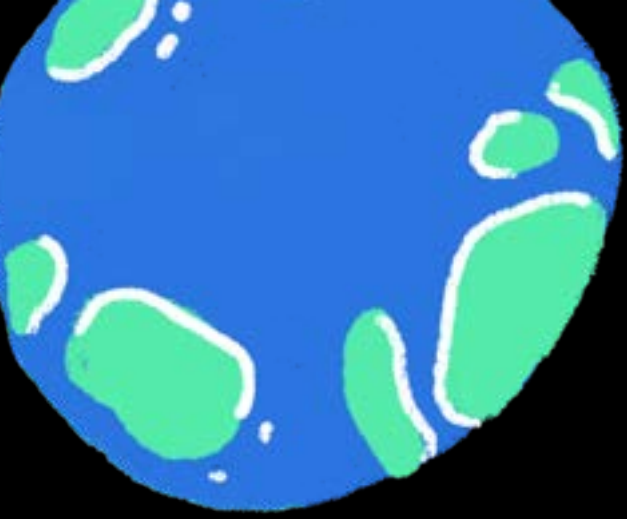


snook





Val Mitchell  
val.mitchell@wearesnook.com

# Journey Mapping with the Planet in Mind

snook

**Good Morning! I'm Val.**

I'm married to Sean and mum to grown up kids Bethan and Chris.

I have a first degree in Ergonomics and have worked always in User Centred Design.

I'm a User Centred, User Experience, Human Centred, Service Designer...



Snook designs viable, sustainable and fair services with people's needs at their heart.





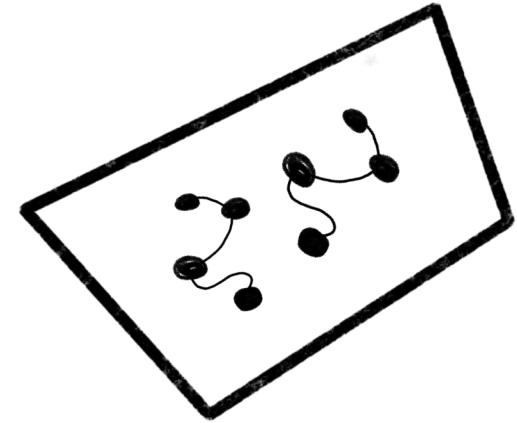




**Sustainability**



**Working across  
disciplines**



**Hacking methods  
and tools**





**OUTRAGE!**  
**OPTIMISM<sup>+</sup>**

**MOMENTUM**

**VS**

**PERFECTION**

**THE BIGGEST QUESTION  
IN CLIMATE RIGHT NOW?**





Snook helps charities, public and private organisations understand and shift people's behaviours towards sustainable ones; whether it's energy usage, consuming locally and responsibly, or travelling in a sustainable way.

snook

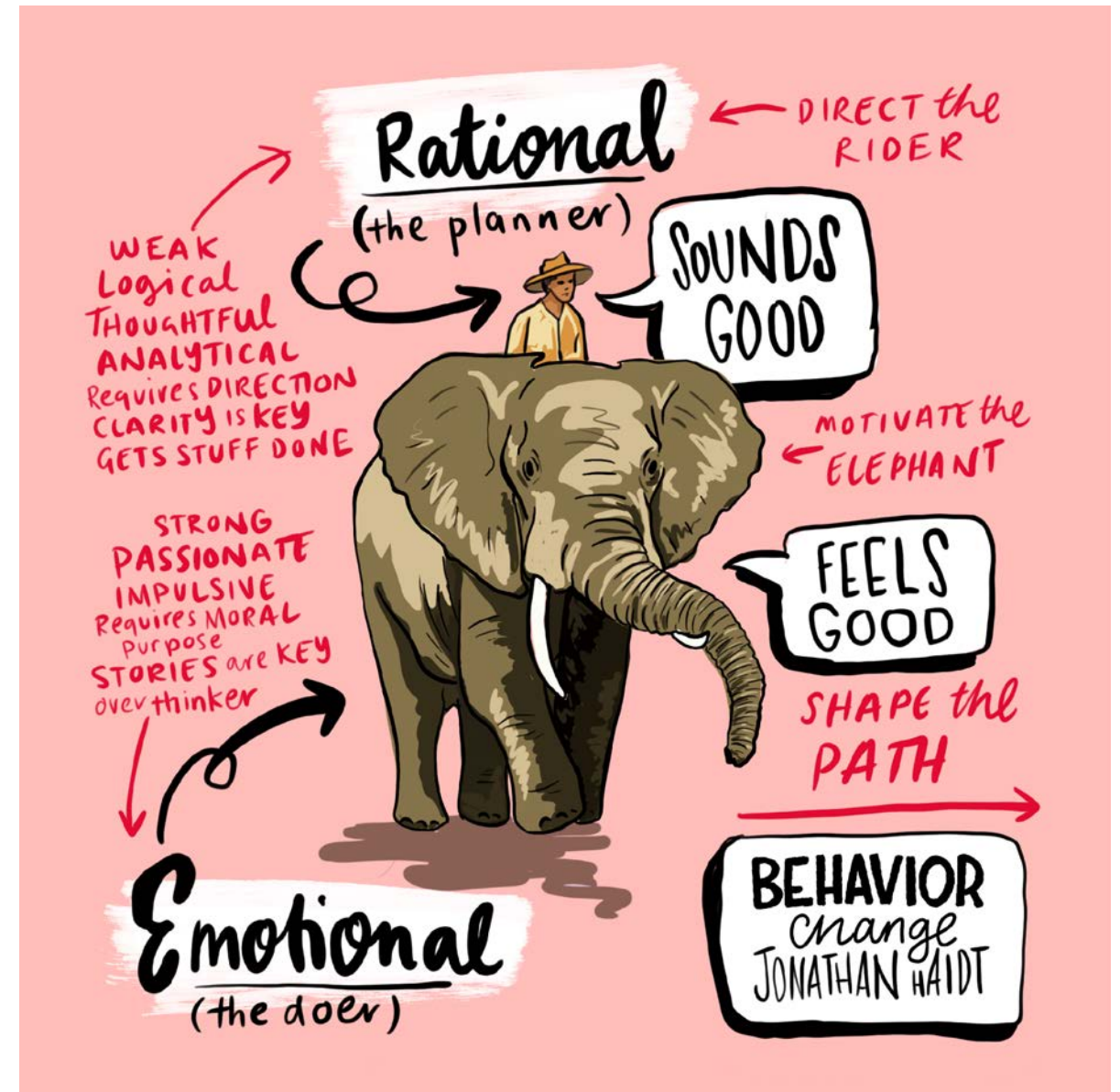




# Why bring behavioural science into design?

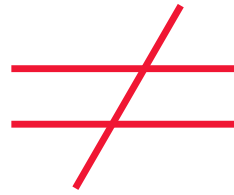
We are rational and emotional beings.

The world is complex and uncertain so we take mental short cuts that make our behaviour highly complex dependent.





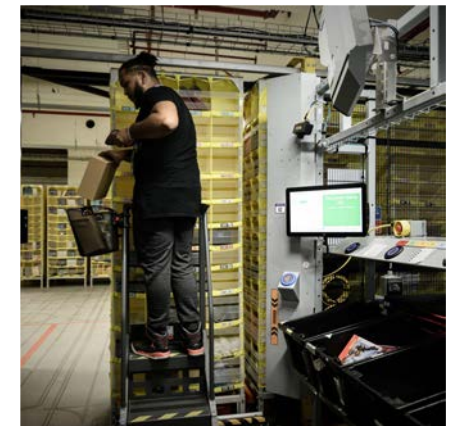
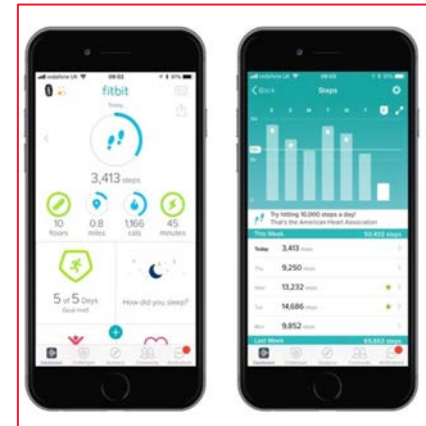
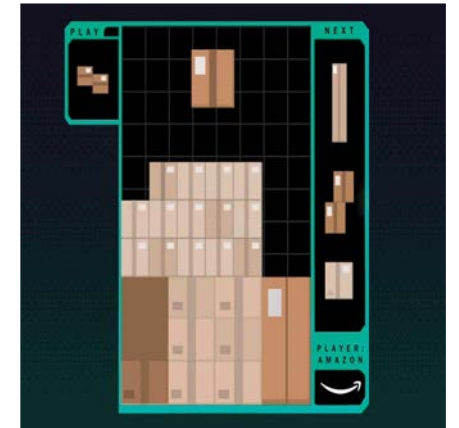
**I want to get fit**



**I take part in my local bootcamp**



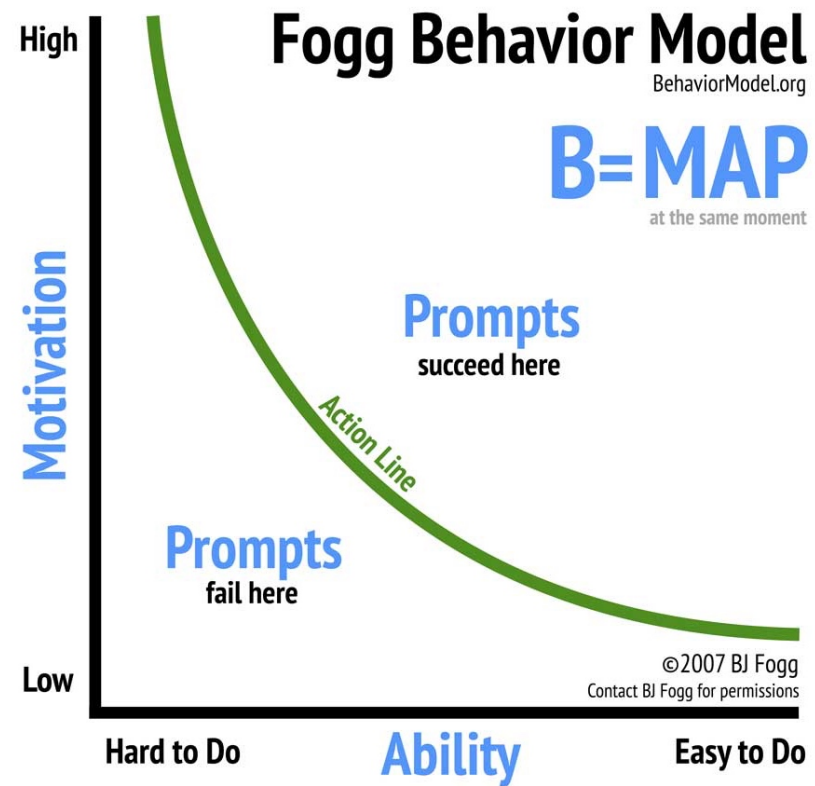
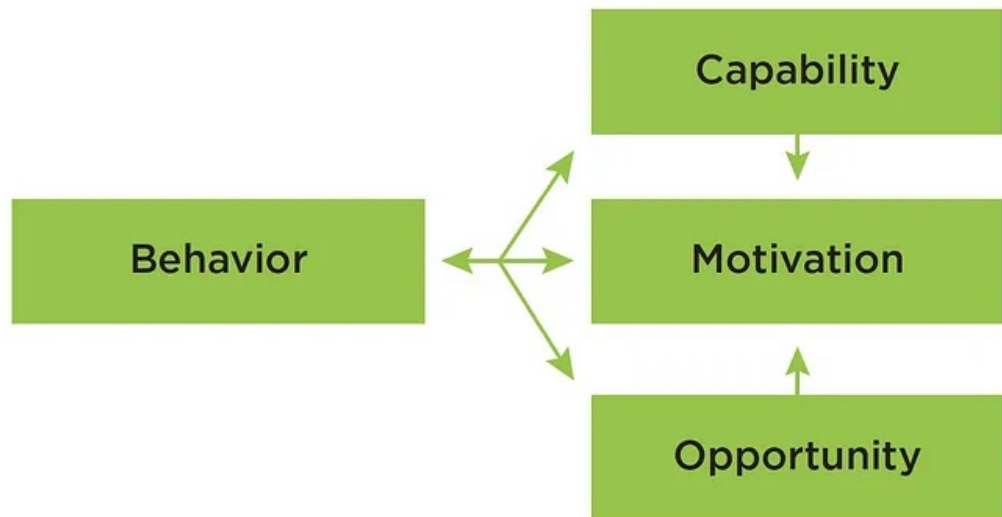
Behaviour Change Design applies behavioural science to the design of policies, products and services.



*Theory of planned behaviour*    *Health belief model*  
*I-change model*    *Social Cognitive Theory*    *Behaviour change wheel*  
*ABCD model*    *Goal-framing theory*    *Reflective impulsive*  
*Stages of change*    *PRIME theory*    *B=MAP*    *model*  
*Behaviour change wheel*    *Behavioural economics*    *Behaviour change wh*  
*Behavioural design*    *Fogg Model*    *Behaviour change science*  
*Behavioural intervention*    *Nudge Theory*

# **Behaviour change design**

*Behaviour change*    *Behavioural science*    *Changing behaviour by design*  
*Hooked*    *Theories of behaviour change*    *Behaviour change techniques*  
*Motivational theory*    *COM-B*    *Behaviour change design*  
*Norm activation model*    *Feedback intervention theory*    *Sociology*    *Tiny Habits*  
*Theories of behaviour change*    *Behaviour change techniques*    *Theoretical Domain Framework*  
*Social and behavioural science theory*    *Psychology*    *Social psychology*

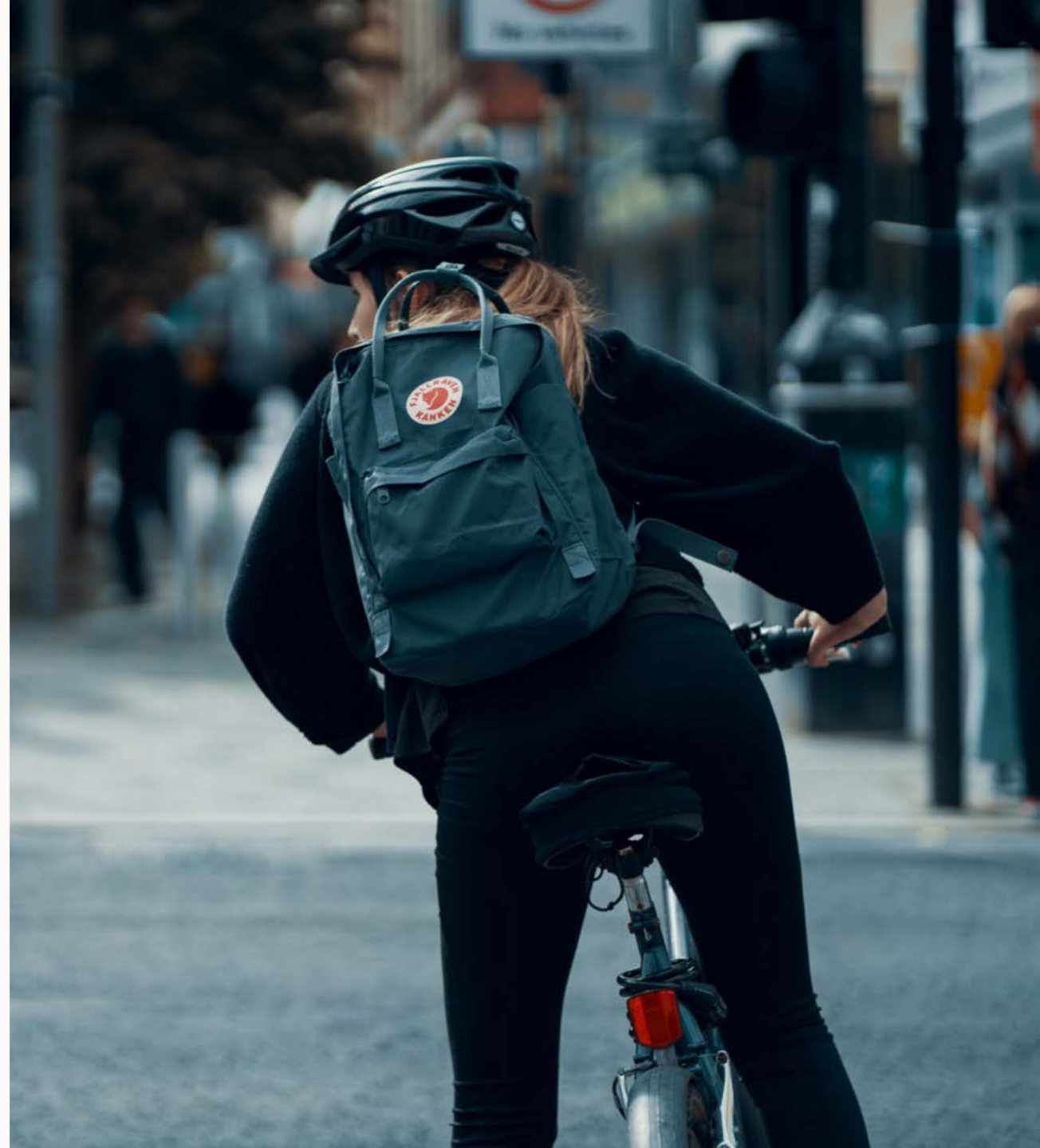


**Capability** - skills and knowledge for cycling safely, fitness...

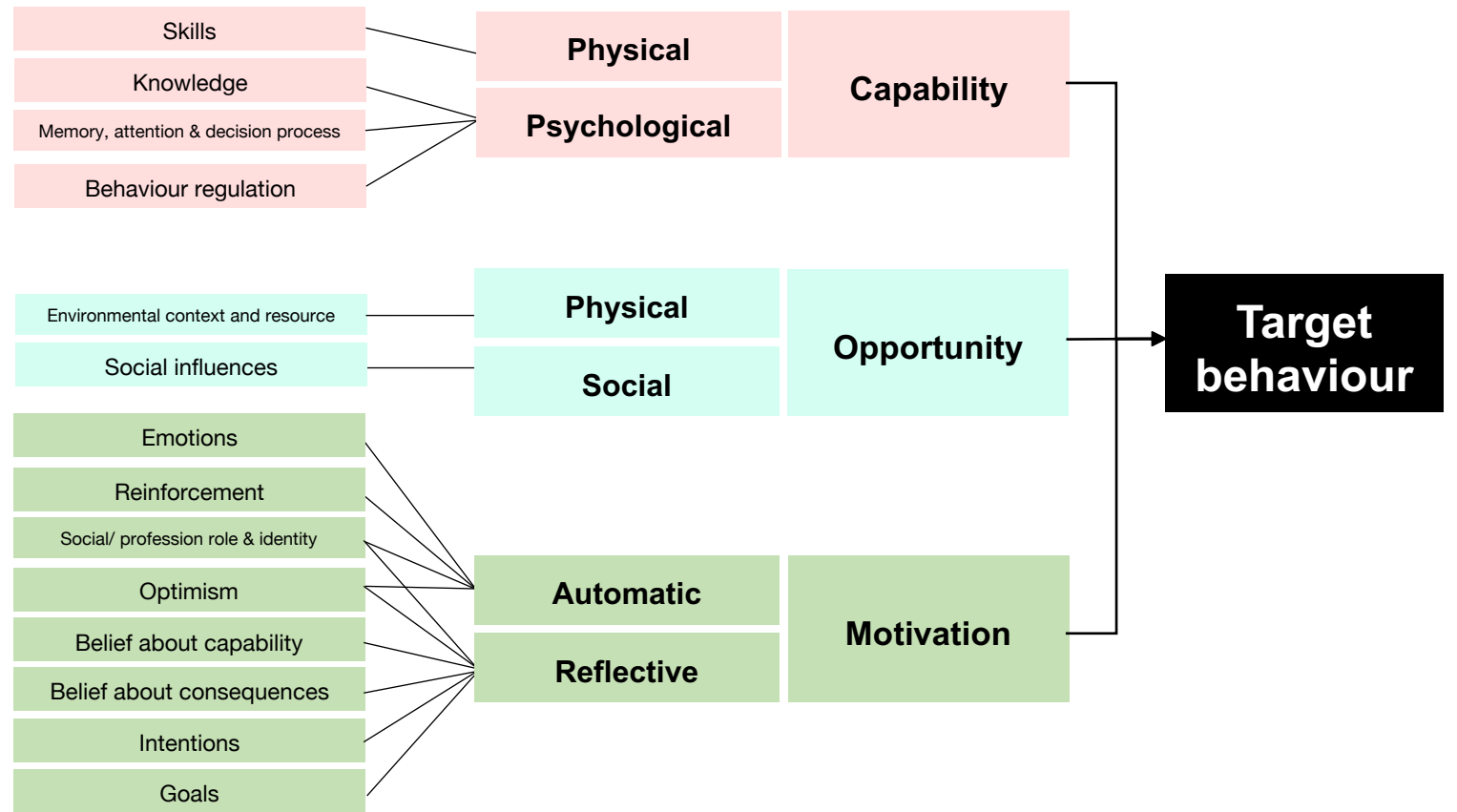
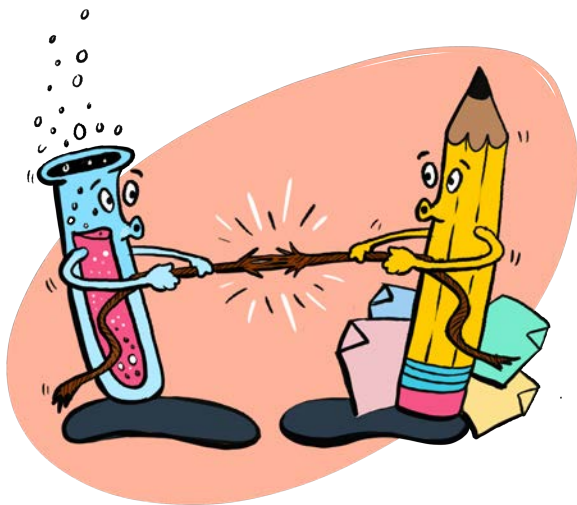
**Opportunity** to cycle safely, access to a suitable bike, clothing, cycle lanes...

**Motivation** to cycle to work, social validation...

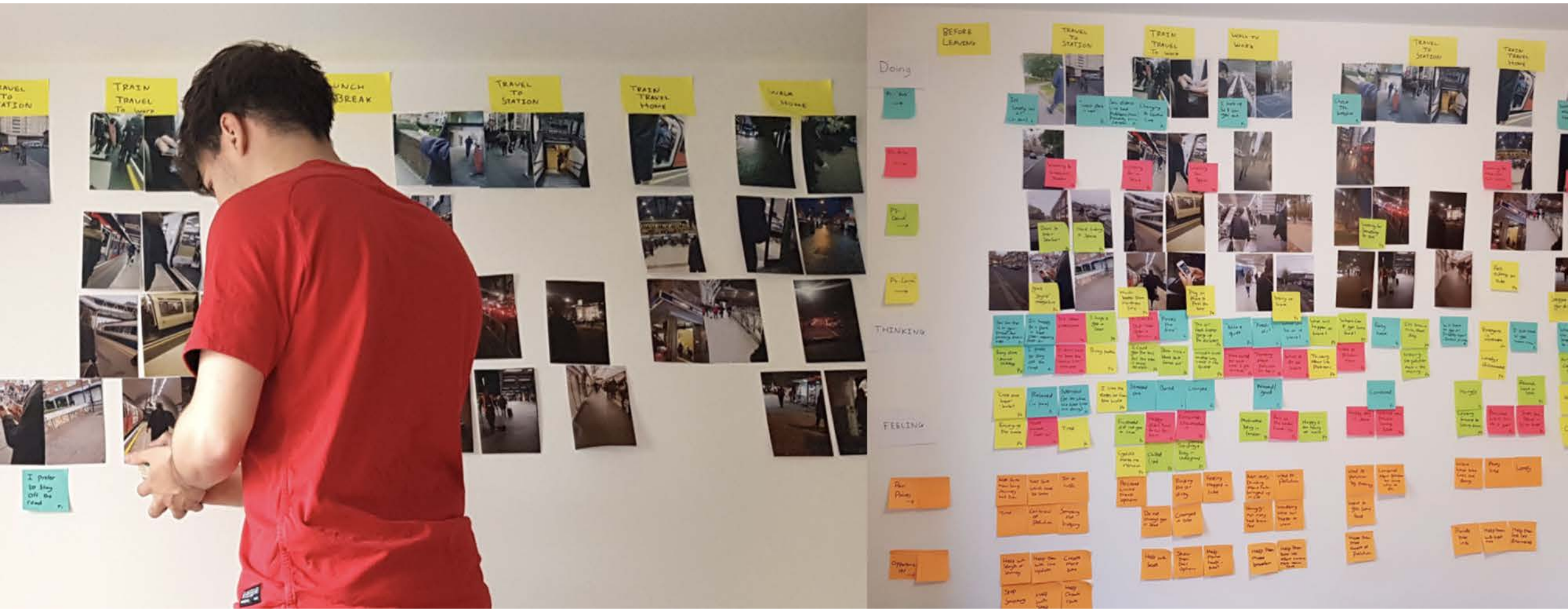
**Behaviour** - we want more people to cycle to work





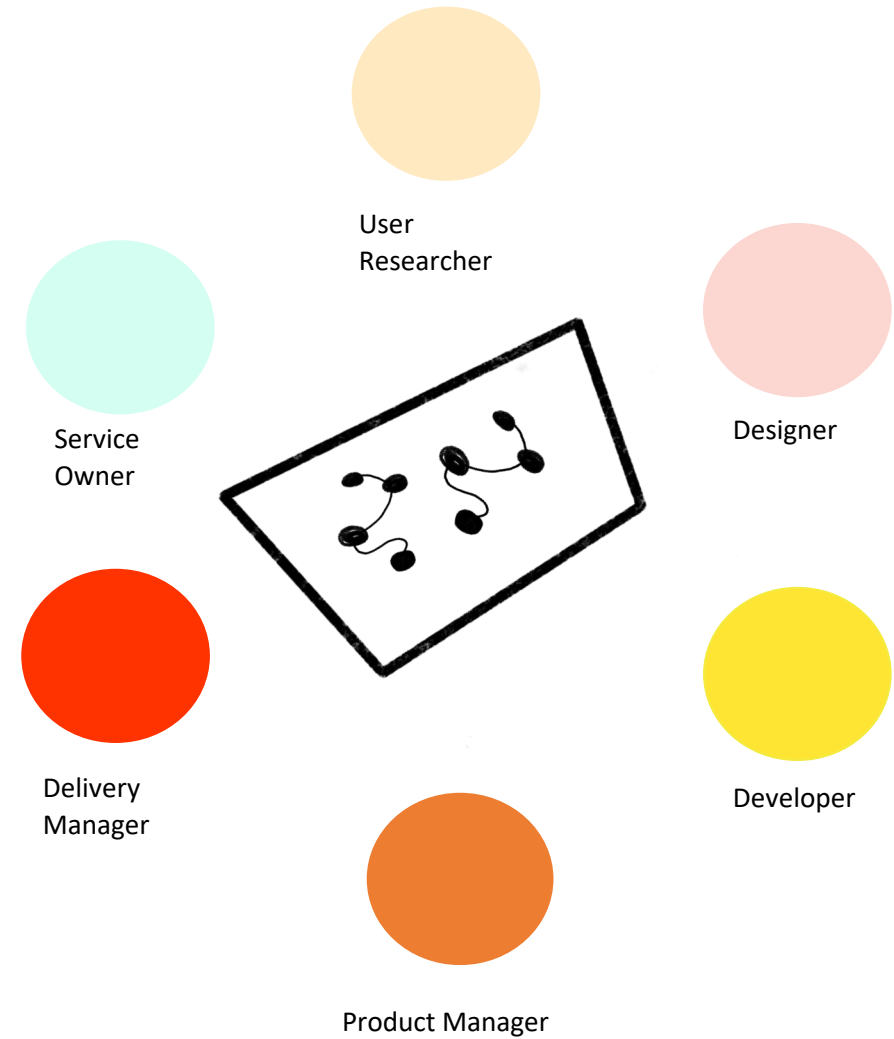


snook



[Journey map by Tom Cousins](#)

Journey maps are powerful boundary objects.

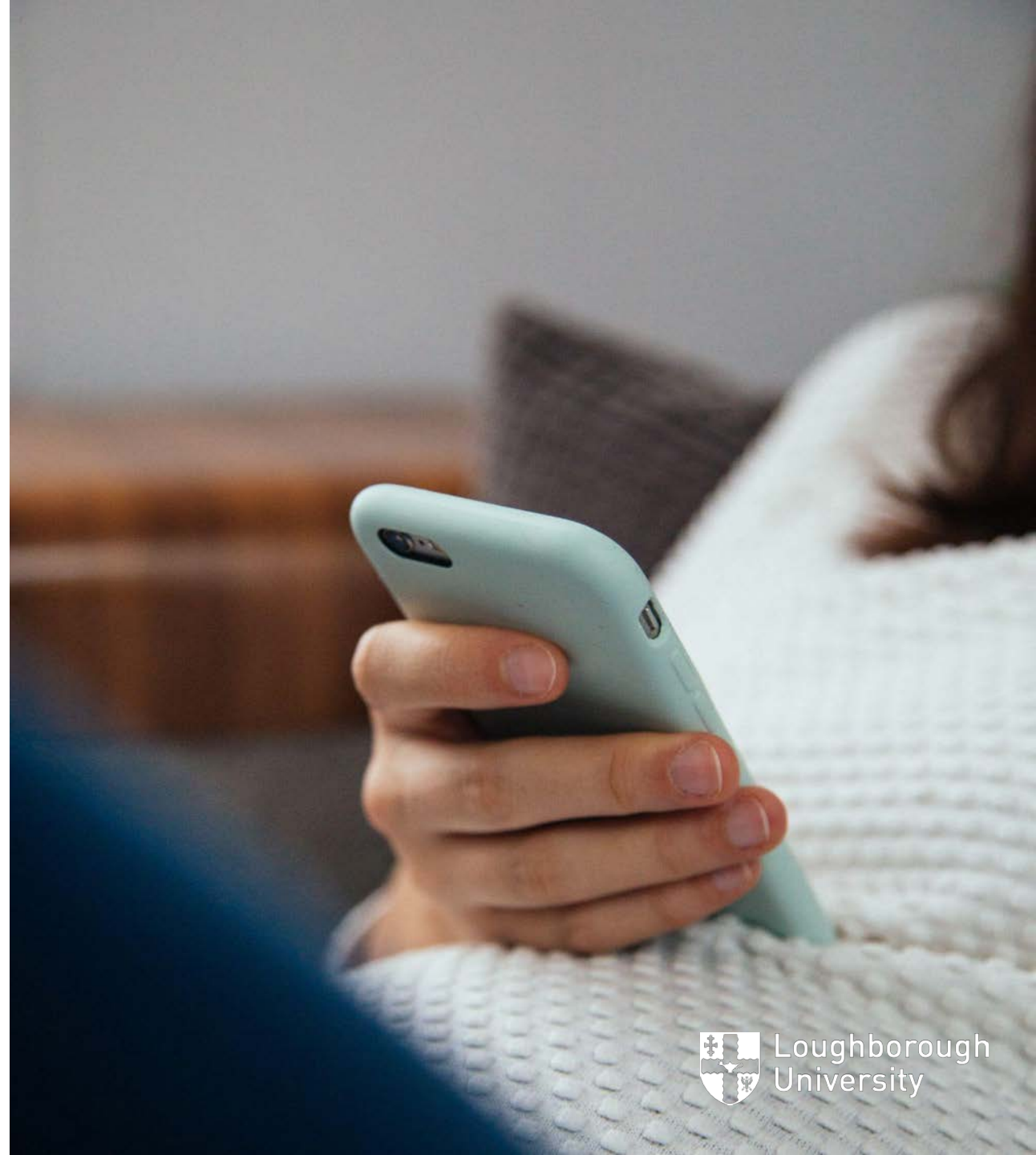




Journey maps help make multiple small improvements to a user experience.









WAYS YOU CAN FIND T  
DATA



KEEP TRACK OF YOUR TRAVEL

INDIVIDUAL APPLIANCES

SMOKE ALARM  
When you burn  
your toast...

OUTSIDE CONDITIONS...  
Locally measured  
outside conditions...

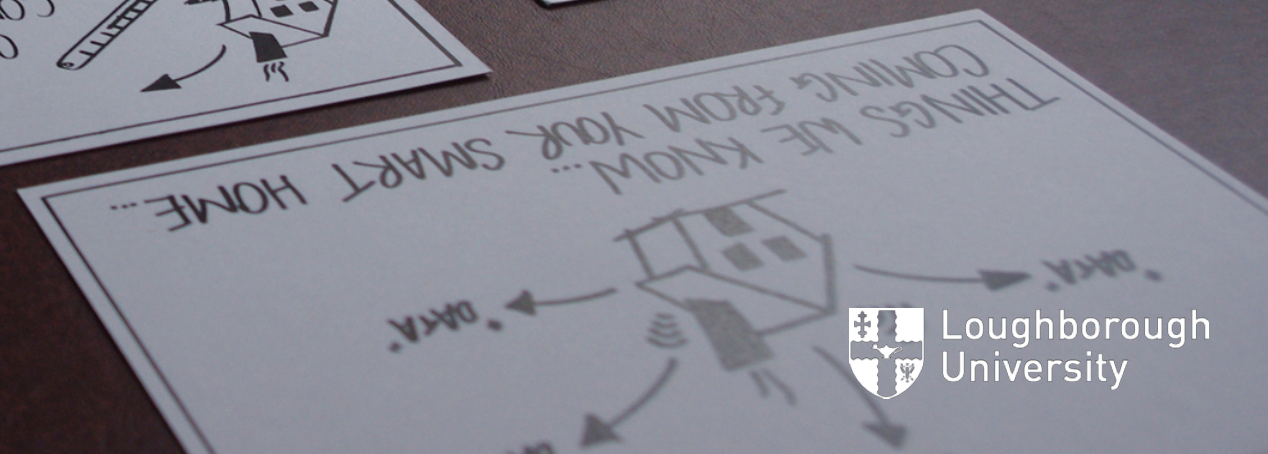
SMART METER

VIRTUAL METER

HEAVY DUTY

TRVS  
Where is where you  
are now...

ELECTRIC  
Whole home electricity  
consumption...







**Your  
Turn**



You are a CX design team for a UK property website looking for opportunities to enhance your home buying service by **helping customers live more sustainably.**

snook





## **Our choice of home impacts lifestyle choices going forward. How likely we are to...**

Carry out energy efficiency retrofit to the fabric of our homes.

Adopt energy saving behaviours when at home.

Cycle or walk to work.

Cycle or walk our kids to school and activities.

Start to grow own fruit and veg.

Buy an electric car.

Shop and eat out locally.



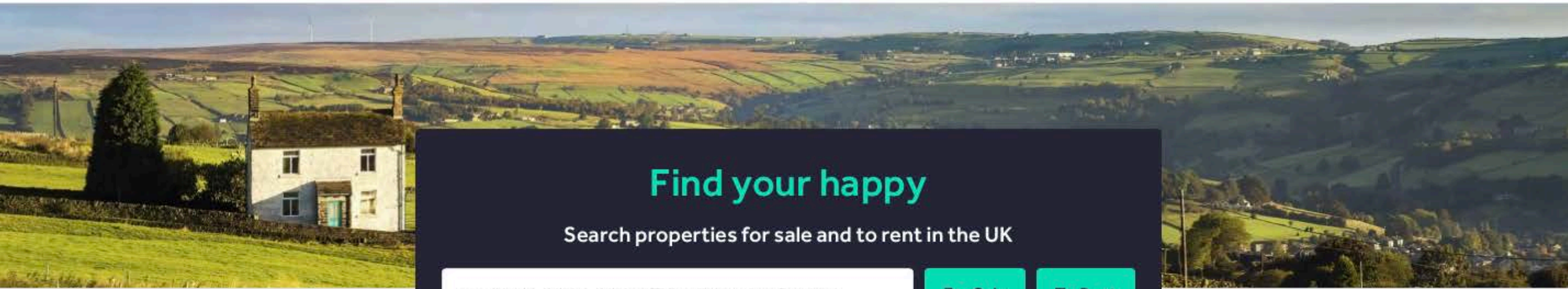
**Your challenge:**

Where in the current house buying journey do customers face barriers to choosing a house that will help them live more sustainably?

Use the COM-B model of behavior to identify barriers to sustainable living.

Identify opportunities for service innovation!





## Find your happy

Search properties for sale and to rent in the UK

e.g. 'York', 'NW3', 'NW3 5TY' or 'Waterloo Station'

For Sale

To Rent



### UK HOUSE PRICES

#### Sold house prices

Check what a home sold for plus photos, floorplans and local area insights.



### PROPERTY NEWS

#### What are the current UK mortgage rates?

Take a look...



### MOVING STORIES

#### We stumbled upon a London neighbourhood with community at its heart

Read Phin's story...



Create alerts and save properties & searches

Create an account

Sign in

Recent searches

# We know what a home is really worth

Find homes to buy or rent and check house prices

[For sale](#) [To rent](#) [House prices](#)

Enter a city, town or postcode

e.g. Oxford or NW3

 Search

## Value your home

Get an instant online valuation to see what it's worth.

[Get an instant valuation](#)





# Se 47.101 boliger til salg

Til salg

Leje

Solgte

Boligtype ▾

Søg på vej, by, område eller kommune



Søg på kort

**mybanker**

Annonce

Vi samarbejder med +30 banker

Få flere tilbud på boliglån

**Mine søgninger**

Nye boliger:

24 timer ▾

Prisfald:

24 timer ▾

**Sidst sete**



København K

Århus C

Odense C

Aalborg

Esbjerg

## Søg blandt 12.760 lejeboliger i din by

Find boliger og kontaktoplysninger på udlejere, der hvor du gerne vil bo. Uanset om du søger efter lejlighed eller hus, har du mulighed for at finde drømme boligen. Vi opdaterer løbende hjemmesiden med nye boliger.



Meet first time  
home buyers  
Charlie and Anna.





## Charlie + Anna

Meet Charlie and Anna. They are both 32 years old and live together in Hull in the North East of England. Anna is a junior doctor working long shifts in the local hospital. Charlie is a web developer for a children's charity and works part of the week from home. They have been together 5 years, and have plans to start a family in the next few years.

After Anna finished her medical training in London they re-located to the North East of England to be close to family and benefit from the much cheaper property prices. They are currently renting in Hull and want to stay in the area.

### Sustainable behaviours:

Like many of their generation they are concerned about climate change and have made some lifestyle changes. They have shifted to a mainly meat free diet, recycle carefully and try to buy second hand clothes whenever they can.

They run two cars as public transport to work is poor for both of them and they have prioritized being close to friends and family at weekends. They still treat themselves to a holiday abroad once a year but feel their lifestyle changes plus offsetting the flight make this just about OK.

Like most in the UK, they have experienced spiralling home energy costs but know little about how to make a home more energy efficient beyond keeping the heating turned down.

### House buying goals and constraints

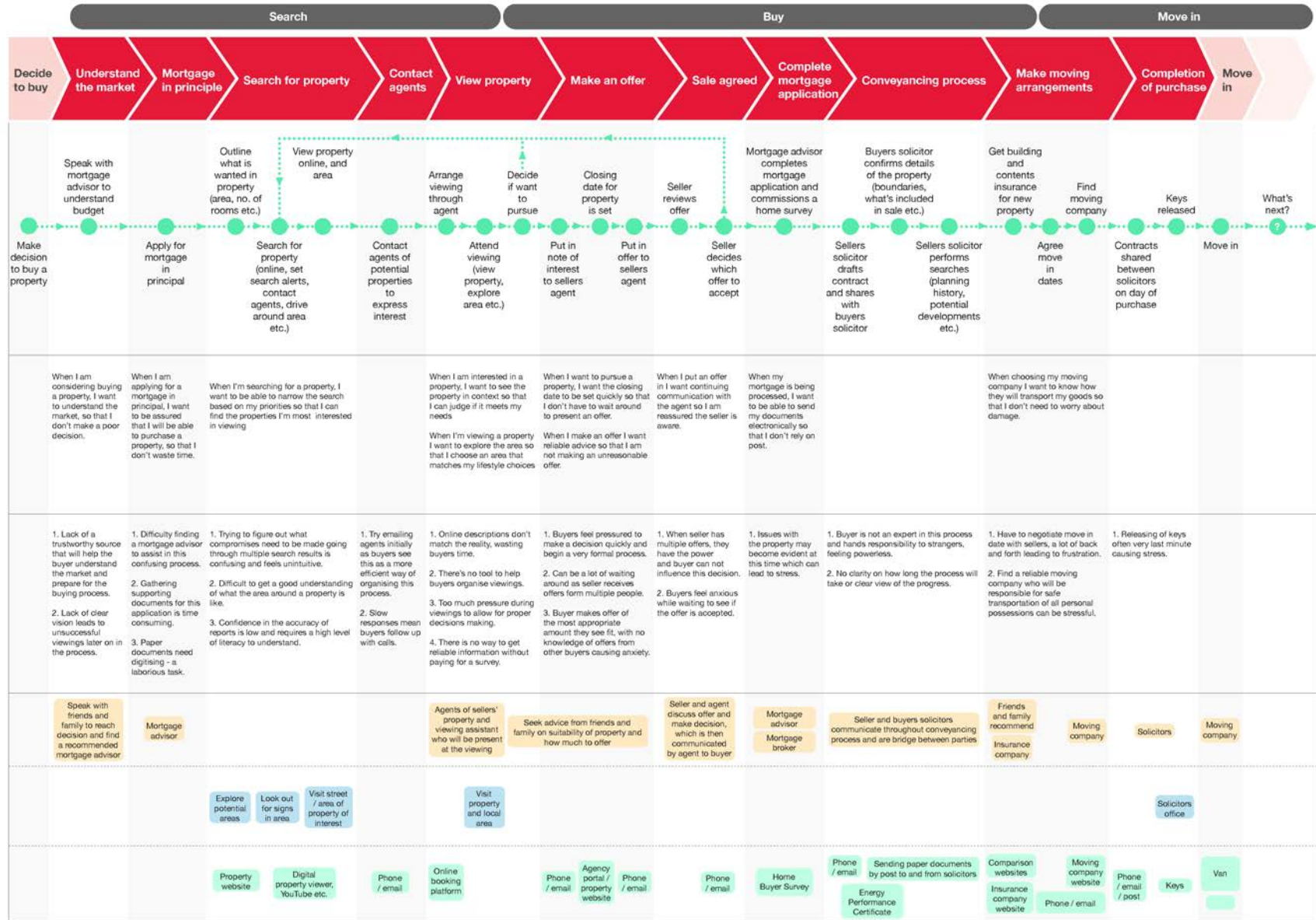
They have a mortgage agreed in principal with a mortgage provider and know they can afford to look at properties up to a maximum of £350,000. They'd prefer to spend less than their maximum so they have some savings left for home improvements.

Both love older properties with period features, high ceilings and plenty of space. They consider new build homes cramped and soul-less.

They are first time buyers but want their first home to be their 'forever home.' They want the space to raise a family and hope they won't have to move for at least 10 years.

Both have lived in rental property since their student days and love the idea of taking on a long term home improvement project together. However they realise that their busy jobs and limited DIY skills mean they will need to rely on tradespeople for everything but decoration. They really want a garden for relaxation as they have spent so many years living in apartments.





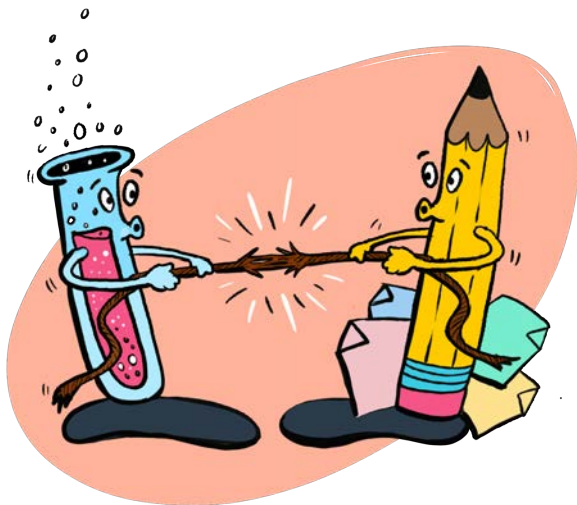
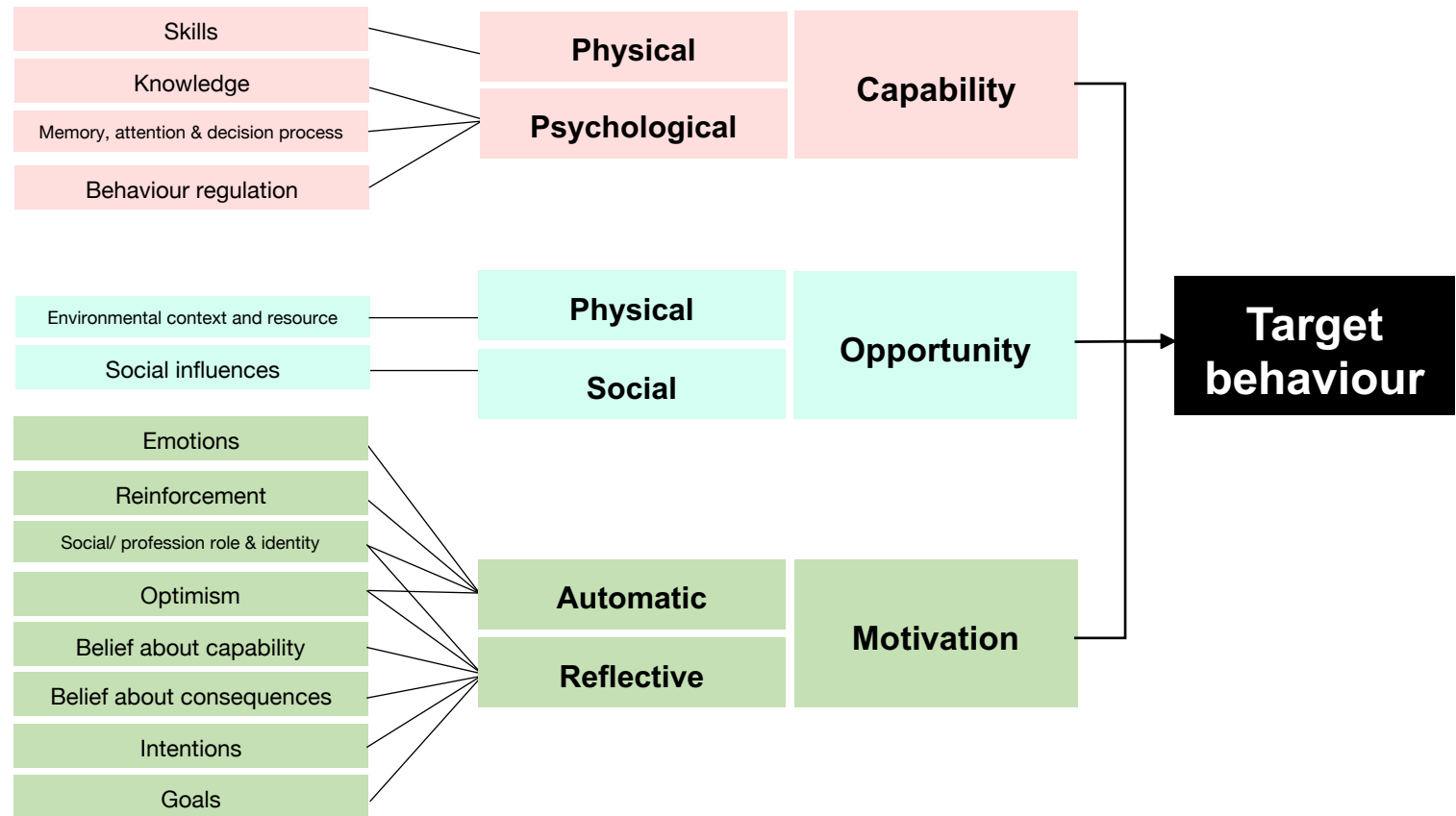


Illustration @tashwillcocks





**Imagine you are Charlie and Anna.**

Search [RightMove.co.uk](https://www.rightmove.co.uk) or [Zoopla.co.uk](https://www.zoopla.co.uk)

Search for properties up to £350,000 using the postcode HU5.

They want something in the 'Avenues' area of Hull. Look for properties that match their preference for older homes with period features, high ceilings and plenty of space.

**Likely streets:**

Westbourne Avenue

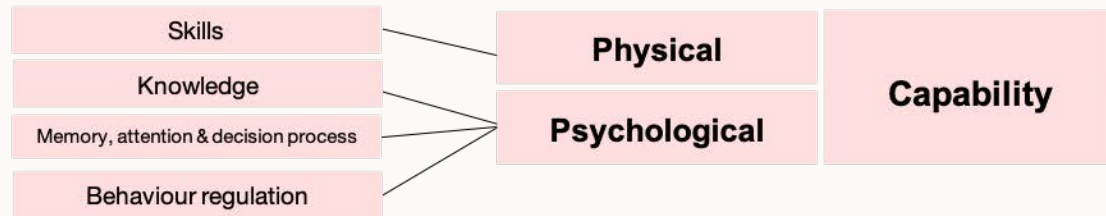
Marlborough Avenue

Park Avenue

Anything ending in Avenue!



# Where in the journey do customers lack the **CAPABILITY** to choose a house that enables sustainable living?



Imagine you are Charlie and Anna.

Use Right Move or Zoopla to quickly browse properties they will be interested in. Look for HU5 for the Avenues area of Hull.

Does the website give them **the skills and knowledge** they need to choose a sustainable living option?

Can you find the Energy Performance Certificate?

find-energy-certificate.service.gov.uk

GOV.UK Find an energy certificate

### Energy performance certificate (EPC)

**Certificate contents**

- Rules on letting this property
- Energy rating and score
- Breakdown of property's energy performance
- How this affects your energy bills
- Environmental impact of this property
- Changes you could make
- Who to contact about this certificate
- Other certificates for this property

**Share this certificate**

- Email
- Copy link to clipboard
- Print

**37, Salisbury Street**  
HULL  
HU5 3HA

**Energy rating**  
**F**

Valid until: 9 March 2026  
Certificate number: 8676-6127-0220-9038-4906

Property type: Mid-terrace house  
Total floor area: 153 square metres

#### Rules on letting this property

**You may not be able to let this property**

This property has an energy rating of F. It cannot be let, unless an exemption has been registered. You can read [guidance for landlords on the regulations and exemptions](#).

Properties can be let if they have an energy rating from A to E. The [recommendations section](#) sets out changes you can make to improve the property's rating.

#### Energy rating and score

This property's current energy rating is F. It has the potential to be C.

[See how to improve this property's energy efficiency.](#)

Score	Energy rating	Current	Potential
92+	A		
81-91	B		
69-80	C		
55-68	D		
39-54	E		
21-38	F	←	
1-20	G		←

The graph shows this property's current and potential energy rating.

Properties get a rating from A (best) to G (worst) and a score. The better the rating and score, the lower your energy bills are likely to be.

For properties in England and Wales:

- the average energy rating is D
- the average energy score is 60

#### Breakdown of property's energy performance

**Features in this property**

Features get a rating from very good to very poor, based on how energy efficient they are. Ratings are not based on how well features work or their condition.

Assumed ratings are based on the property's age and type. They are used for features the assessor could not inspect.

Feature	Description	Rating
---------	-------------	--------

# Where in the journey do customers lack the **OPPORTUNITY** to choose a house that enables sustainable living?



Now it's time to think about Charlie and Anna's physical, social and emotional **context**.

Are they supported to consider whether a house will be **easy or difficult** to live in sustainably?

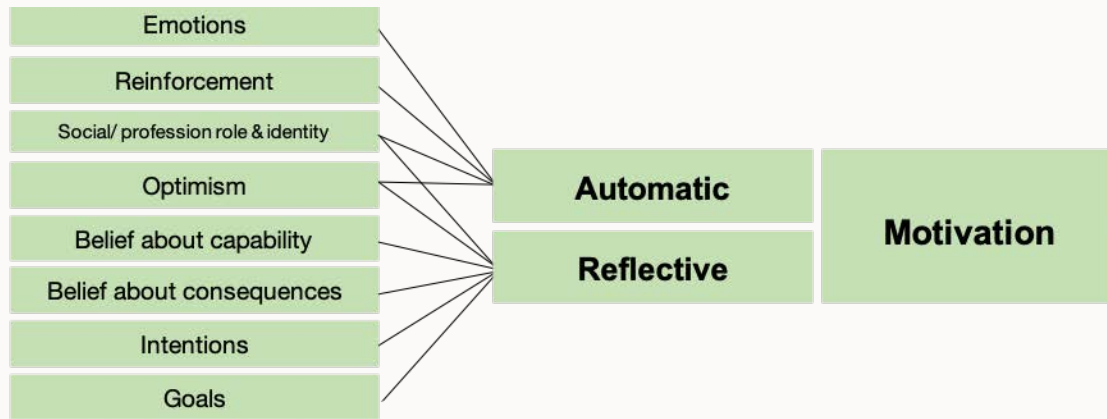
Does the journey encourage the couple to see choosing a 'green living home' as **socially desirable**?

Given the **context of their busy lives and the time pressured** house buying process, does the current journey help them make sustainable choices?



Illustration @bethanlmitchell

# Where in the journey do customers lack the **MOTIVATION** to choose a house that enables sustainable living?



Consider Charlie and Anna's **Automatic**, deep intrinsic motivations. And their **Reflective**, more rational decision making.

Where in the customer journey can we tap into our customer's deep set **emotional needs**?

Where in the customer journey can we **influence** our customers more rational decision making? E.g. opportunities to save money, add value to the house?

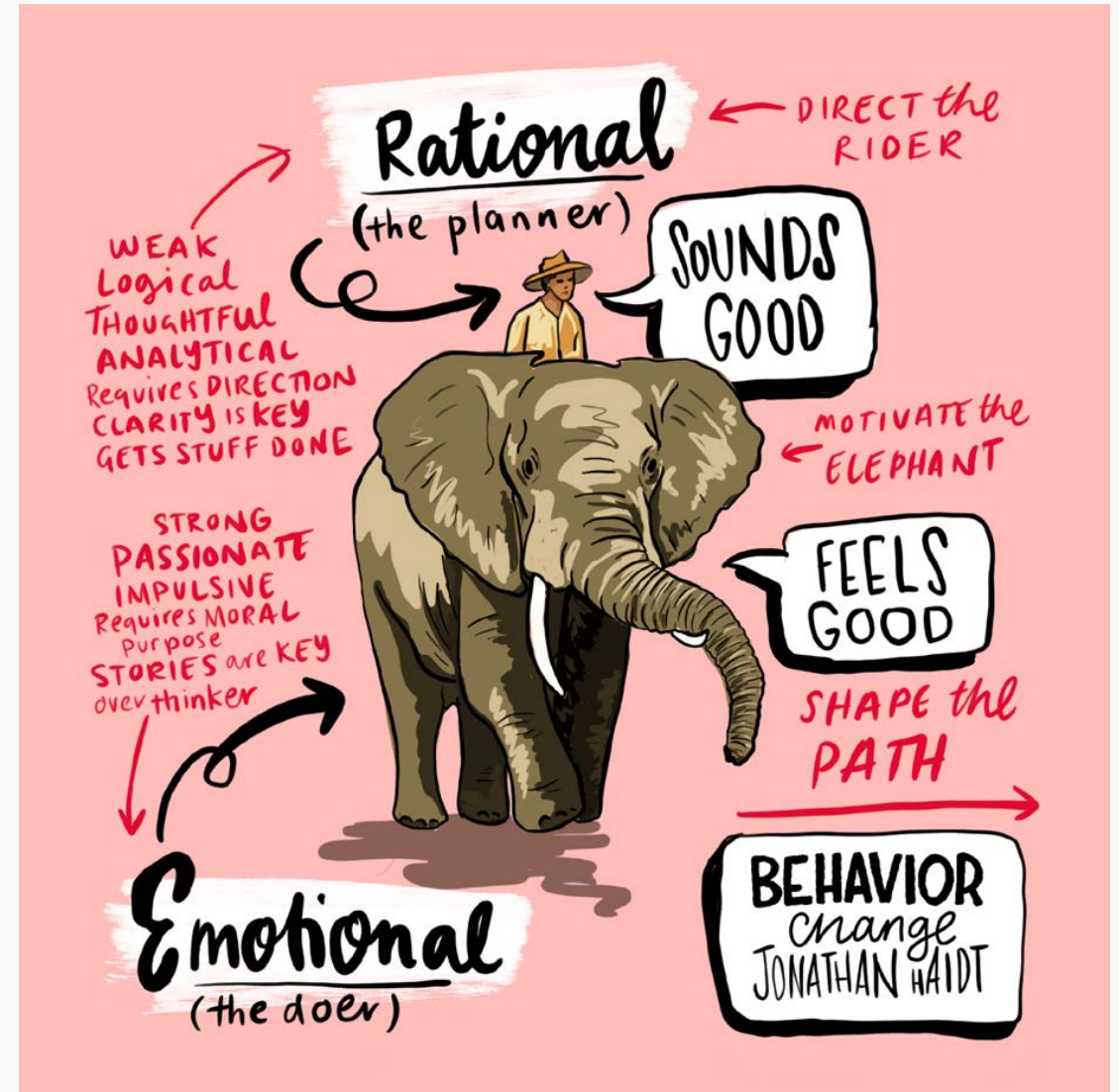


Illustration @tashwillcocks



# Where in the customer journey can we tap into our customers' deep set emotional needs?



## Autonomy

Being the cause of your actions and feeling that you can do things your own way.  
Rather than feeling as though external conditions and other people determine your actions.



## Beauty

Feeling that the world is a place of elegance, coherence and harmony.  
Rather than feeling that the world is disharmonious, unappealing or ugly.



## Comfort

Having an easy, simple, relaxing life.  
Rather than experiencing strain, difficulty or overstimulation.



## Community

Being part of and accepted by a social group or entity that is important to you.  
Rather than feeling you do not belong anywhere and have no social structure to rely on.



## Competence

Having control over your environment and being able to exercise your skills to master challenges.  
Rather than feeling that you are incompetent or ineffective.



## Fitness

Having and using a body that is strong, healthy, and full of energy.  
Rather than having a body that feels ill, weak, or listless.



## Impact

Seeing that your actions or ideas have an impact on the world and contribute to something.  
Rather than seeing that you have no influence and do not contribute to anything.



## Morality

Feeling that the world is a moral place and being able to act in line with your personal values.  
Rather than feeling that the world is immoral and your actions conflict with your values.



## Purpose

Having a clear sense of what makes your life meaningful and valuable.  
Instead of lacking direction, significance or meaning in your life.



## Recognition

Getting appreciation for what you do and respect for who you are.  
Rather than being disrespected, underappreciated or ignored.



## Relatedness

Having warm, mutual, trusting relationships with people who you care about.  
Rather than feeling isolated or unable to make personal connections.



## Security

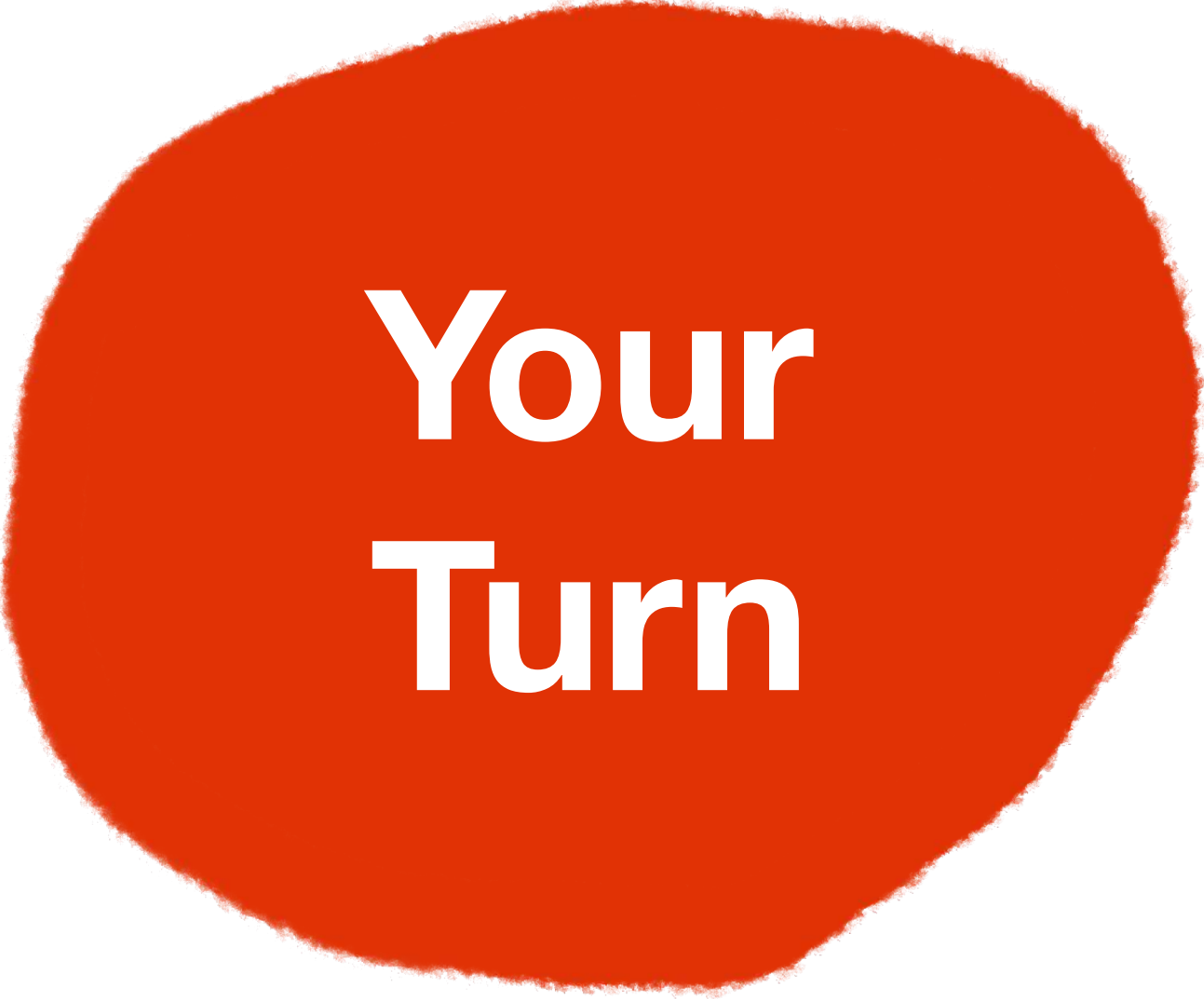
Feeling that your conditions and environment keep you safe from harm and threats.  
Rather than feeling that the world is dangerous, risky or a place of uncertainty.



## Stimulation

Being mentally and physically stimulated by novel, varied, and relevant impulses and stimuli.  
Rather than feeling bored, indifferent or apathetic.

Typography by Pieter Deemer and Steven Fokkinga. Image selection Steven Fokkinga. See page 22 for full references.



**Your  
Turn**



**Back in  
the room  
at  
xxx**





**Playback**



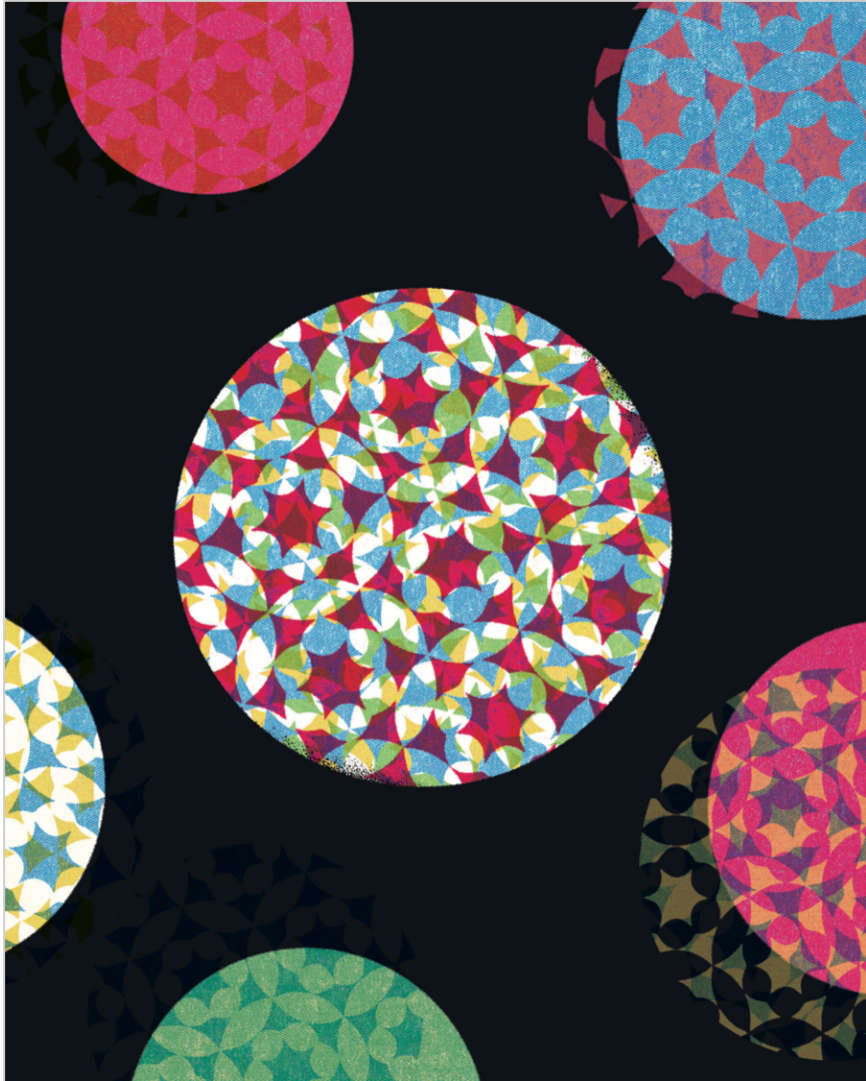
How did you find this quick fire chance to use the COM-B model in a CX design context?

What challenges does it bring?

Where does it add value?

Did you identify any great service enhancements?!

Can you use it in your own design practice?

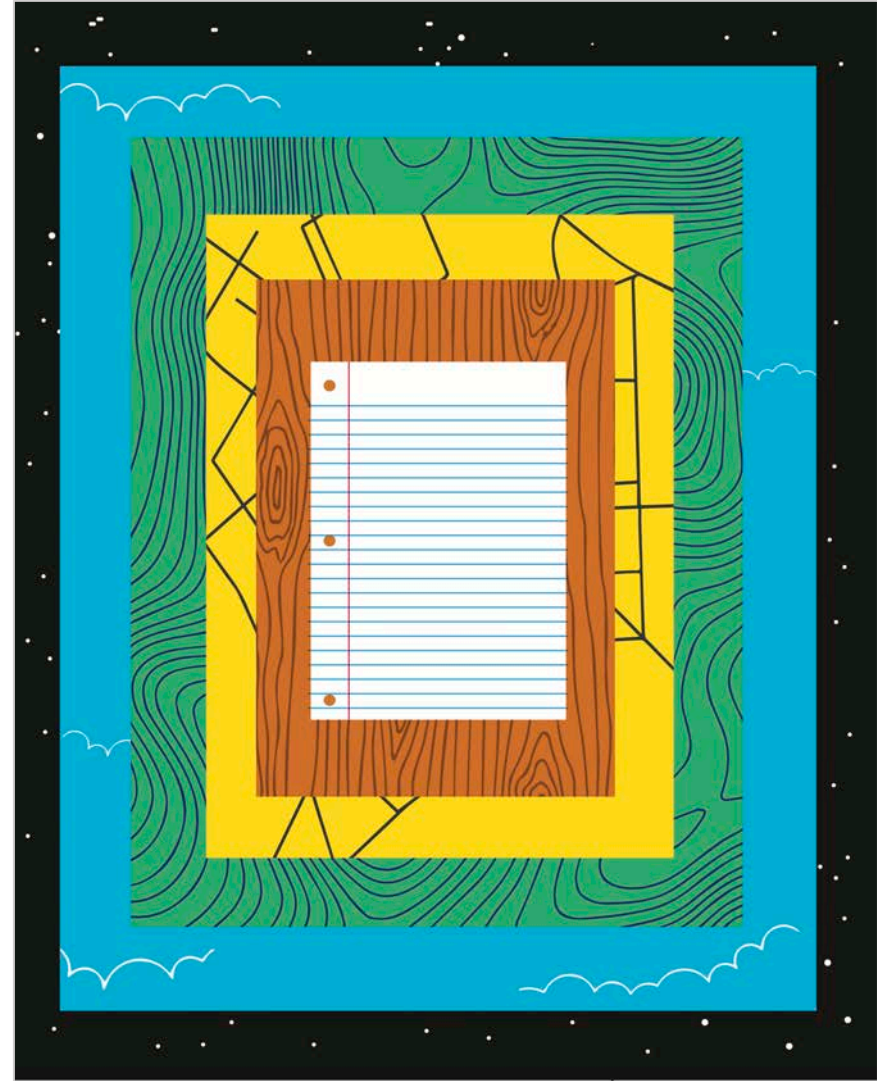


## ENGAGED

Designing for Behavior Change

by **AMY BUCHER**

Foreword by Jeff Kreisler



## CLOSING THE LOOP

Systems Thinking for Designers

by **SHERYL CABABA**

foreword by Kevin Bethune





Interested in discussing further?  
[val.mitchell@wearesnook.com](mailto:val.mitchell@wearesnook.com)

# Thank you

snook