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Journey Mapping with the Planet in Mind



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.

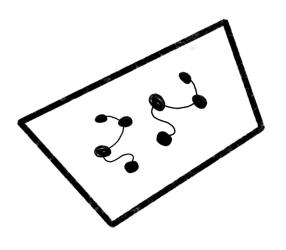












Sustainability

Working across disciplines

Hacking methods and tools





OUTRAGE!, OPTIMISM







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.





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.

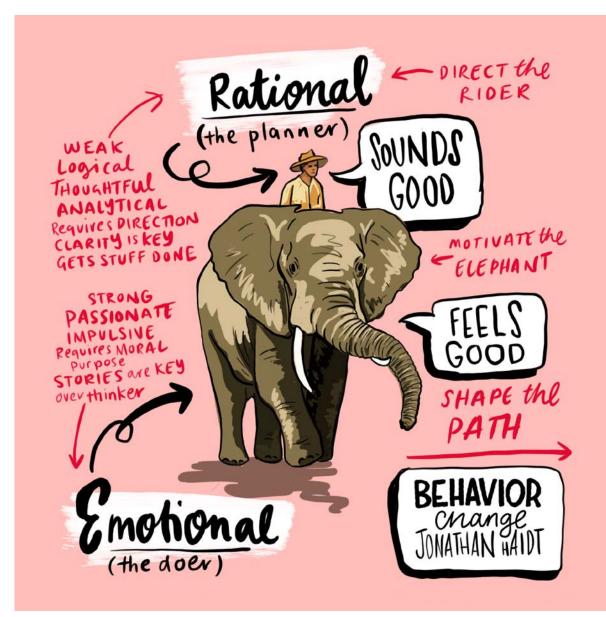


Illustration @tashwillcocks



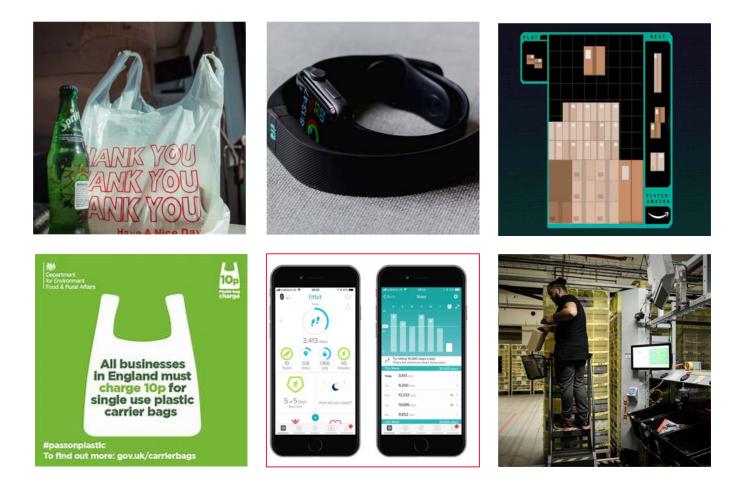
I want to get fit



I take part in my local bootcamp

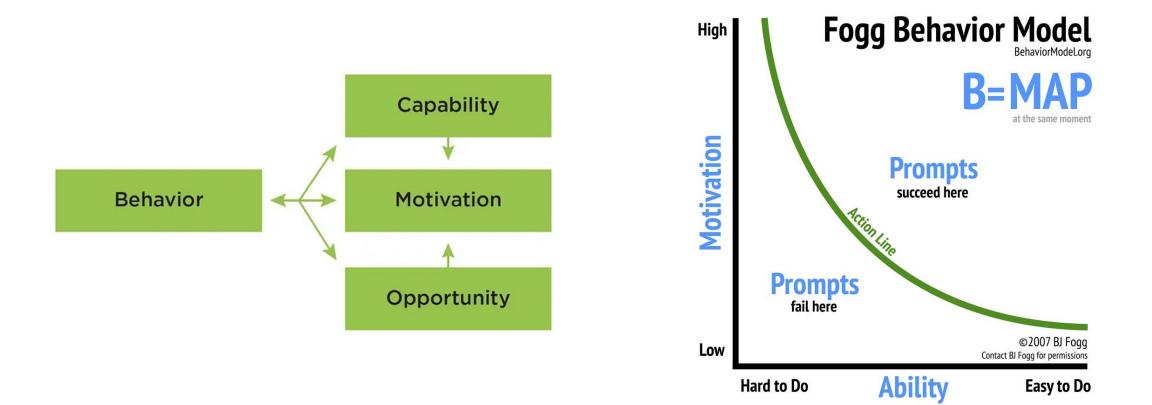


Behaviour Change Design applies behavioural science to the design of policies, products and services.



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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 wh Behaviour change wheel Behavioural economics Behavioural design Behaviour change science Fogg Model 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 Behaviour change techniques Theoretical Domain Framework Theories of behaviour change Psychology Social psychology Social and behavioural science theory



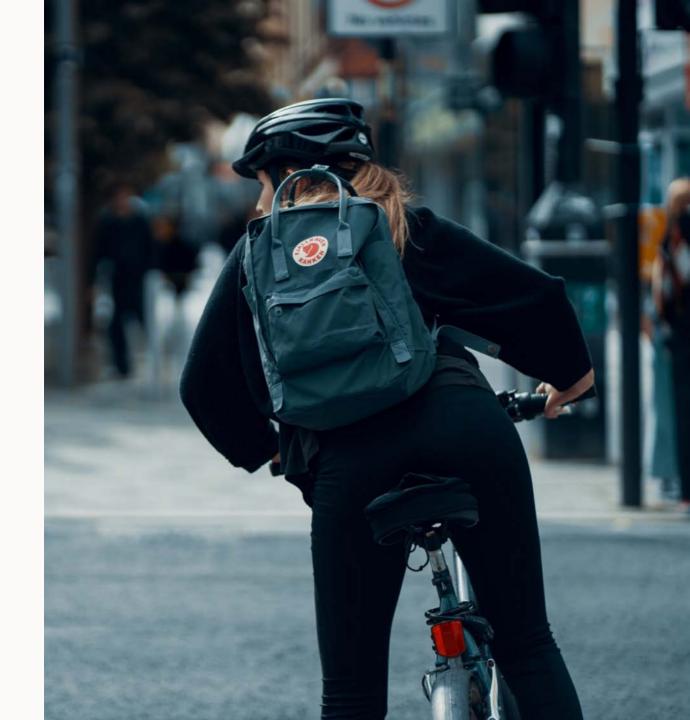
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Capability - skills and knowledge for cycling safely, fitness...

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





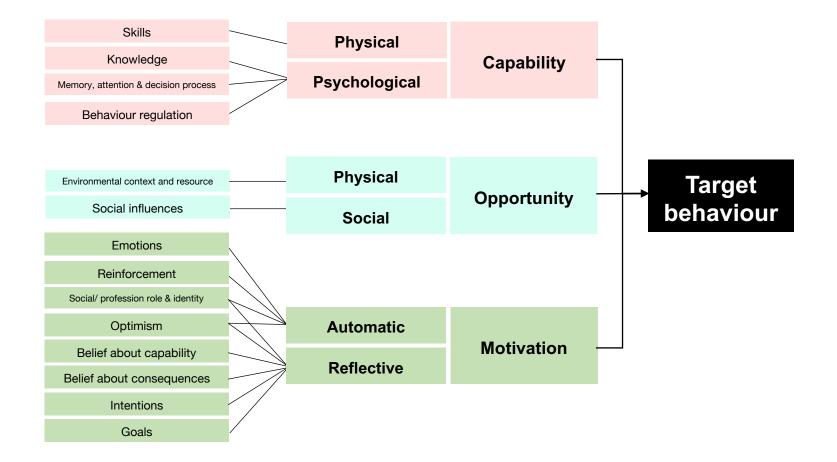
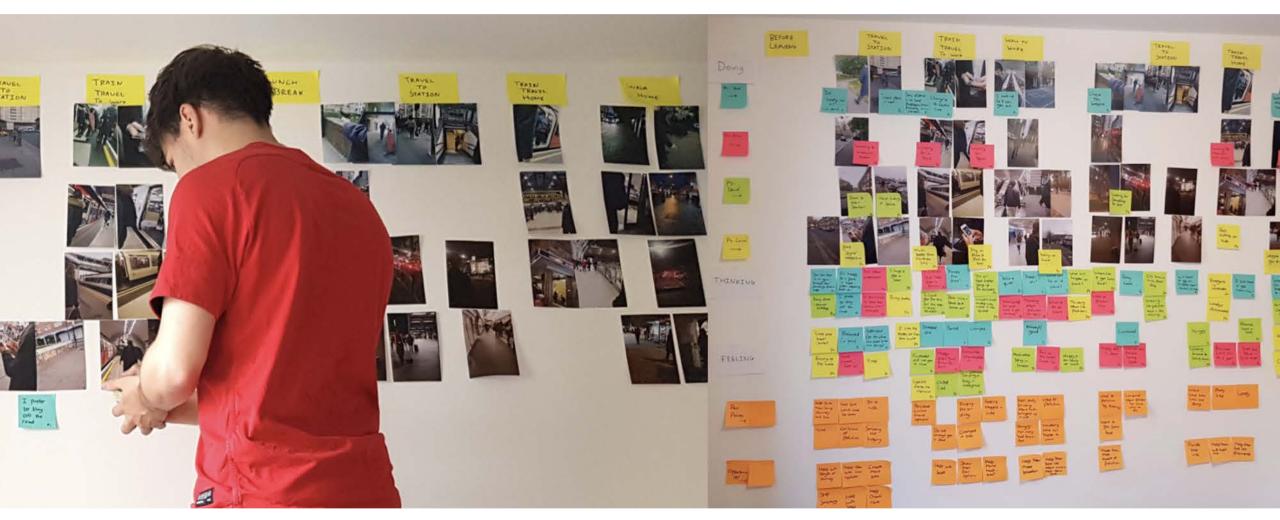


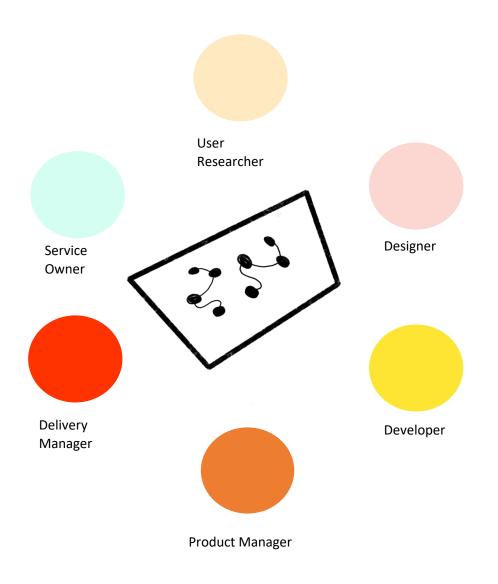


Illustration @tashwillcocks



Journey map by Tom Cousins

Journey maps are powerful boundary objects.



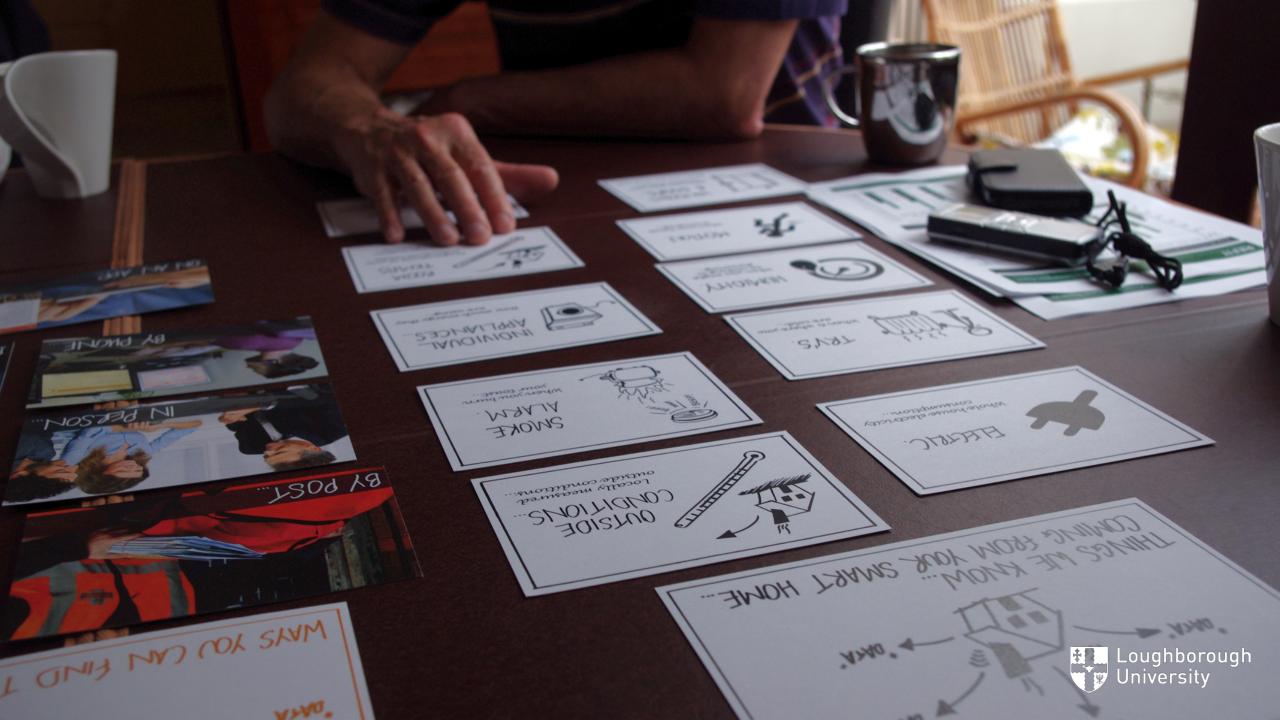


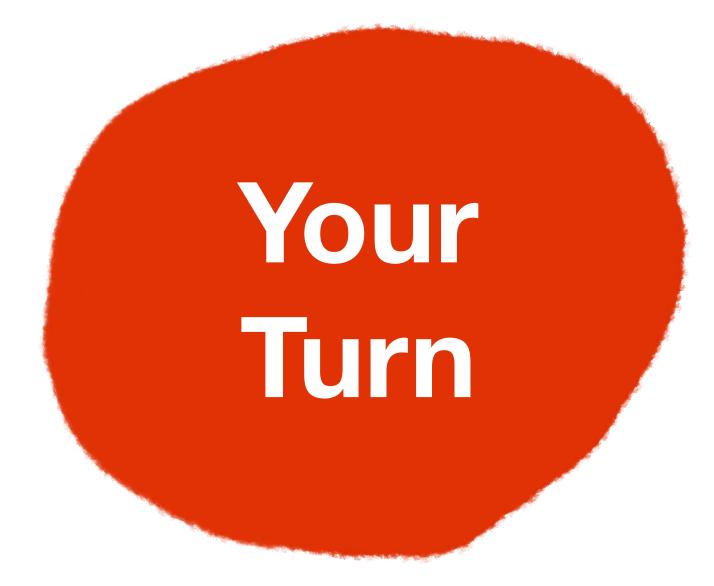
Journey maps help make multiple small improvements to a user experience.













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**.





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.

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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!







UK HOUSE PRICES

Sold house prices

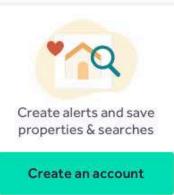
Check what a home sold for plus photos, floorplans and local area insights.



PROPERTY NEWS What are the current UK mortgage rates? Take a look...



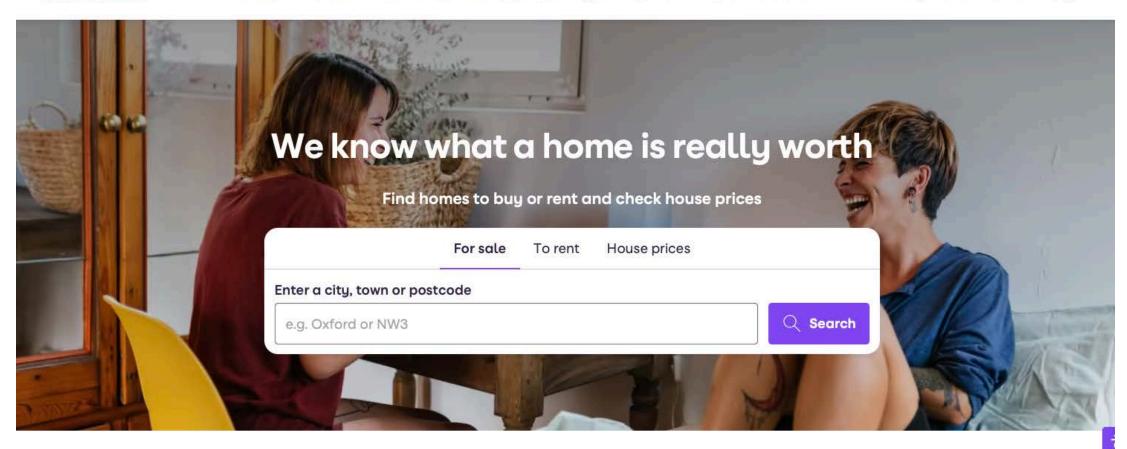
MOVING STORIES We stumbled upon a London neighbourhood with community at its heart Read Phin's story...



Sign in

Recent searches

ZOOPLO



Value your home

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

Get an instant valuation



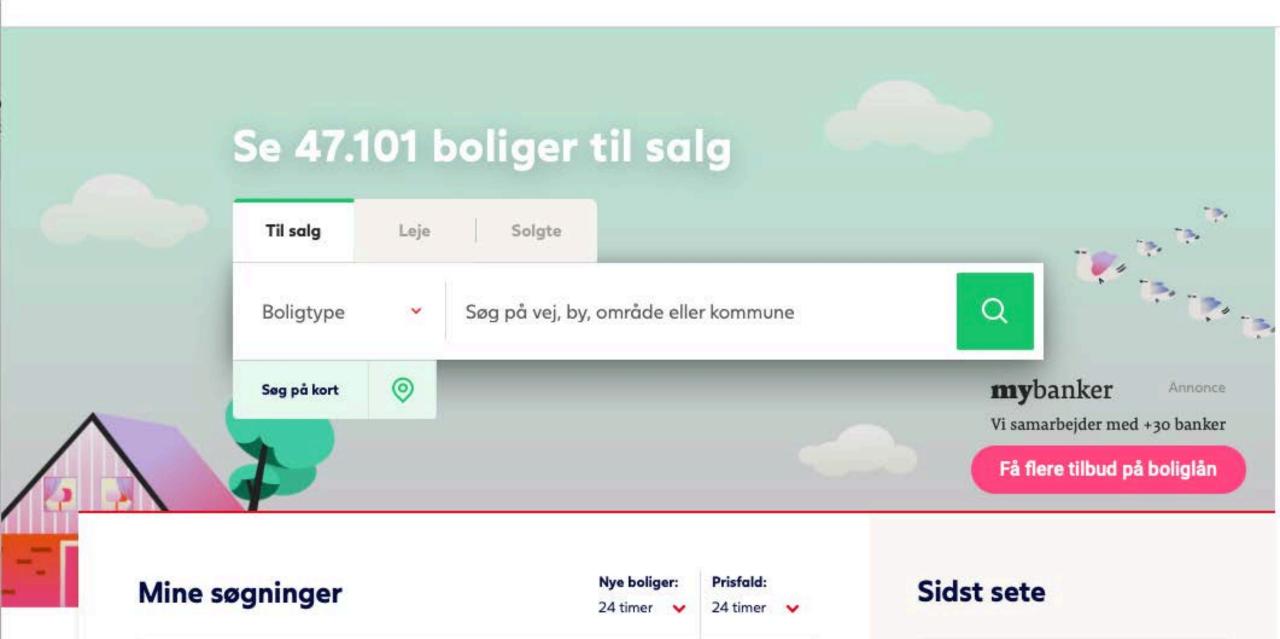


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Nyheder 🖌 🛛 Bol

Boligstatistik Tv

Tvangsauktioner







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.

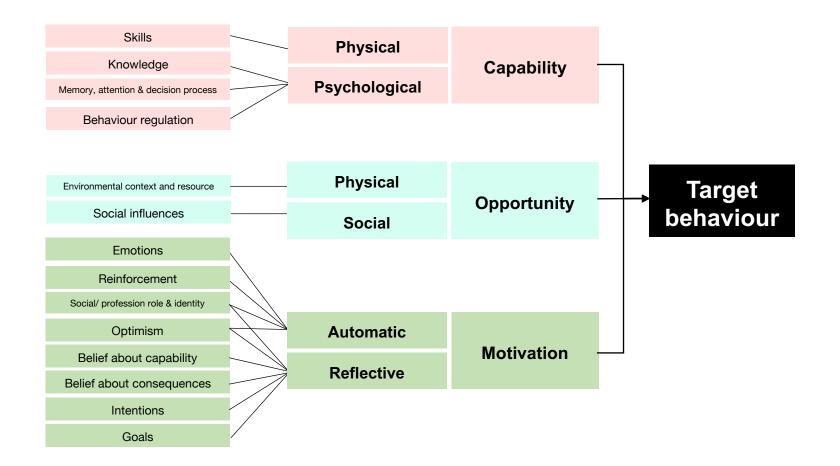
Both love older properties with period features, high ceilings and plenty of space. They consider new build homes cramped and soul-less.

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.

			Search					Buy			Move in	
Decide to buy	Understa the mark	the second s		Conta	View property	Make an offer	Sale agre	eed Complete mortgag applicat	e Conveyancing proces	Make moving arrangements	Completio of purchas	
	Speak with mortgage advisor to understand budget		Outline what is property (area, no. of rooms etc.)		Arrange Decide viewing if want through to agent pursue	Closing date for property is set	Seller reviews offer	Mortgage advisor completes mortgage application and commissions a home survey	confirms details of the property (boundaries, what's included in sale etc.)	Get building and contents insurance Find for new moving property company	Keys released	What's next?
Make decision to buy a property		Apply for mortgage in principal	Search for property (online, set search alerts, contact agents, drive around area etc.)	Contact agents of potential properties to express interest	Attend viewing (view property, explore area etc.)	Put in Put in offer to interest sellers to sellers agent	Seller decides which offer to accept		Sellers Sellers solicitor solicitor performs drafts searches contract (planning and shares history, with potential buyers developments solicitor etc.)	Agree move in dates	Contracts shared between solicitors on day of purchase	Move in
	When Lam considering buying a property, I want to understand the market, so that I don't make a poor decision.	When I am applying for a mortgage in principal, I want to be assured that I will be able to purchase a property, so that I don't waste time.	When I'm searching for a property, I want to be able to narrow the search based on my priorities so that I can find the properties I'm most interested in viewing	2	I want to explore the area so	to present an offer. When I make an offer I want reliable advice so that I am not making an unreasonable	When I put an offer in I want continuing communication with the agent so I am reassured the seller is aware.	When my mortgage is being processed, I want to be able to send my documents electronically so that I don't rely on post.		When choosing my moving company I want to know how they will transport my goods so that I don't need to worry about damage.		
	Lack of a trustworthy source that will help the buyer understand the market and prepare for the buying process. Lack of clear vision leads to unsuccessful viewings later on in the process.	a mortgage advisor to assist in this confusing process. 2. Gathering supporting documents for this application is time consuming.	Trying to figure out what compromises need to be made going through multiple search results is confusing and feels unintuitive. Difficult to get a good understanding of what the area around a property is like. Confidence in the accuracy of reports is fow and requires a high level of literacy to understand.	process. 2. Slow responses mean	 Online descriptions don't match the reality, wasting buyers time. There's no tool to help buyers organise viewings. Too much pressure during viewings to allow for proper doctsions making. There is no way to get reliable information without paying for a survey. 	Buyers feel pressured to make a decision quickly and begin a very formal process. Can be a lot of waiting around as seller receives offers form multiple people. Buyer makes offer of the most appropriate amount they self, with no knowledge of offers from other buyers causing anxiety.	 When seller has multiple offers, they have the power and buyer can not influence this decision. Buyers feel anxious while waiting to see if the offer is accepted. 	 Issues with the property may become evident at this time which can lead to stress. 	 Buyer is not an expert in this process and hands responsibility to strangers, feeling powerless. No clarify on how long the process will take or clear view of the progress. 	Have to negotiate move in date with sellers, a lot of back and forth leading for furstration. Find a reliable moving company who will be responsible for safe transportation of all personal possessions can be stressful.	1. Releasing of keys often very last minute causing stress.	
	Speak with friends and family to reach decision and find a recommended mortgage advisor	Mortgage advisor				k advice from friends and an suitability of property and how much to offer	Seller and agent discuss offer and make decision, which is then communicated by agent to buyer	Mortgage advisor Mortgage broker	Seller and buyers solicitors communicate throughout conveyancing process and are bridge between parties	Friends and family recommend Moving company Insurance company	Solicitors	Moving company
			Explore Look out potential for signs areas in area		Visit property and local area						Solicitors office	
			Property Digital website property viewer, YouTube etc.	Phone / email	Online booking platform	Agency Phone portal / Phone / email property / email website	Phone / email	Home Buyer Survey	Phone / email by post to and from solicitors Energy Performance Certificate	Comparison Moving websites company Insurance website company website Phone / email	Phone / email Keys / post	Van





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Illustration @tashwillcocks





Imagine you are Charlie and Anna.

Search RightMove.co.uk or 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

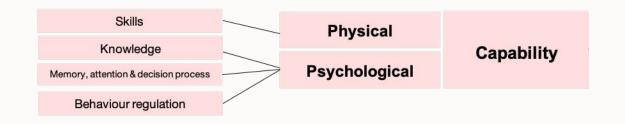
Marlborough Avenue

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?

	and the second second second second	(446)	
ش GOV.UK	Find an energy certific	ate	
Energy perform			
Certificate contents - Rules on letting this property - Energy rating and score - Breakdown of property's energy performance - How this affects your energy	37. Salisbury Street HULL HU5 3HA	Energy rating	
 How this arrects your energy bills Environmental impact of this property Changes you could make 	Valid until 9 March 2026	Certificate number 8675-6127-6220-6038-4906	2
 Who to contact about this certificate 	Property type	Mid-terrace house	
 Other certificates for this property 	Total floor area	153 square metres	
Share this certificate			
🕒 Email	Rules on letting	this property	
Copy link to clipboard	• You may not be abl	e to let this property	
© Print	This property has an en exemption has been reg	ergy rating of F. It cannot be let, unless an jistered. You can read g <u>uidance for landlon</u>	ds
		they have an energy rating from A to E. The ion sets out changes you can make to	
	Energy rating an This property's current energy See how to improve this prop	y rating is F. It has the potential to be C.	
	Score Energy rating	Current Potential	
	92+ A 81-91 B 69-80 C 55-68 C		
	39-54 21-38 1-20	E F G	
	The graph shows this proper	ty's current and potential energy rating.	
	Properties get a rating from	A (best) to G (worst) and a score. The he lower your energy bills are likely to be.	
	For properties in England and	d Wales:	
	 the average energy ratin the average energy scor 		
	Breakdown of p performance	property's energy	-
	Features in this proper	ty	
		ry good to very poor, based on how energy e not based on how well features work or	



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**?

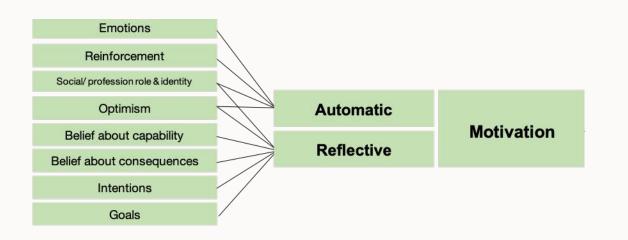
Given the **context of their busy lives and the time pressured** house buying process, does the current journey help them make sustainable choices?



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?

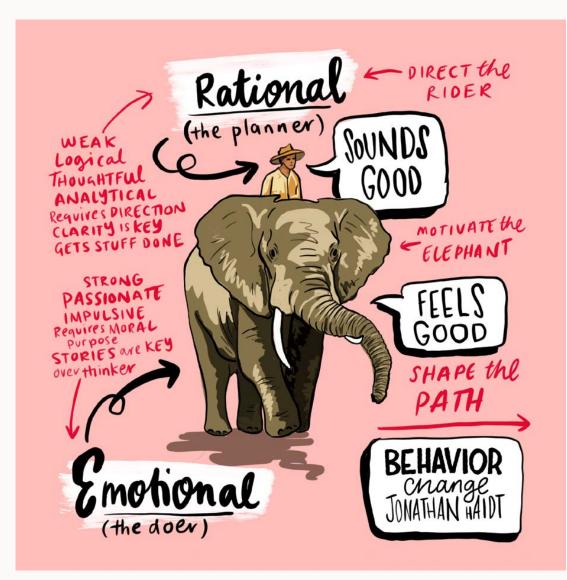


Illustration @tashwillcocks



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







Autonomy

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

Being the cause of your actions and feeling that

Feeling that the world is a place of elegance, coherence and harmony.



Rather than feeling that the world is disharmonious, unappealing or ugly.





Competence

Having control over your environment and

being able to exercise your skills to master

challenges.

Rather than feeling that you are incompetent or

Morality

actions conflict with your values.

people who you care about.

Rather than feeling isolated or unable to make personal connections.



Fitness

Having and using a body that is strong, healthy,

and full of energy.

Rather than having a body that feels III, weak, or listless.

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.

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.





Purpose Feeling that the world is a moral place and being able to Having a clear sense of what makes your life act in line with your personal values. meaningful and valuable. Rather than feeling that the world is immoral and your

Instead of lacking direction, significance or meaning in your life.





respect for who you are. Rather than being disrespected, underappreciated or ignored.





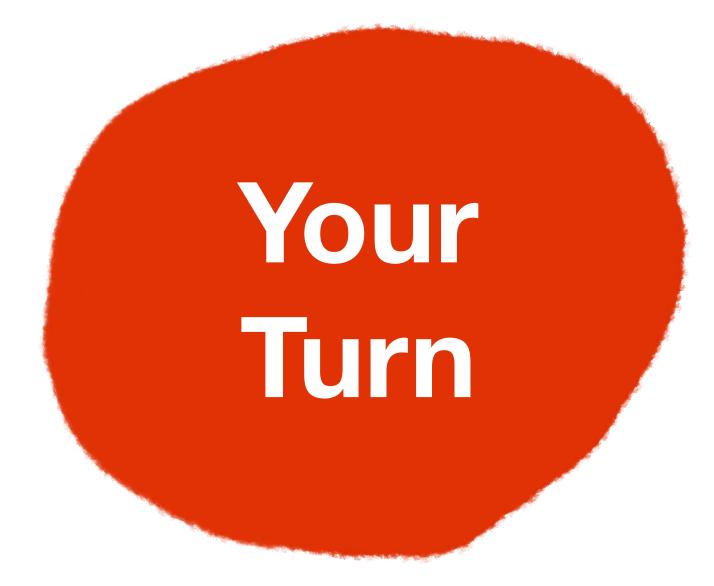
Security Feeling that your conditions and environment Having warm, mutual, trusting relationships with

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

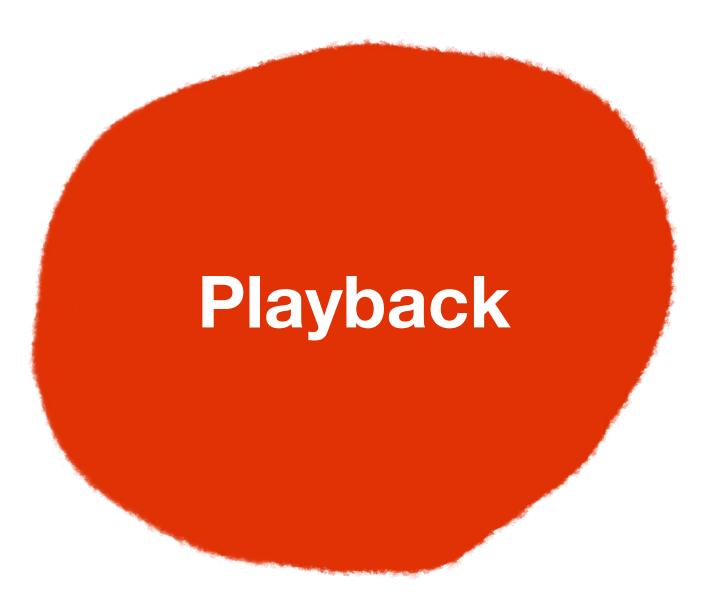


Rather than feeling bored, indifferent or apathetic.











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

A Rosenfeld



 CLOSING THE LOOP
 Systems Thinking for Designers

 Systems Thinking for Designers
 Rosenfeld

 by SHERYL CABABA
 Foreword by Kevin Bethune

Interested in discussing further? val.mitchell@wearesnook.com

Thank you

