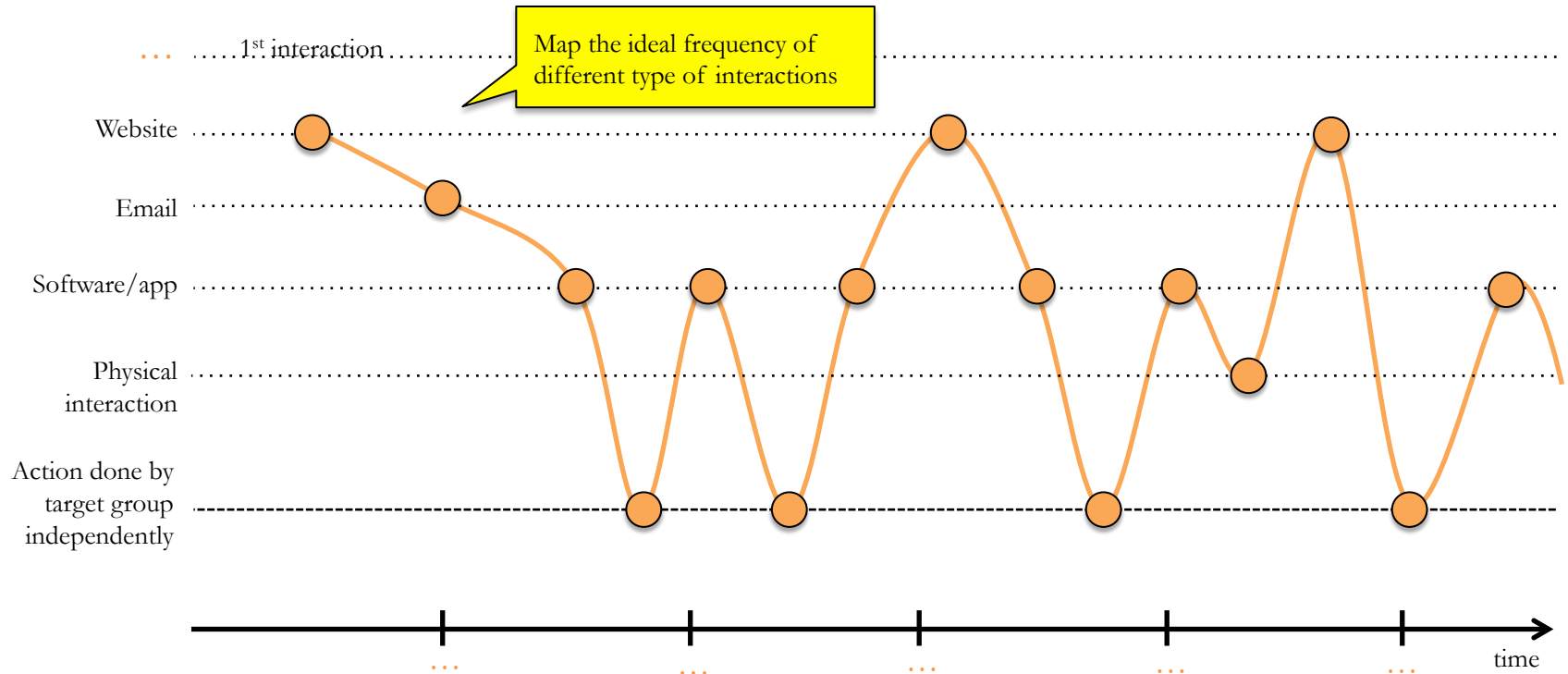


We focus on this interaction: .....

# 1. ENGAGEMENT STORY



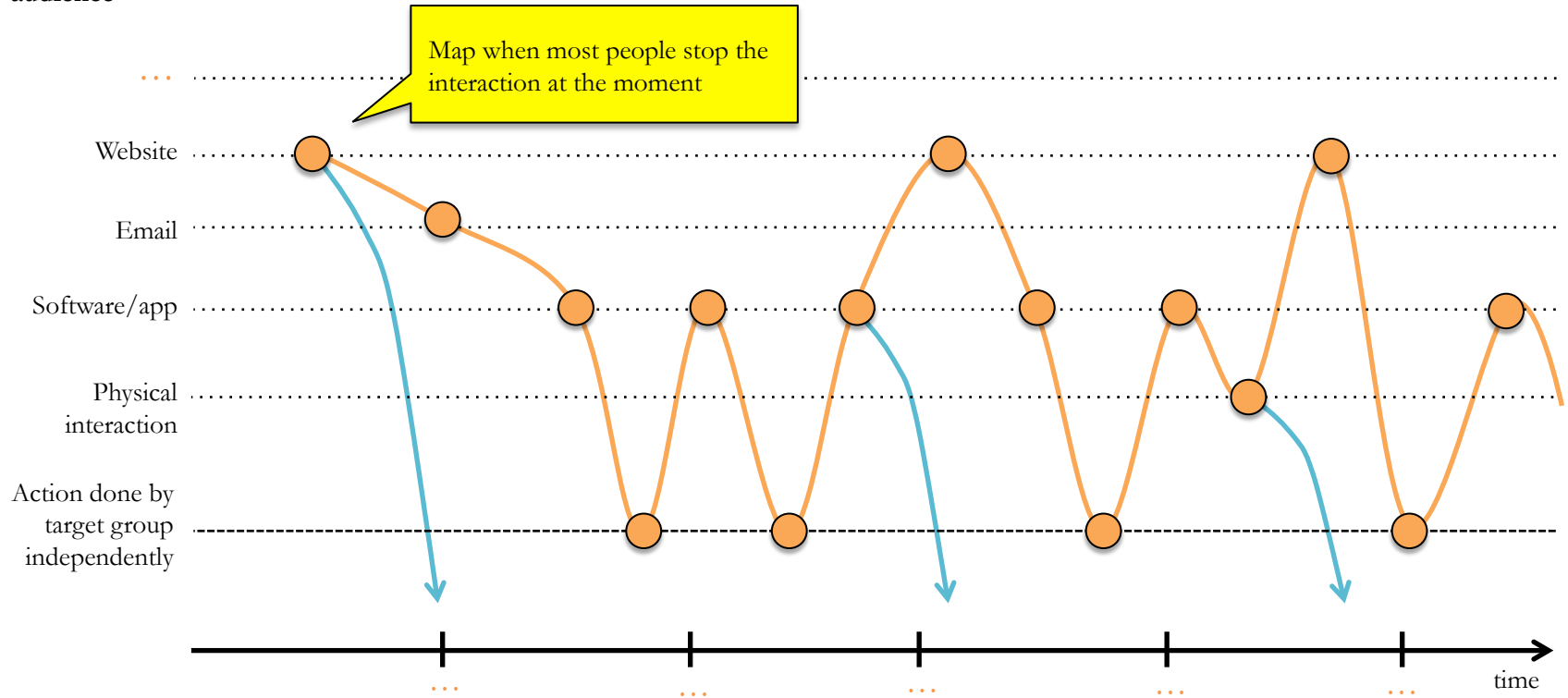
Type of actions  
done by the target  
audience



We focus on this interaction: .....

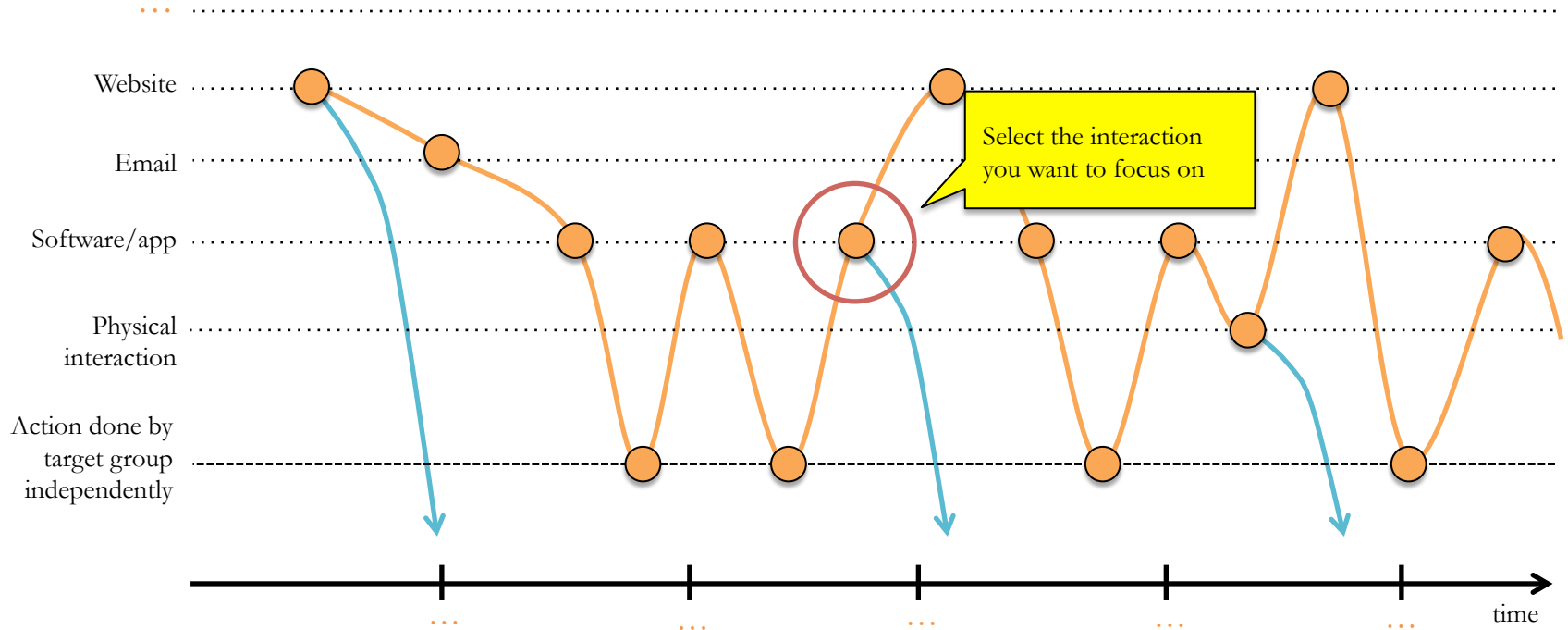
# 1. ENGAGEMENT STORY

Type of actions  
done by the target  
audience



# 1. ENGAGEMENT STORY

Type of actions  
done by the target  
audience

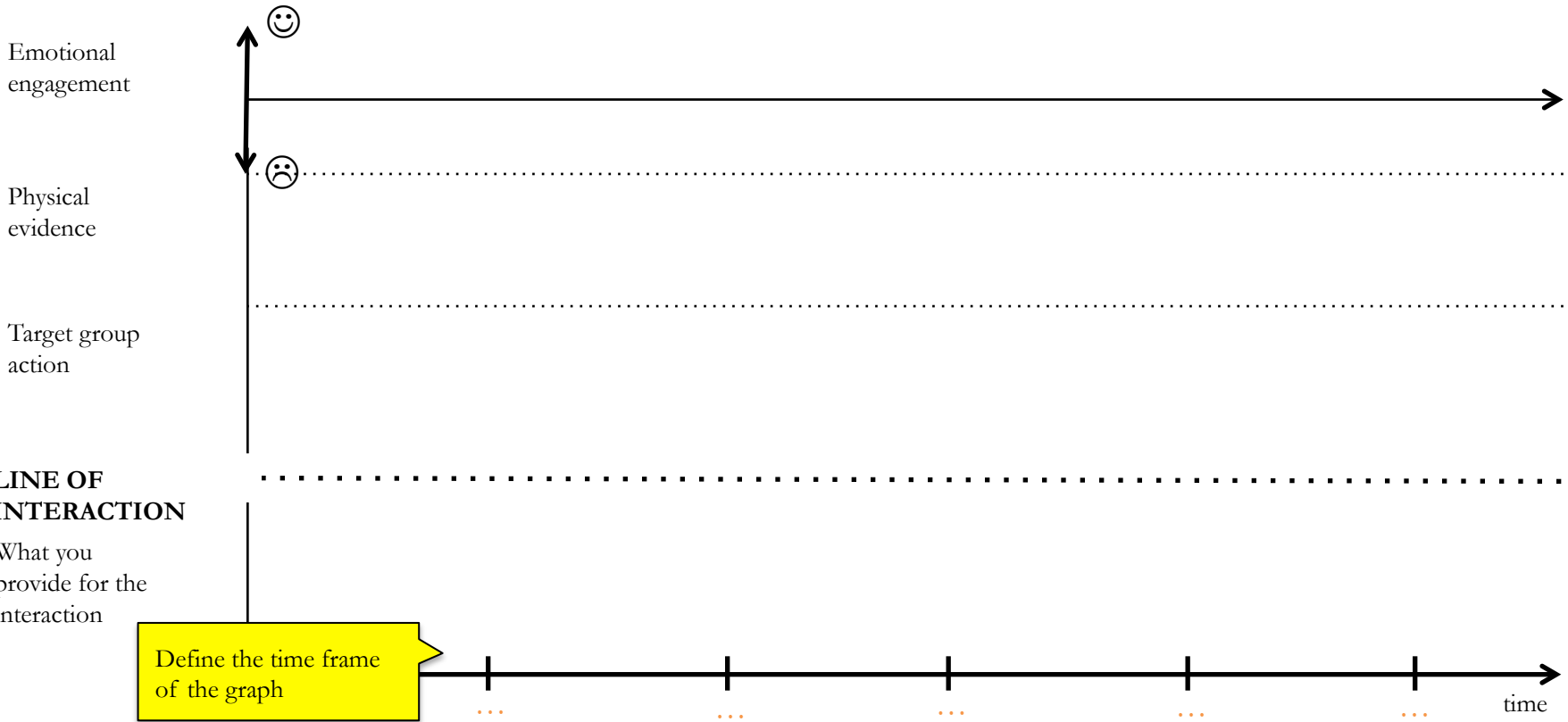


We focus on this interaction: .....

# 2. INTERACTION TOUCH POINTS

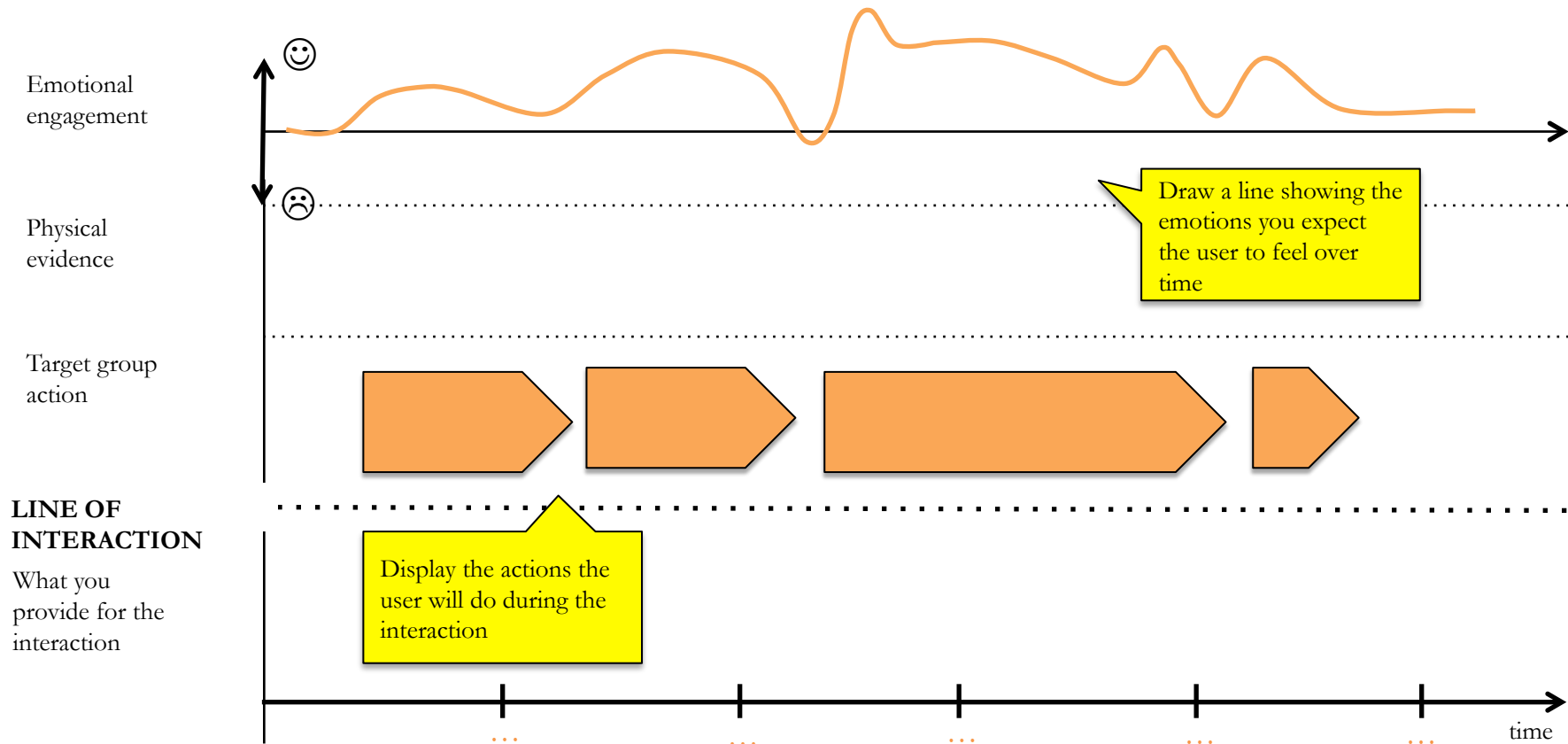
We focus on this interaction: .....

Enter the interaction you select previously



## 2. INTERACTION TOUCH POINTS

We focus on this interaction: .....

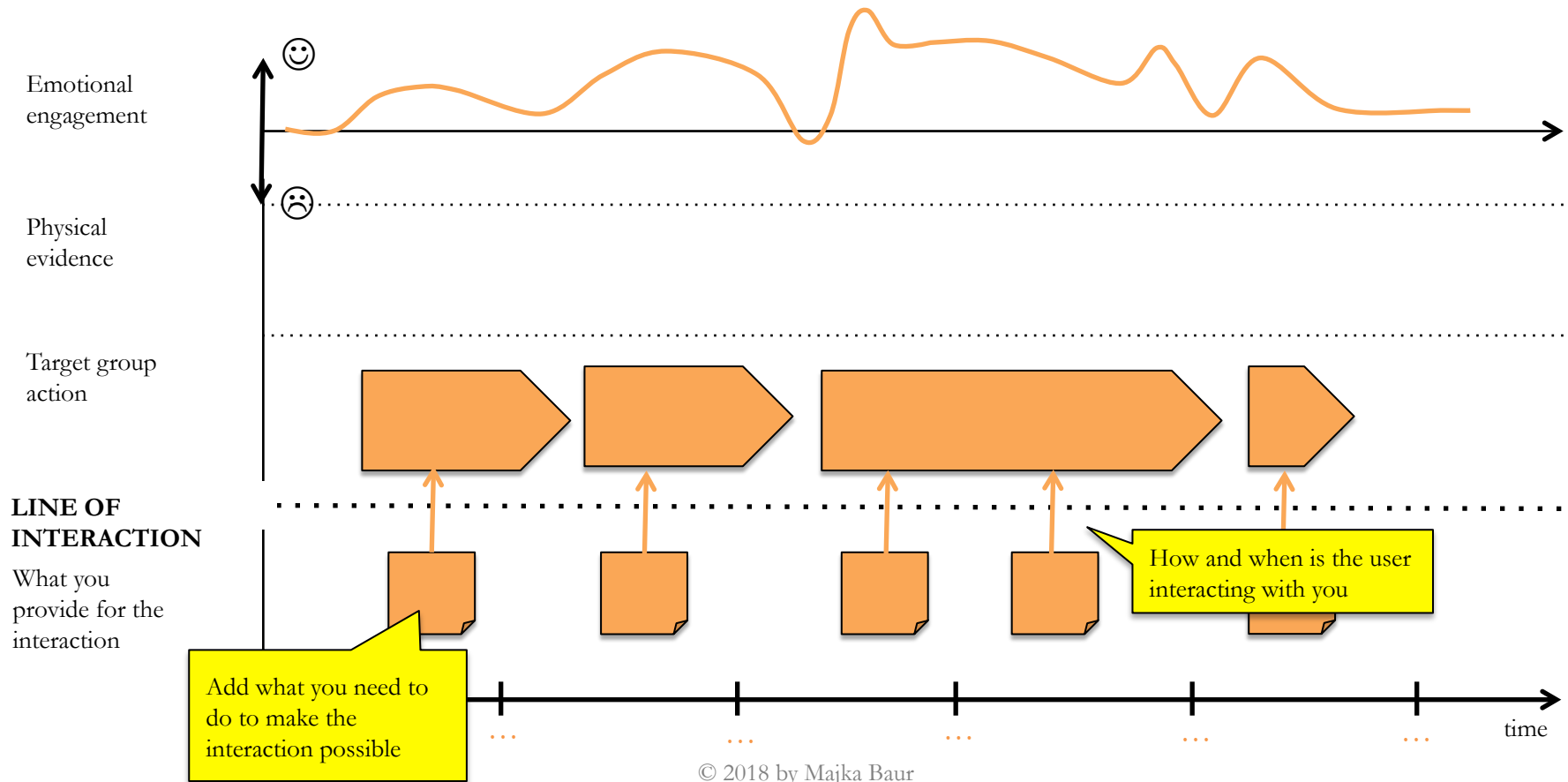




# 2. INTERACTION TOUCH POINTS

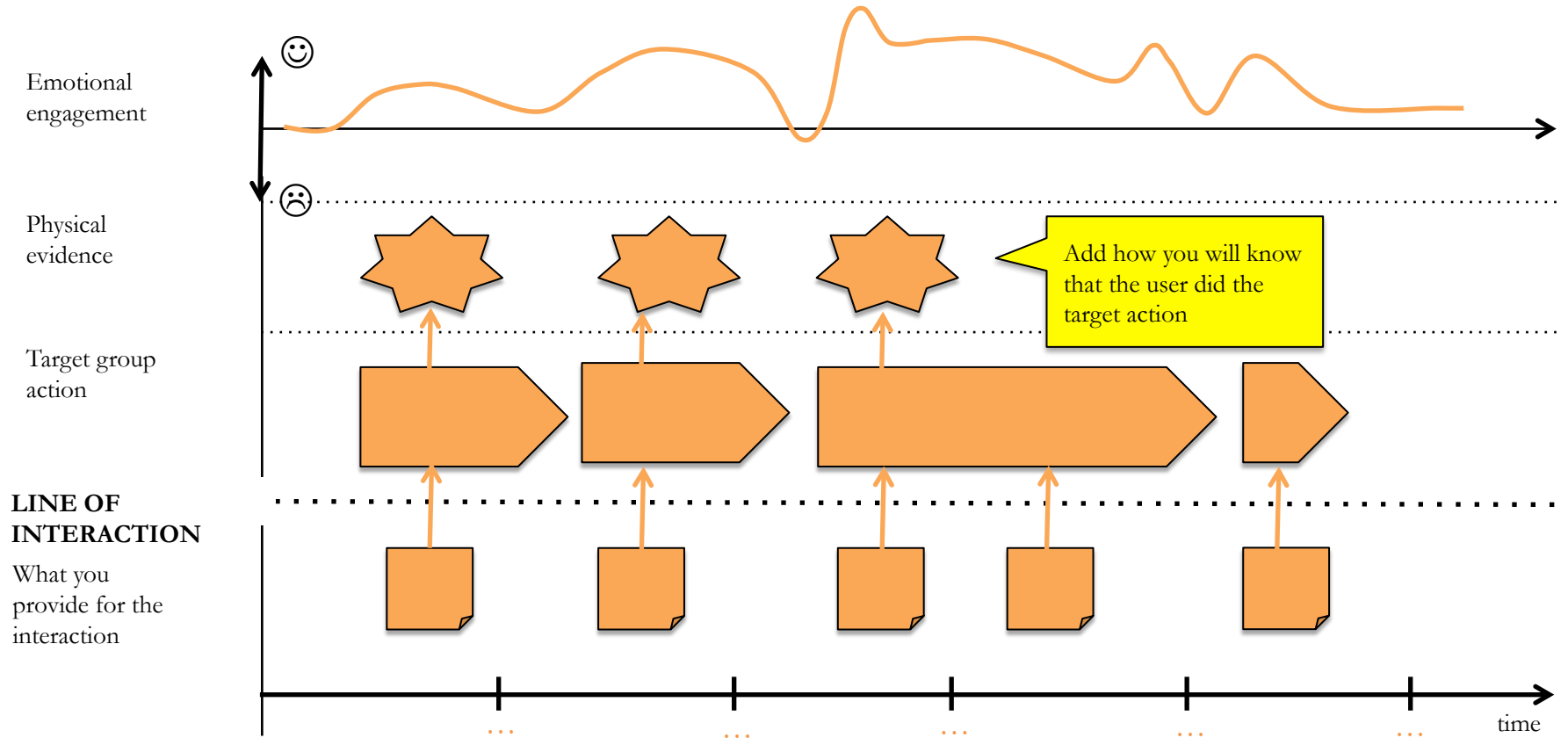


We focus on this interaction: .....



## 2. INTERACTION TOUCH POINTS

We focus on this interaction: .....



### 3. FORMULATE TARGET ACTION

When (which moment? what time? after which action?) .....

(who, target audience) ..... will

see / hear ..... (cue)

feel ..... (elephant)

think ..... (rider)

and do ..... (specific new behaviour)

instead of ..... (present behaviour).

After having done the action new action will feel .....

and will do .....

In the target interaction select and define the behavior change you want to support

# PLAIN VERSION

# 1. ENGAGEMENT STORY



Type of actions  
done by the target  
audience

.....

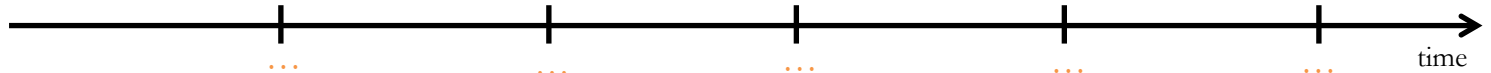
Website .....

Email .....

Software/app .....

Physical  
interaction .....

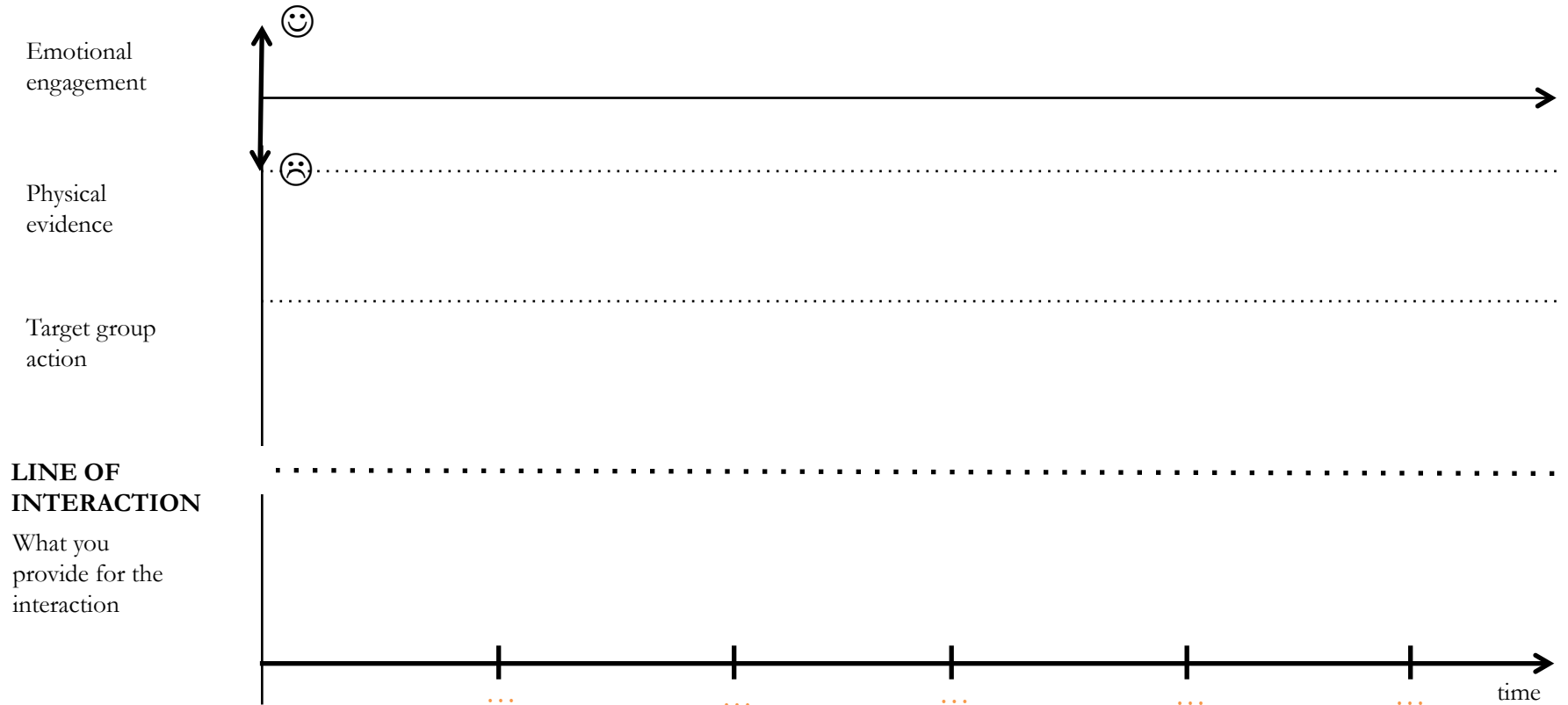
Action done by  
target group  
independently .....



We focus on this interaction: .....

## 2. INTERACTION TOUCH POINTS

We focus on this interaction: .....



### 3. FORMULATE TARGET ACTION

We focus on this action: .....



When (which moment? what time? after which action?) .....

(who, target audience) ..... will

see / hear ..... (cue)

feel ..... (elephant)

think ..... (rider)

and do ..... (specific new behaviour)

instead of ..... (present behaviour).

After having done the action new action will feel .....

and will do ..... .