CREATING NUDGES: A PROCESS BY AIM & BVA



NUDGING FOR GOOD

BVA

AIM
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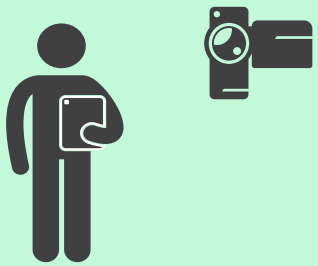
2. EXPLORE

I hear and I forget

I see and I remember

I do and I understand

-Confucius



INTRODUCTION

This second step is based on a Behavioural Economics ethnography : unlike traditional ethnography, Behavioural Economics ethnography focuses as much on explicit factors as on implicit ones impacting behaviours, current or desired. There are many ways to observe behaviour: recording in situ, self-ethnography, eye-tracking… Choose the best method based on your specific constraints (feasibility, observer bias), preferably with the assistance of your insight director and research agency.

UNCOVER WHAT YOU DON'T KNOW YOU DON'T KNOW

"Observe" is the key word here: there is a gap between what your consumers declare and what they actually do. Nudging relies on the explicit and implicit levers, on the role of context on our behaviour, and consumers are often unaware of these influences. This is why you should observe them in a real situation whenever possible before asking formal questions! You can rely on experts to interpret the gaps between what users say and do.

GET BEHAVIOURAL INSIGHTS USING ETHNOGRAPHY



- To properly explore, go beyond what consumers say and decipher behaviours through the lenses of new insights from Behavioural Sciences. There are many ways to observe consumers and get insights. Discuss with your market research Director and agency partners to determine which technique will be the best fit, depending on the factual information you already have: Who, What, Where, When, How.
- During the exploration it is essential avoiding research biases that may impact on behaviours. Your goal here is to get as close as possible to a "natural" environment. Avoid priming the researched topic. Whenever possible, mix it with other topics and metrics! The exploration is a passive process, be careful regarding the presence of your observers.
- Self ethnography can provide relevant secondary observation.
- Pick an agency that masters numerous techniques: video-recorded experiments with retrospective interviews, subjective recording tools (like eye-tracking), in situ non-stop recording, mobile self-ethnography, diaries, online bulletin boards. Most of those techniques involve individual observation, which makes these very different from focus groups. Take pictures, record videos and audio bits. You may collect explicit answers by asking questions formally, but do it only after the observation phase!

ETHNOGRAPHIC, PASSIVE RECORDING AND SELF-REPORTING TOOLS EXAMPLES FROM BVA STUDIO



The SOCIAL point of view

As seen by an « OBSERVER »

SUBJECTIVE observation



Eye-tracking



Camera glasses



Diary & self ethnography





Recorded interview



Video chat



Passive video recording



Blog/forum



On-line communities

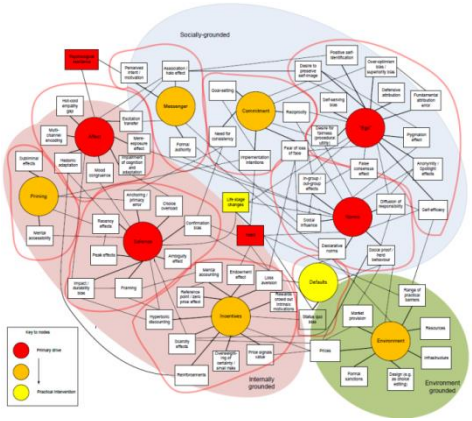


IRL communities

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UNDERSTANDING BIASES AND RULES OF THUMB

- Our decisions are influenced by approximately a hundred biases and rules of thumb (also know as heuristics, principles and procedures that are widely applied even though they aren't strictly accurate for every specific situation)!
- Those heuristics are mental shortcuts used by everyone, approaches that aren't perfect, but good enough to provide for a short term solution. Fortunately, they can be summarized into three key areas of behavioural influence: situational, social and personal.
- Keep this in mind: you are looking for implicit and explicit factors that could be leveraged or that could hamper the expected behaviour. Consumer Science insights (see Section 3) reveal the true reasons your consumers do what they do, and it is only by uncovering and understanding them that you can generate a change.



From hundreds of biases to 3 key domains!



Dolan, P., Hallsworth, M., Halpern, D., King, D., & Vlaev, D. MINDSPACE; 2010,

USE ETHNOGRAPHY TO MAP THE USER JOURNEY

Observe the user journey at each Moment Of Truth, identify:

- The barriers that prevent consumers from adopting the desired behaviour.
- The triggers that would encourage consumers to adopt the desired behaviour.

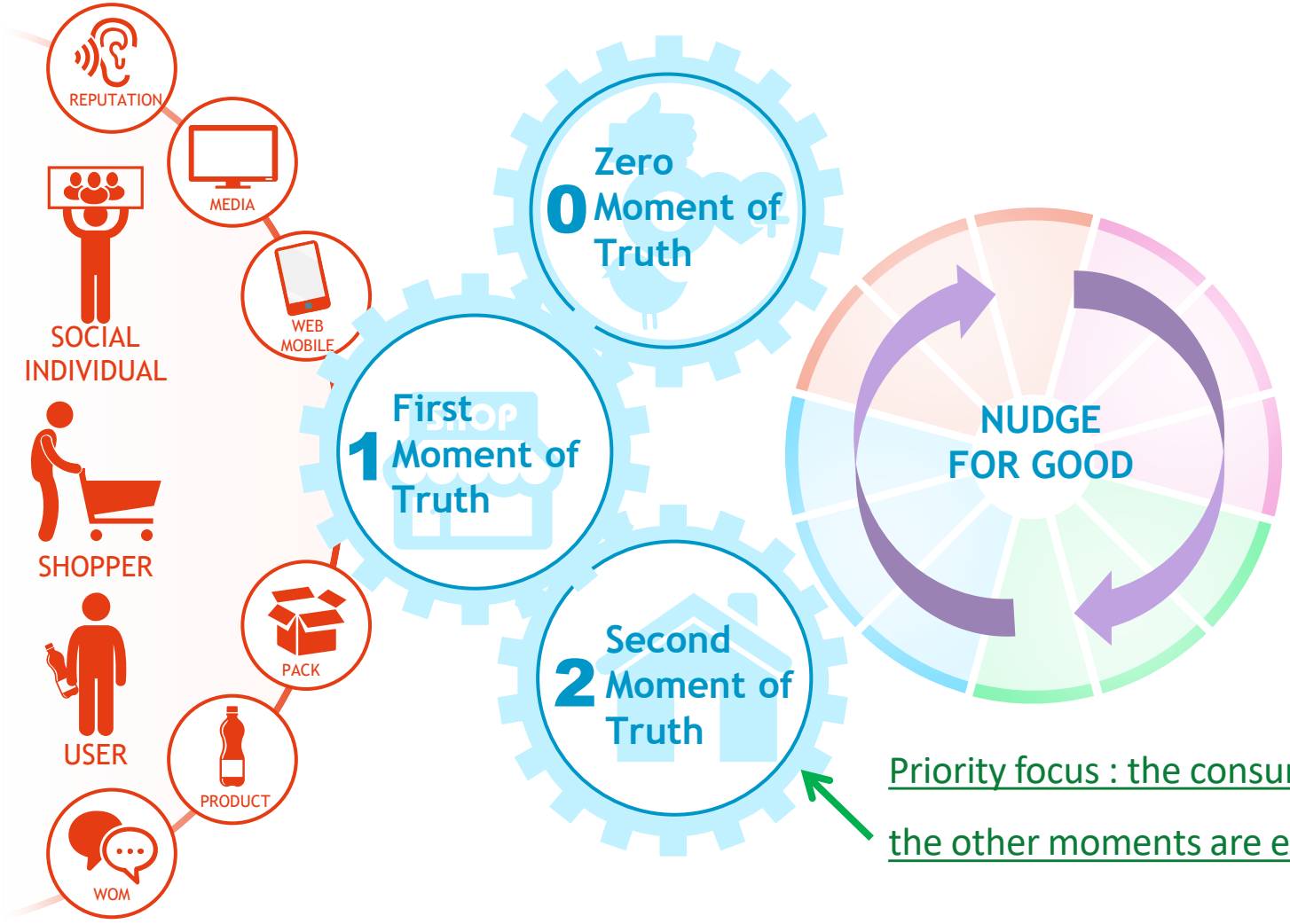
Observe different types of consumers, according to their behaviour…

- People who already have the desired behaviour.
- People who stick to the current behaviour.
- People who try to adopt the desired behaviour but fail to do so.



Focus your exploration on interactions taking place at home!

USE ETHNOGRAPHY TO MAP THE USER JOURNEY



Priority focus : the consumption moment,

the other moments are enablers

COMPLETE THE TEMPLATE!



Behaviour A | Current



Behaviour B | Desired



WHAT BARRIERS ?



WHAT TRIGGERS ?

	Explicit	*Implicit*
Barriers		
Triggers		

Evaluation grid

TIPS!

01

Focus groups aren't enough!

Observe the behaviours in situ. Observational insights are a lot more valuable than articulated ones.

You can even observe the behaviours on your own, be the detective!

02

Remember: if you do your market research the same way you always have, you'll get the same results you always got.

03

Train your observers

and interviewers to Behavioural Economics biases and heuristics. If they aren't familiar with them, they won't be able to see them!

04

Using data, you can frame the right user category to observe. This is necessary to investigate the relevant behaviours.

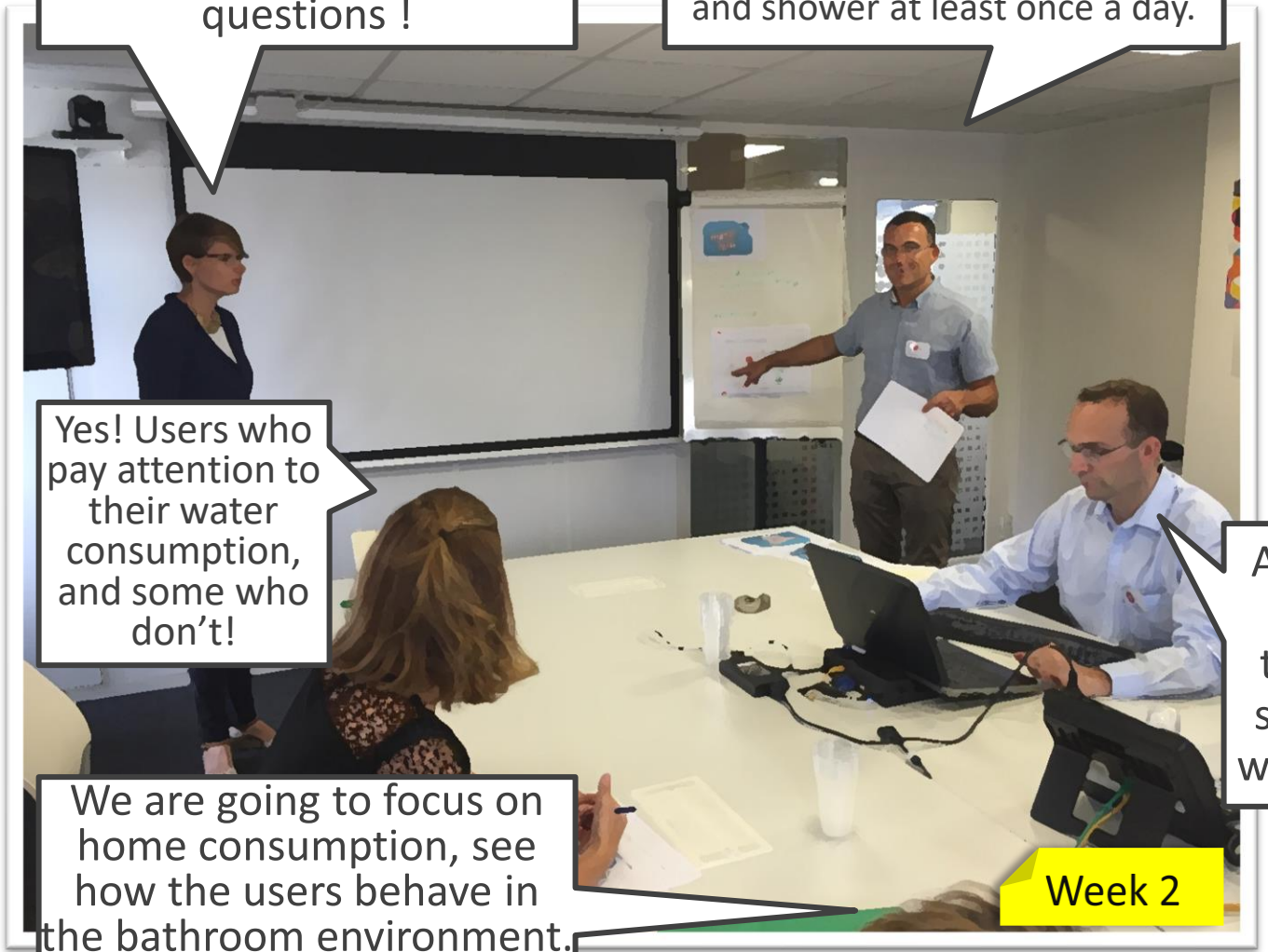
05

Interviewing remains a good way to get insight a long as they are conducted in situ, so you can know what is the influence of the context!

06

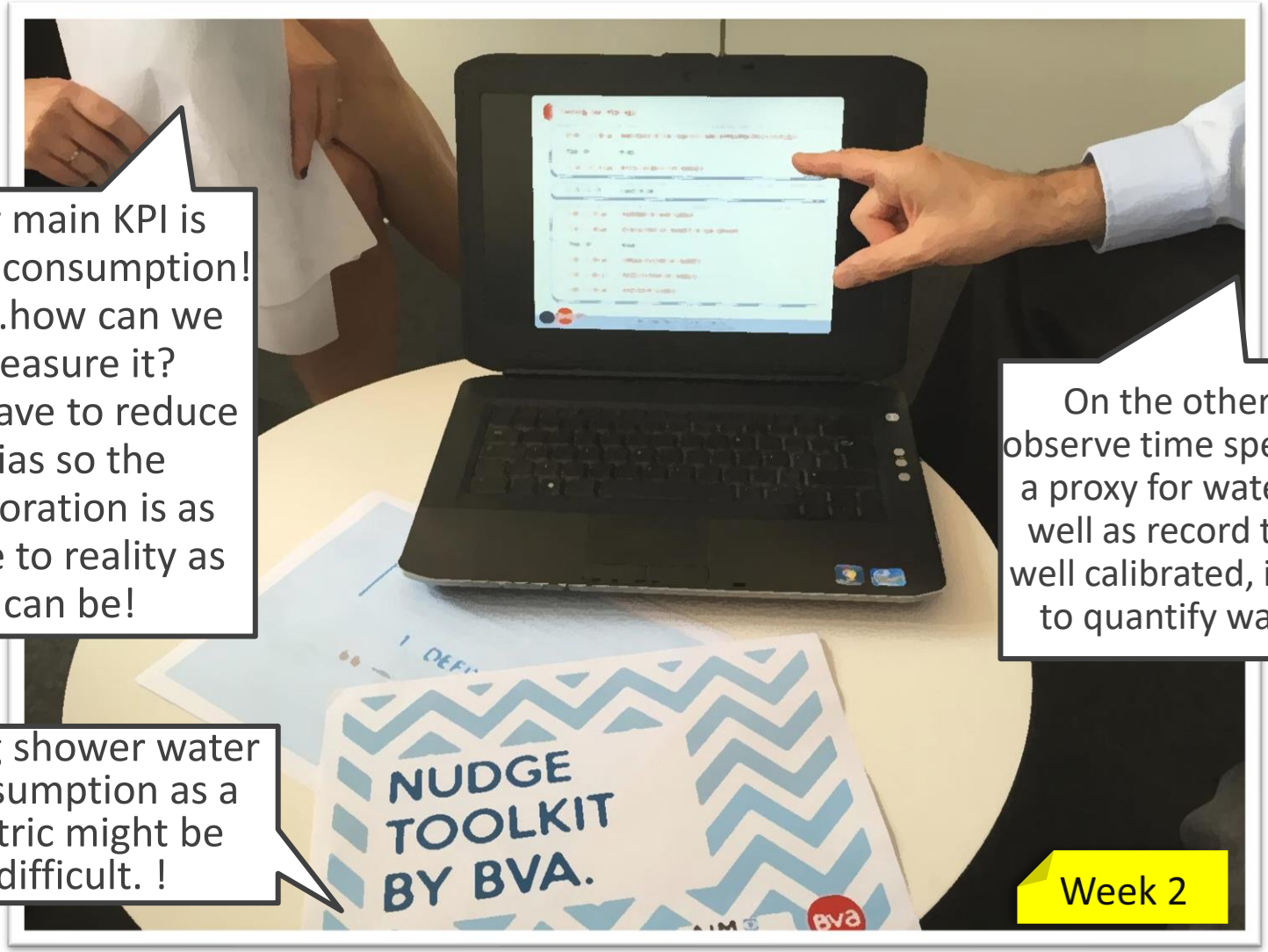
Study all three moments of truth: the zero moment (social person), the first moment (shopper), and the second moment (user).

FRESH'HAIR'S EXPLORATION



Just like you, Fresh'Hair is now going to run an ethnography to explore the users' behaviours! They wonder: which methodology should they pick?

OBSERVATION METHODOLOGY AND KPIs

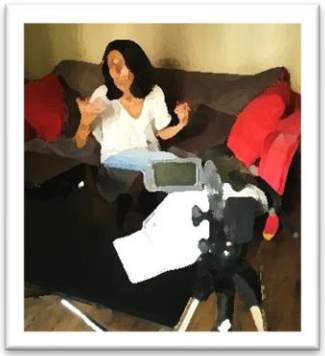


THE AGENCY'S METHODOLOGY

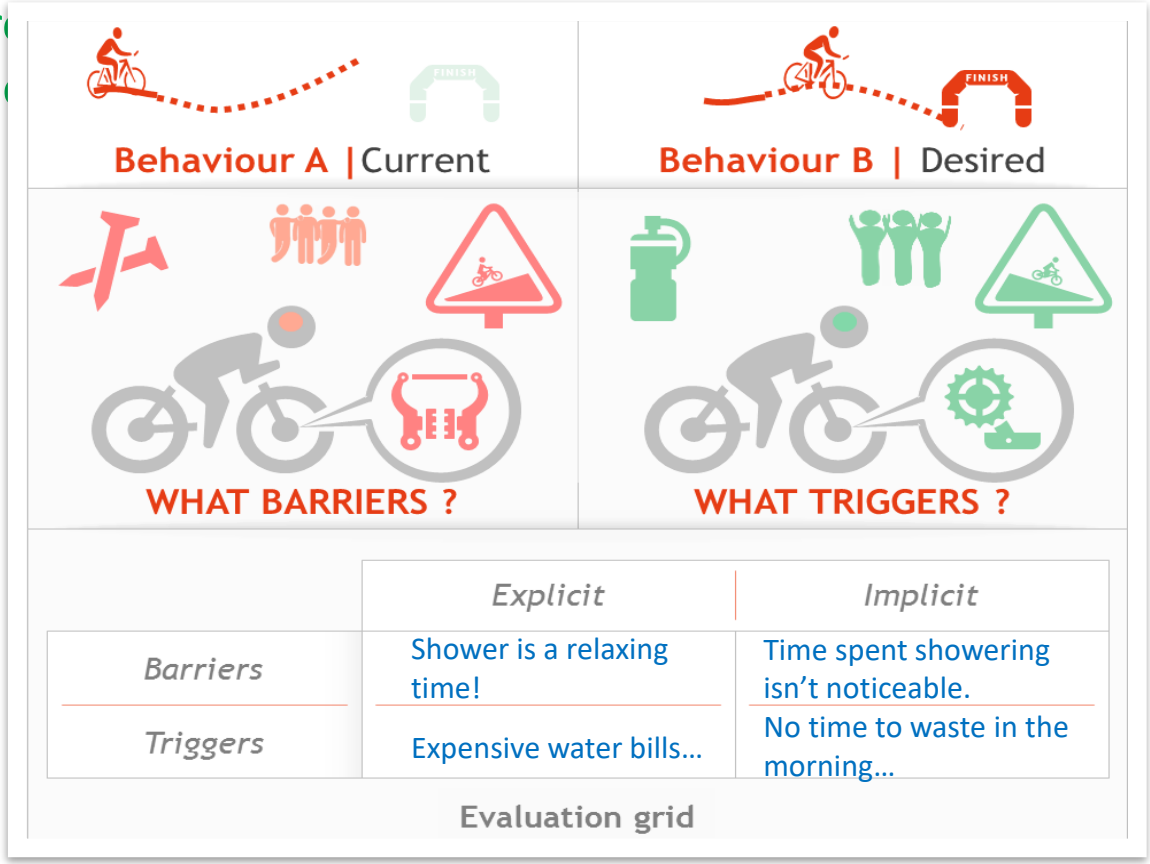
Fresh'Hair has received the agency's offer. It includes:

- An ethnographic report at the users' home, based on observation and retroactive interviews.
- In-situ self-reporting (pictures & texts) in the pr
th









	Explicit	Implicit
Barriers	Shower is a relaxing time!	Time spent showering isn't noticeable.
Triggers	Expensive water bills…	No time to waste in the morning…

Evaluation grid