DISCUSSION GUIDE: STRATEGIES FOR BEHAVIOUR CHANGE

18 FEBRUARY 2016
CRITICAL MASS IS AN EXPERIENCE DESIGN AGENCY WITH A RELENTLESS FOCUS ON THE CUSTOMER
WE DESIGN MEANINGFUL CUSTOMER EXPERIENCES THAT HELP TRANSFORM OUR CLIENTS’ BUSINESSES
WE FOLLOW CULTURAL TRENDS AND GATHER REAL INSIGHTS TO UNDERSTAND OUR TARGET AUDIENCE
They want to be part of the
New York team.

The donor card keeps their passion alive through the eye of others, while at the same time reaching one of the biggest sources in organ donation in Brazil’s eastern region. The sign, downcast, mimics the pain of the family whose donation wish was granted.

**Immortal Fans**

The first organ donor card for a football team. Now your lungs, eyes and heart can keep on cheering for Sport Club Recife even after death.

**Doador Sport**
WE CONSIDER TECHNOLOGY TRENDS AND MONITOR ADOPTION
62% of African population in rural areas, limited access to medical facilities. Mobile penetration at 82% in 2014\(^1\).

By 2020: more than 4/5 people will have access to 3G\(^2\) & more than 6.1 bil smartphone users\(^3\)!

\(^1\)DELOITTE - CONNECTED HEALTH. HOW DIGITAL TECHNOLOGY IS TRANSFORMING HEALTH AND SOCIAL CARE, 2015  
\(^2\)GSMA, THE MOBILE ECONOMY, 2015  
\(^3\)ERICSSON MOBILITY REPORT, NOV 2015
WE MAP CURRENT CUSTOMER EXPERIENCE AND EMPATHIZE
CONSIDERING

1. EACH TARGET CONSUMER
2. HIS/HER JOURNEY MODEL
3. QUALITATIVE OBSERVATIONS
4. QUANTITATIVE DATA
5. OPPORTUNITIES
AND PRIORITIZE STRATEGIES AND TACTICS FOR AFFECTING CHANGE
OFTEN INVOLVING OUR TARGET AUDIENCE THROUGHOUT, DRIVING TOWARD SUCCESSFUL OUTCOMES
CONCEPT VALIDATION AND END USER RESEARCH

ONGOING FEEDBACK AND RECOMMENDATIONS

PILOT, LEARN AND ADAPT

MULTI VARIABLE TESTING
ALWAYS TRACKING AND ANALYSING DATA, LEARNING AND OPTIMIZING
1. IN OUR EXPERIENCE, SUSTAINED BEHAVIOUR CHANGE IS NOT EASY

**KEY TAKEAWAYS**

AND REQUIRES DEEP UNDERSTANDING OF CULTURE, RELEVANT TRENDS,

THE TARGET CUSTOMER AND BARRIERS HE/SHE FACES

2. SOMETIMES THE SOLUTIONS THAT RESONATE ARE NOT OBVIOUS OR

UNIVERSALLY APPLICABLE

3. WHEN WE ARE ABLE TO MAKE IT SIMPLE AND MOTIVATING (POPULAR)

TO PARTICIPATE, WE SEE GREATER SUCCESS

4. WITH OUR CLIENTS, WE ADOPT A CONTINUOUS LEARNING AND

OPTIMIZATION APPROACH
THANK YOU