

Exercise 1

Who are your typical users?

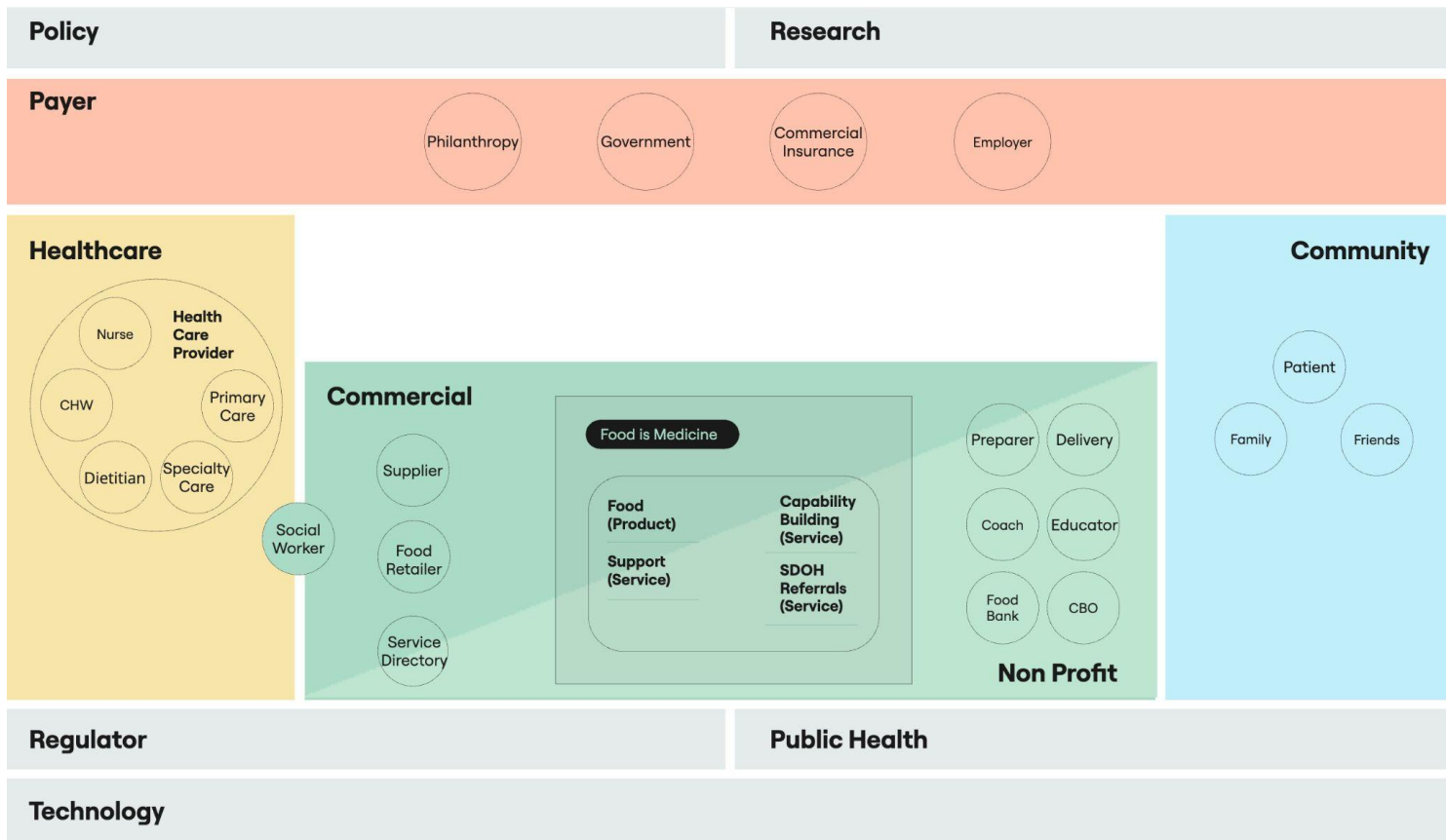
Who are the extreme versions of your users?

In what ways are they extreme?

Exercise 2

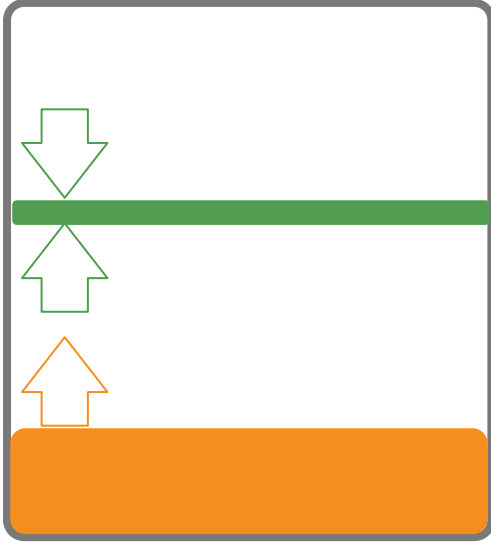
Which stakeholders does your intervention include?

And what value exchanges are they making?



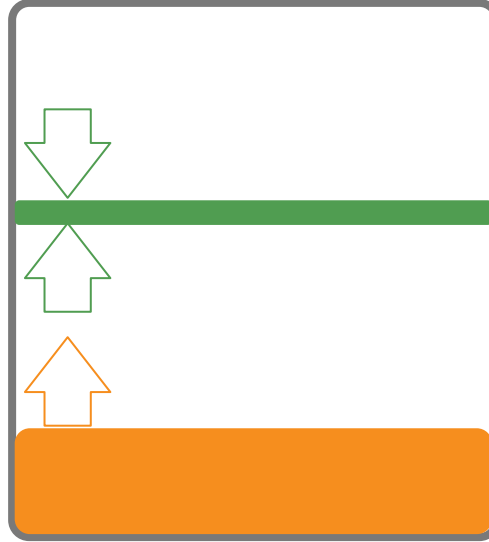
Exercise 3

Which elements of your intervention are individual interventions and which are systemic interventions? Do they target capability, opportunity, or motivation?



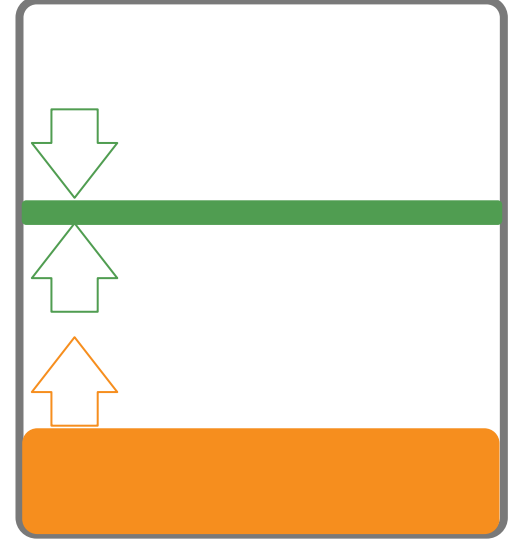
CAPABILITY

psychological or physical ability to enact a behavior



OPPORTUNITY

physical or social environment that enables behavior



MOTIVATION

reflective and automatic mechanisms that activate or inhibit behavior