

# InsightsNow Behavioral Frameworks

Achieving Behavioral Insights, Metrics and Key Performance Indicators



From InsightsNow

InsightsNow Behavioral Frameworks distill neuroscience into its essence to elevate insights into effective action. These frameworks ensure research projects are addressing the right questions and have considered all the motivators influencing the behavior change important to success. Researchers can use frameworks as a guide to design research to solve business issues, the right way.

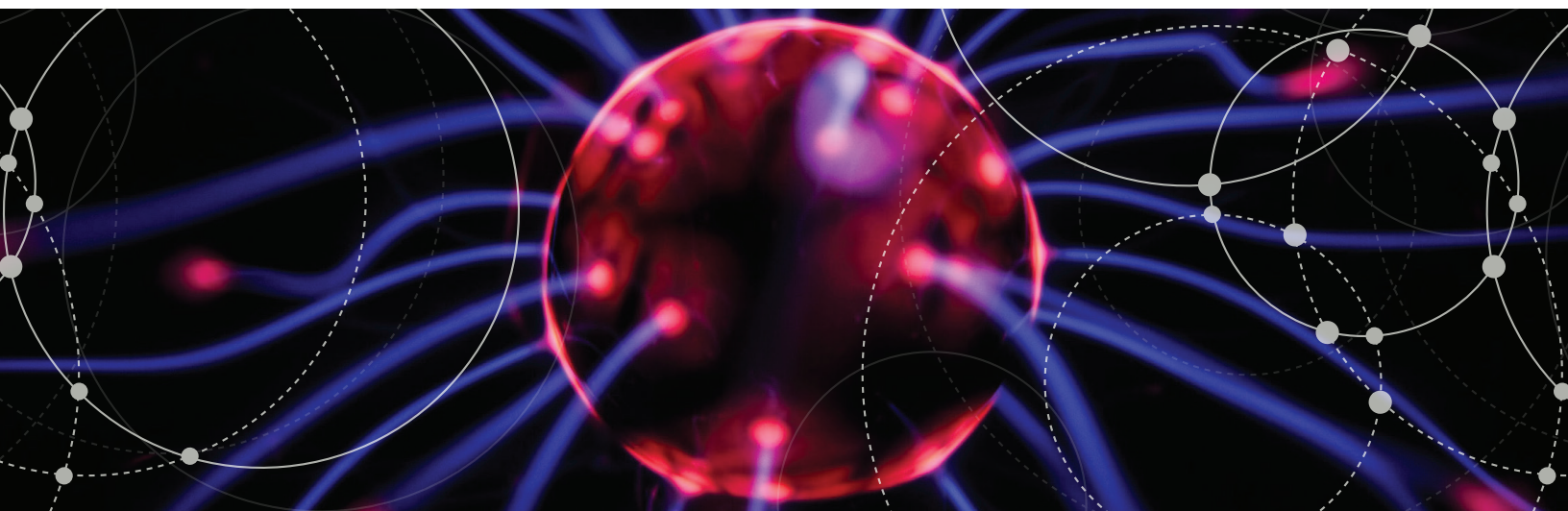
# A Sharper Lens through Behavioral Frameworks

**Traditional research typically focuses on only part of the picture: consumers and behaviors.** Behavioral research brings into focus the rest of the picture, resulting in a more clear understanding of how innovation, product development and marketing decisions impact consumer perceptions, reactions, thinking and actions. This new lens includes key motivators influencing behavior such as context, experience, social interactions and modes of thinking. It provides a quick reference into how habits are formed, disrupted and nudged. It helps business decision makers work backward from behavioral outcomes necessary for success to formulate product strategy. And it helps researchers ask the right questions to more effectively scope and design research to supply answers.

Using this differentiating lens, researchers can view the world as consumers do to quantify opportunities based on behavior, and fuel growth through true consumer understanding. To do this right, InsightsNow has developed a unique set of behavioral frameworks to help researchers structure the insights process. Application of these frameworks helps project teams identify the mindsets and motivations that consumers use for different slices of their life to more accurately size market opportunities and to know how to take action. These actions can range from tailoring point of sale, creating packaging, to honing advertising and marketing to be more contextually relevant. They can also help R&D teams build new products and services that consumers will intuit as fulfilling the brand promise.

Here we look at five InsightsNow Behavioral Frameworks that will help reinforce decision-making habits of consumers, disrupt or change those habits, and uncover what will drive buying behavior:

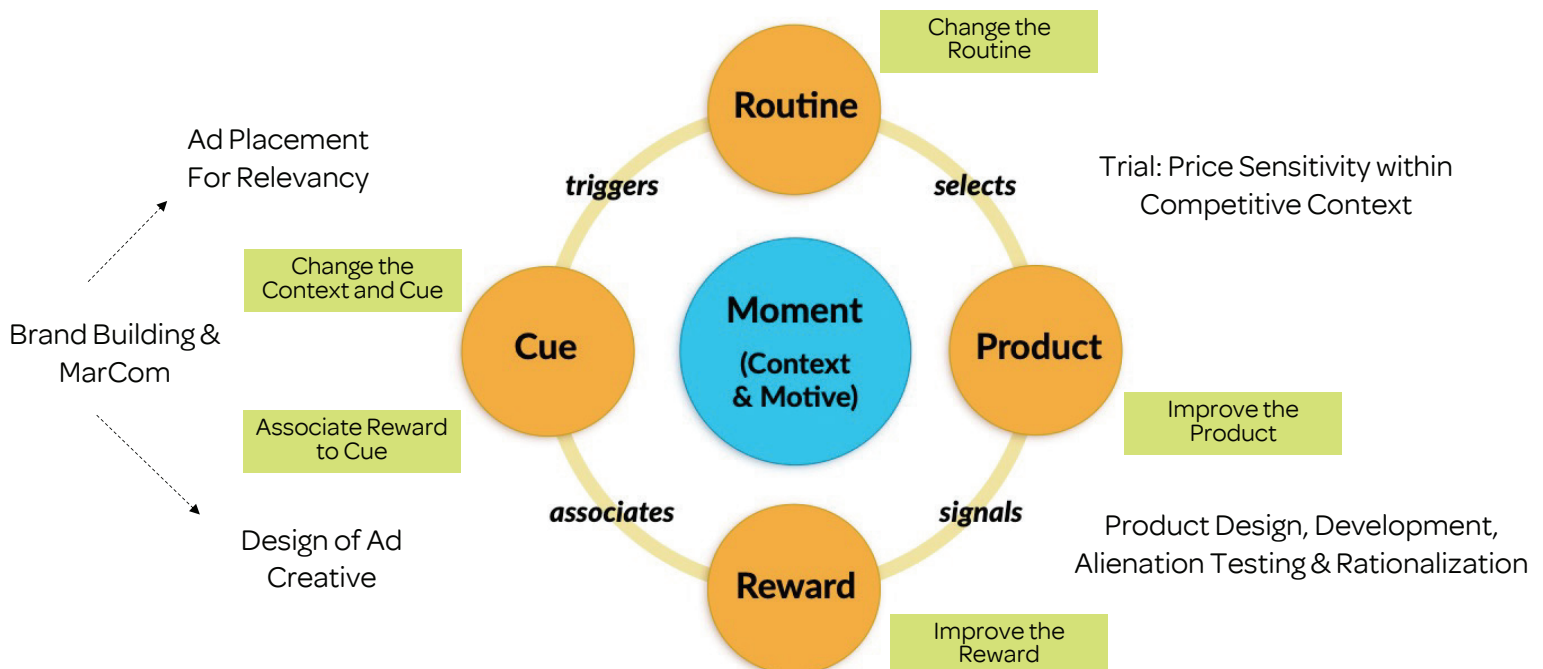
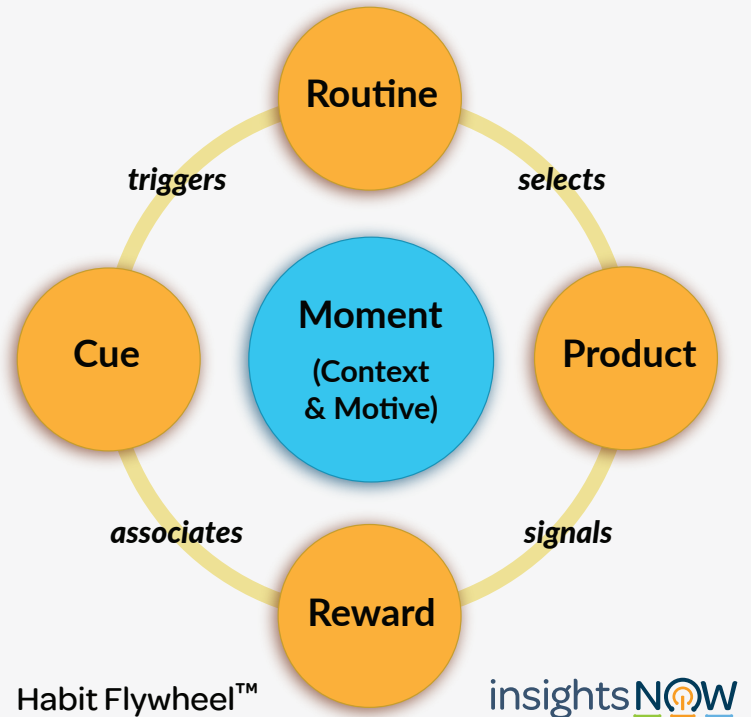
- **Habit Flywheel™**
- **Destinations Insights™**
- **Emotions Insight Wheel™**
- **Behavior Pyramid™**
- **Modes of Thinking™**



# Habit Flywheel™

**The Habit Flywheel™ shows the elements which influence the development of habits which involve using a product.** In a specific moment, a cue triggers a routine in which consumers select products which signal a reward—a reward which gives meaning to the cue. Using this framework, we look for elements that help develop healthy consumer habits, elements where there are opportunities to disrupt existing habits, and areas where products can open the door for new behaviors.

- **Moment** – is the context in which the consumer behavior takes place. It is the intersection of the context/occasion and the need which motivates consumers to use products within routines.
- **Cue** – the perception which triggers consumers to begin a routine.
- **Routine** – is a sequence of events consumers do, it is the tasks or activities they are completing in the moment.
- **Product** – is the product specific qualities consumers experience which signal the reward they receive.
- **Reward** – is the primary driver for consumers to repeat or change behavior. Rewards are the perceptual feedback they receive from actions and can be either positive or negative.





# Destinations Insights™

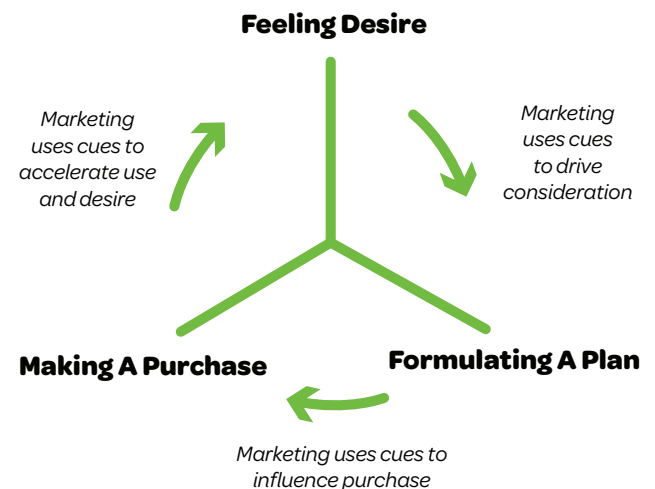
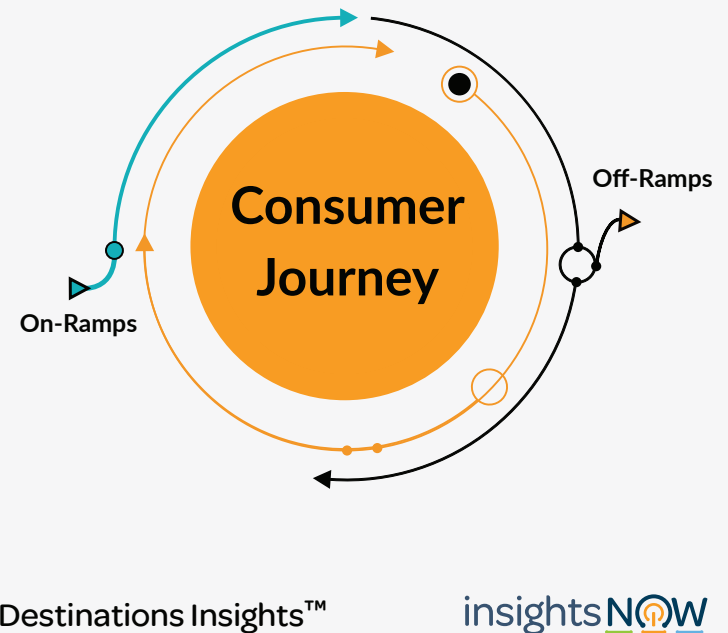
**Destination Insights™** is InsightsNow's behavioral framework for understanding the consumer journey. It provides a behavioral foundation for the study of the consumer decision journey, specifically seeking out those moments where consumers are changing or have the opportunity to change their destination.

Along any particular path to purchase, there are a number of on-ramps and off-ramps for brands or products. Identifying those moments where a brand can impact a journey gives a competitive advantage and opportunity to impact consumer behavior and choices.

What makes the Destination Insights framework unique is the underlying behavioral principle that movement along a journey is triggered by three types of cues:

- **Cues which trigger desire**
- **Cues which trigger consideration**
- **Cues which trigger selection**

Identifying the cues and the moments in which these cues motivate behavior is the focus of consumer journey research—helping brands and products move from just “mattering” to making a behavioral impact.



# Emotions Insight Wheel™

The Emotions Insights Wheel™ is useful for understanding what emotion people are really describing when they talk about their feelings.

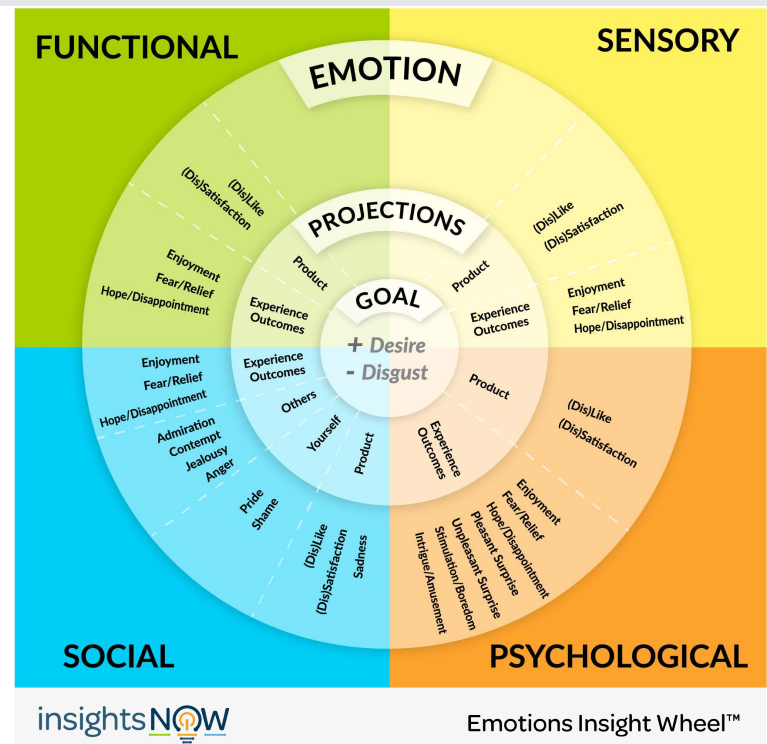
People use a wide variety of words to describe their emotions to products or brands. This behavioral framework helps researchers use a systematic process to uncover what they are actually talking about. This helps standardize and listen with more empathy and see patterns more clearly.

The Emotions Insights Wheel is also quite useful for understanding how to take knowledge and build an emotions insights statement for insights reporting, as it helps put structure to finding the patterns that can be used to impact a persons emotions.

A unique facet of this framework is that the goal is not to tell what the emotions are and how they are different, but to realize that emotions have different underlying motivators.

## Four Motivators

- **Functional Motivators** are central to everyone, as people feel their basic human needs are threatened or fulfilled– safety & protection, health and preparedness.
- **Sensorial Motivators** are important in helping people cope with life and the pleasures and pressures they want to experience.
- **Social Motivators** are important due to changes family relationships, peer-to-peer social relationships, who people trust, and feelings toward self.
- **Psychological Motivators** are important in helping people achieve balance in their lives. Psychological balance is achieved through motivators that lead to mood change.



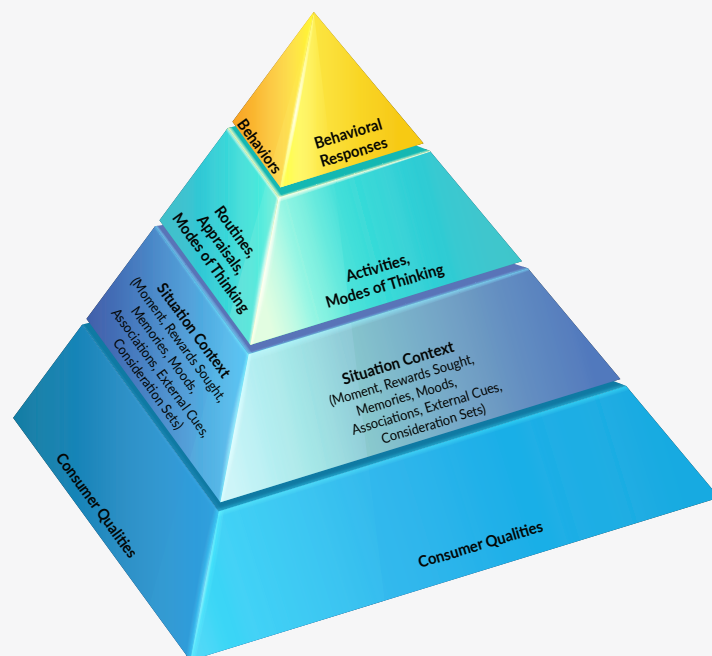
# Behavior Pyramid™

**The Behavior Pyramid™ helps organize and classify information.** It is built with the elements that change the slowest at the bottom and those that change the fastest at the top.

This is used to help think through research design and interpretation.

Those elements at the foundation are useful for targeting, as they change slowly, whereas elements near the top are useful for innovators and marketers to understand more deeply as they are easier to influence or change.

Below you can see a detailed version of the pyramid that helps show all the influences in the Behavioral Pyramid, to help ensure from a design and analysis standpoint that researchers are covering all bases.

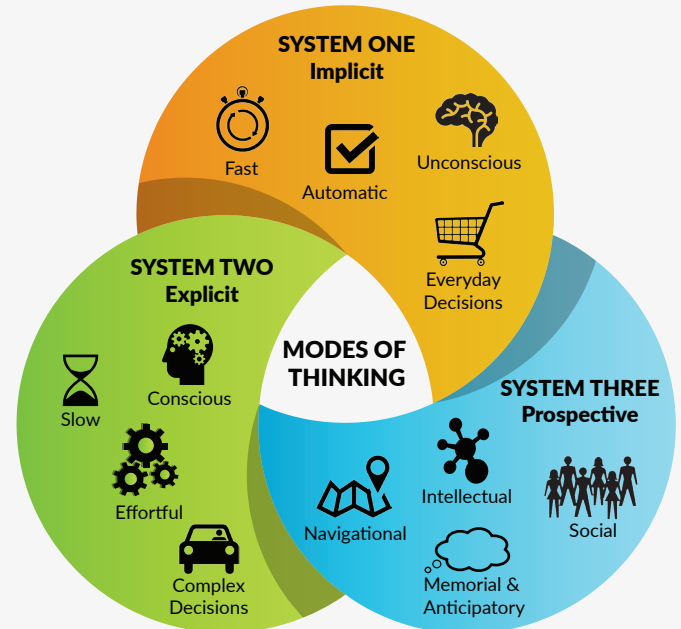


Behavior Pyramid™



# Modes of Thinking™

**Clarity in insights can be gained by controlling and measuring the different Modes of Thinking™ through this framework.** Researchers may often think of only two modes of thinking: System 1 and System 2. But in this framework, we have broken apart system 3 from system 2. As innovators and consumer researchers, it is exceptionally useful to understand this specific aspect of how consumers use their minds—allowing us to better understand how to build and market products.



Modes of Thinking™

insightsNOW

## System 1 – Shows Consumer Intuition

System 1 thinking is automatic, fast and often unconscious. It is autonomous and efficient, requiring little energy or attention, but is prone to biases and systematic errors. System 1 thinking gives insights into actions or feelings that happen quickly such as habits, emotions and context biases. It helps set the context and deliver subconscious cues.

## System 2 – Shows Consumer Process

System 2 thinking is effortful, slow and controlled. It requires energy and attention but, once engaged, it has the ability to filter the intuitions of System 1. System 2 thinking gives insights as consumers explain their choices and behaviors. It opens up insight into the process a person uses to make a decision or complete a task.

## System 3 – Shows the Future

System 3 thinking is anticipatory or prospective thinking about the future. It is creative and imaginative and allows envisioning in both real and imagined contexts and outcomes. System 3 gives insights about the dreams, aspirations, and visions of what could be or what might be or what should be.



Interested in learning more about how  
InsightsNow's Behavioral Frameworks can  
help you do better research?

**Let's connect:**  
**info@insightsnow.com or 541.757.1404**

#### About InsightsNow

InsightsNow, an award-winning behavioral research firm, partners with companies across a wide array of industry verticals to accelerate marketing, branding and product development decisions for disruptive innovations achieving a cleaner, healthier, happier world. Insights are provided via custom solutions and assisted DIY tools based on proprietary behavioral frameworks to help find answers faster, improving your speed-to and success-in market.

