Behaviour Switching Canvas - v0.1
Designing for optimal behavioural outcomes

Trust by Design Toolkit

Designed for:	Designed by:	On: _Day_ _Month_ _Year_
		Iteration: _No._

Less .... **Team Control** .... _More_

Market Context and Personal Position

Brand Strategy and Product Marketing

Push of the situation

Pull of the new idea

Existing behaviour ——————————————————————— **New behaviour**

Allegience to current behaviour

Anxiety of new solution
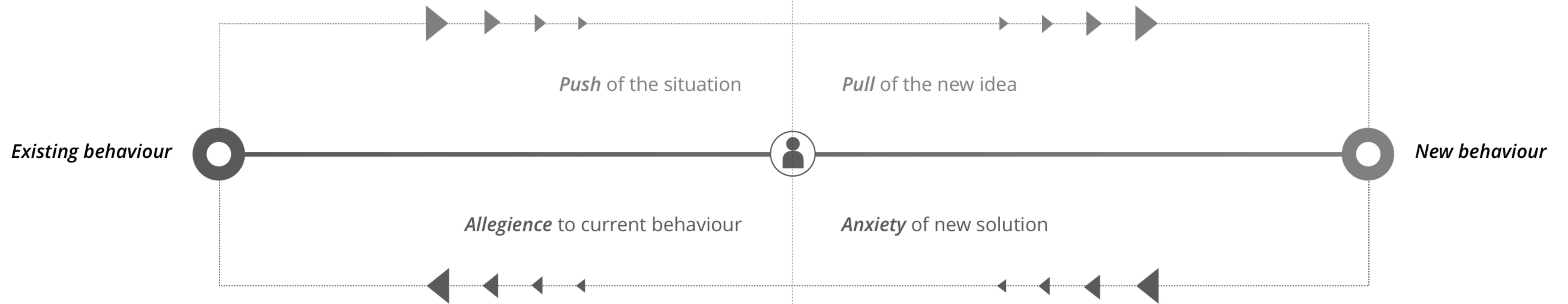
Peer Influence and Embedded Habits

Internal Mindset and Emotional State

Switching Threshold