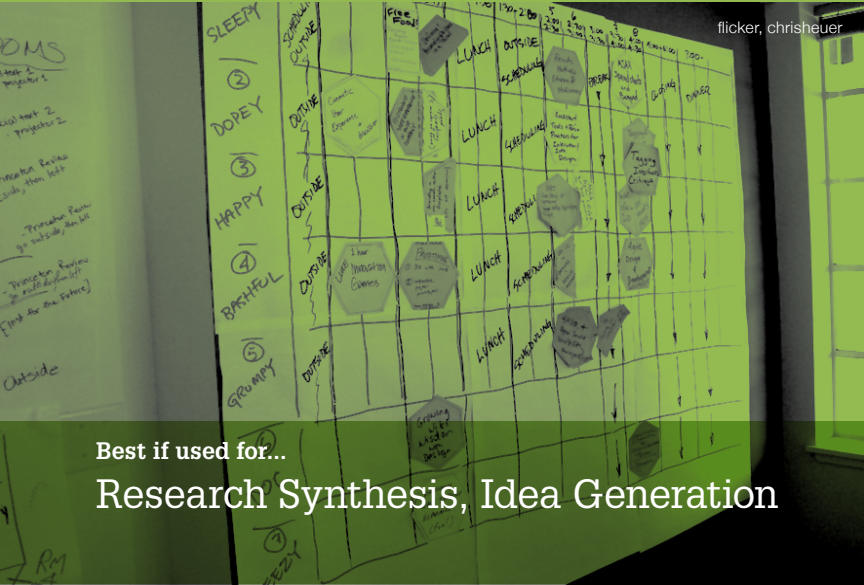


Trying Something New



flicker, chrisheuer

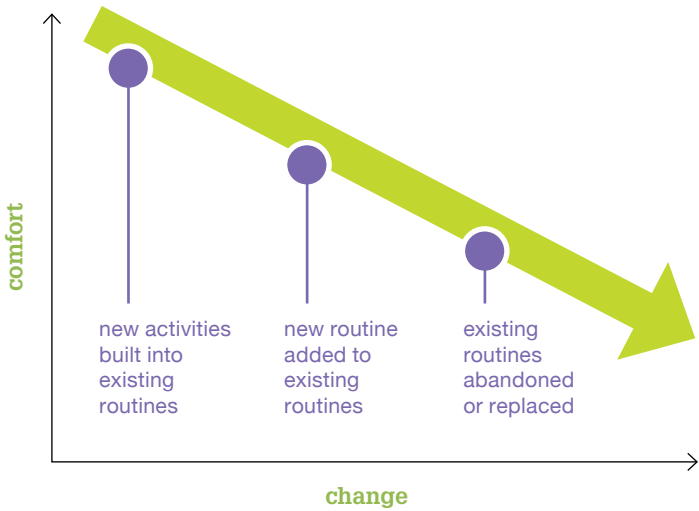
Best if used for...

Research Synthesis, Idea Generation

Use this to...

Use this pamphlet if you want to introduce new routines. The questions posed will help you think about routines in terms of current habits, experiences and stories, and peer groups.

New habits are hard to make



People may not like their routines,

but they're their own. Unfortunately for designers many new products and services ask people to do something new.

By understanding why existing routines are sticky and new routines are challenging, designers can help people change their routines for the better.

Before you begin...

Identify the new routine and any existing plans or activities that support it.

What is the new routine?

What do people need to do and when do they need to do it (e.g., take medication twice daily)?

What is the process to begin and sustain this routine?

What do people need to do or get to start this routine?

What ongoing processes do they need to do to support the routine (e.g., get prescription from doctor, or get prescription filled regularly)?

What systems exist to support the new routine?

What are the currently available options to help people develop the new routine (e.g., email reminders)?

Look through your research notes...

Jot down any stories or observations that fall into the following categories:

Current routines

What are people's current routines?
How do people engage in these routines?

Experiences and stories

What past experiences do people have with the new routine?
What have they heard about the new routine?
What are their concerns?

Peer groups

What are the important social roles and peer groups in people's lives?
Do these groups have rules of thumb related to the new routine?
What experiences do these groups have with similar routines?

e.g.

working it

WEIGHT WATCHERS

- Creates a community around routine change
- Provides clear information about how and why to change routines

WeightWatchers.com

MINI COOPER SERVICING

- Reminds people when they need to service the car through a dashboard light
- Offers free service for the first three years to reduce a barrier to servicing and build a habit of dealer servicing

MiniUSA.com

Solve for patterns across observations...

Look for the patterns below and try using the related suggestions to increase people's comfort with the new routine.

Current routines

Current activities or investments have to be abandoned.

Could you push these losses into the future? Otherwise, can you make it happen all at once? (Strategy Cards #3, 4)

The initial investment is daunting.

Could you provide teasers or deliver benefits before requiring people to make an investment or change? Could you build off of existing routines and investments? (Strategy Cards #1, 7, 15)

Experiences and stories

This has been tried before and was not successful.

Could you draw distinctions through factual information and rally support through peer reinforcement? (Strategy Cards #8, 17)

The new routine doesn't seem important.

Could you highlight the risk of not participating in the new routine and provide stories of people-like-them to communicate the value? Could you relate the new routine to existing routines? (Strategy Cards #7, 9, 12, 21)

Peer groups

They don't think anyone else is doing the new routine.

Could you create new peer groups to exchange stories of success and provide social reinforcement? (Strategy Cards #8, 9)