
Behavioral Mapping and Blueprinting Cheat Sheet

A quick reference guide to creating behavioral
maps and behavioral blueprints

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ADVANCED HINDSIGHT**

BEHAVIORAL MAPPING CHEAT SHEET

1. Define an action-based, specific, and measureable target behavior.



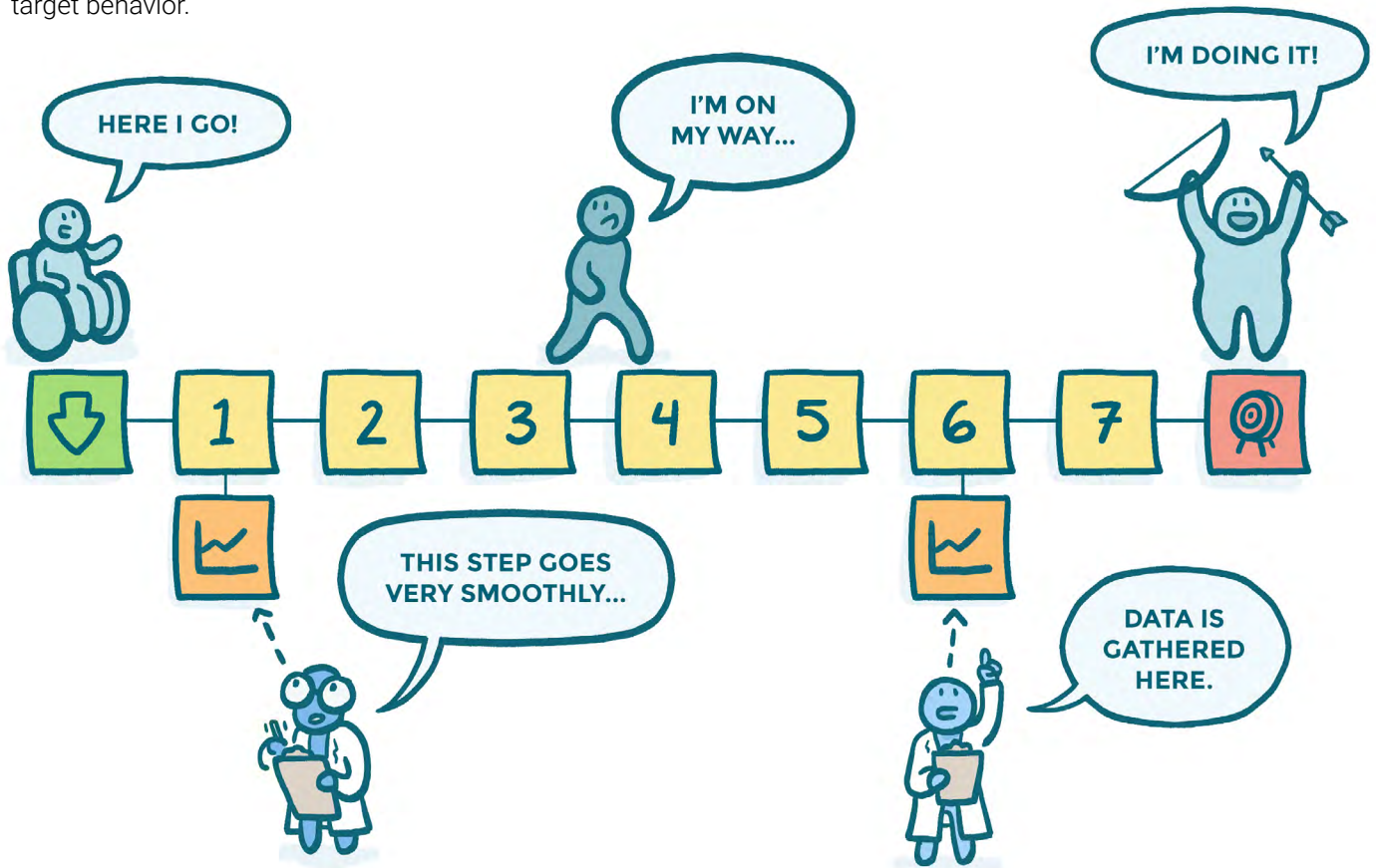
2. Define a starting point.



3. Choose a target customer segment.



4. Map the end-to-end steps that an individual in your customer segment would need to perform to reach this target behavior.



5. Layer on any existing data that's relevant to any of the steps - could be about how the process works, or engagement/funnel metrics.



DATA

Data or metrics that help contextualize this step - such as time spent on this step, completion rate, or associated costs.

6. Layer on barriers - the real or potential friction points that could be keeping a customer from performing the target behavior. Include the following:



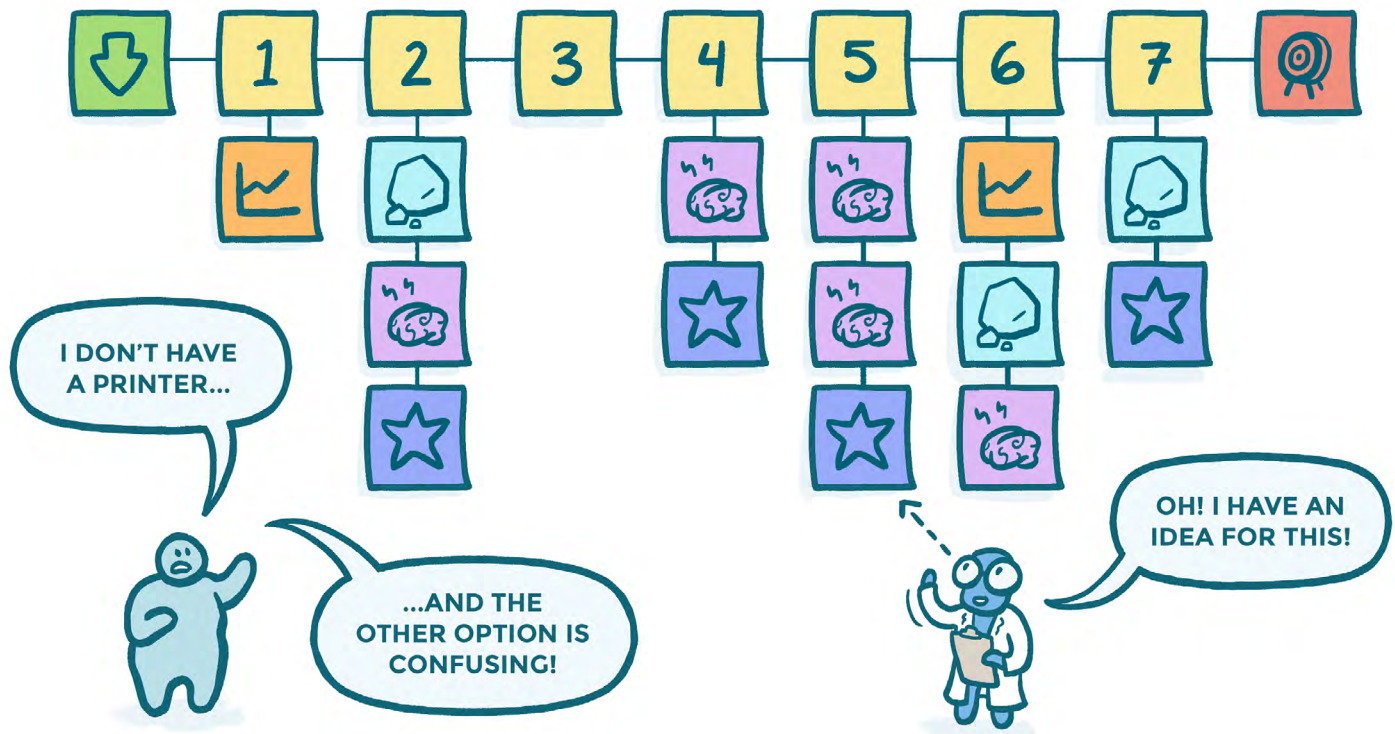
STRUCTURAL BARRIERS

Barriers that arise from how the decision-making environment is structured (e.g. discoverability, friction).



PSYCHOLOGICAL BARRIERS

Barriers that are rooted in cognitive biases (e.g. opportunity cost neglect, decision paralysis).



7. Identify and document opportunities to increase customers' motivation to perform the target behavior.



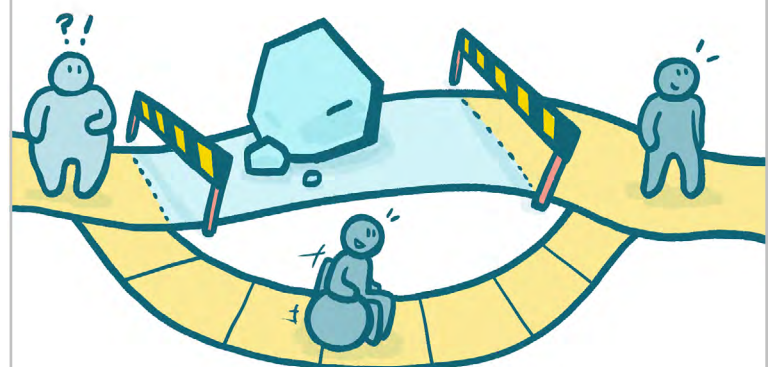
OPPORTUNITIES

Possible ways to increase motivation to perform this step, and ultimately reach the target behavior.

8. Conduct additional research and/or use prioritization exercises to determine the most important barrier to remove, or opportunity to pursue.



9. Design an intervention based on your chosen barrier or opportunity, along with a controlled experiment to test its effectiveness.



BEHAVIORAL BLUEPRINTING CHEAT SHEET

1. Define an action-based, specific, and measurable target behavior.



2. Define a starting point.



3. Choose a target customer segment.



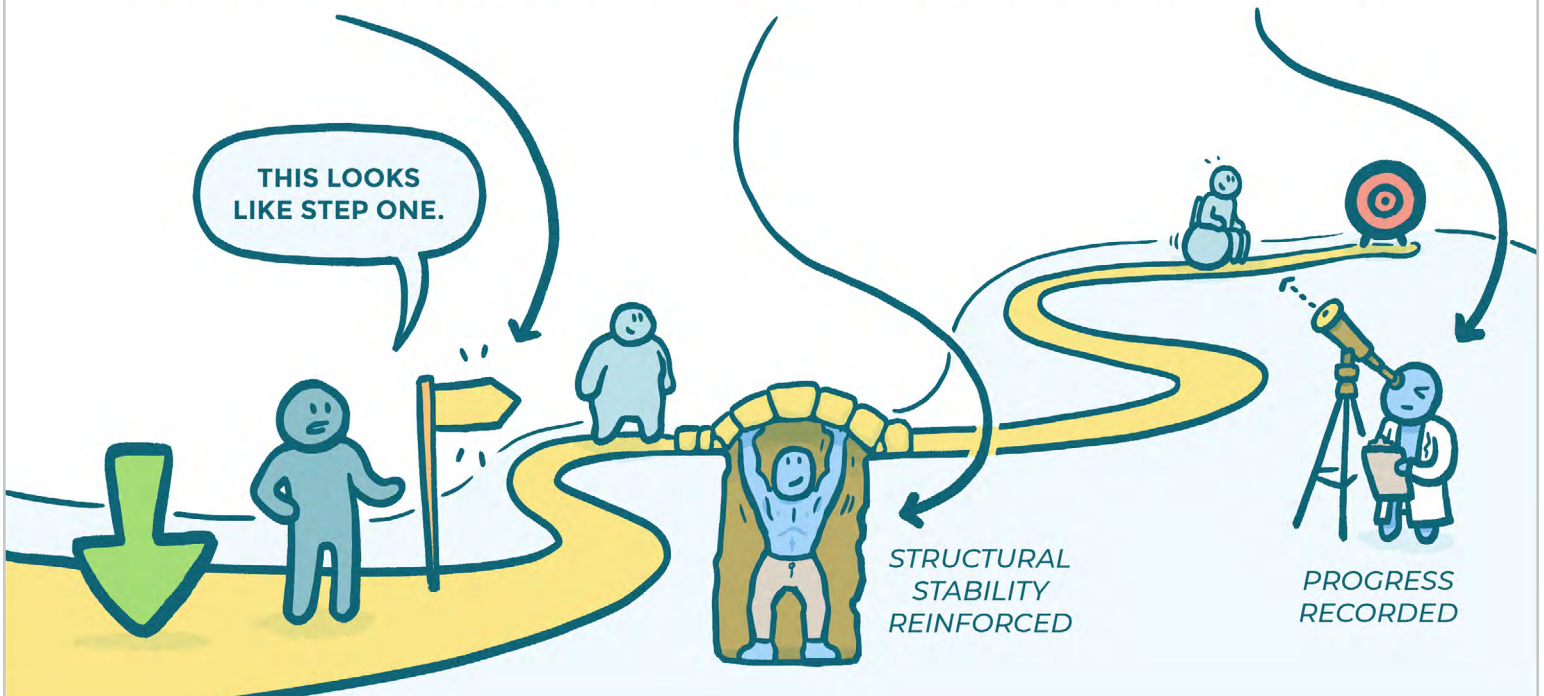
4. Map the end-to-end steps that need to happen for an individual in your customer segment reach this target behavior - both those visible to the customer, and those happening behind the scenes.

VISIBLE STEPS

Actions that are visible to the customer: performed by the customer, a supporting actor, or a system.

INVISIBLE STEPS

Actions that are not visible to the customer: performed by a supporting actor or a system.



5.

Use the top-level steps as a checklist to add surface-to-core detail to each step. Add a line to distinguish which pieces of the experience the customer can and can't see. The following are helpful to include, but you can also add your own categories:



TOUCHPOINT

Who is interacting with what, and what are they doing?



OBSERVATION/FACT

A bit of a catch all - anything else you learn about this step that helps contextualize it, but doesn't fit neatly into another category.



ACTOR

The humans involved in this step - could be the customer and/or supporting actor(s) who are visible or invisible.



METRIC/DATA

Data or metrics that help contextualize this step - such as time spent on this step, completion rate, or associated costs.



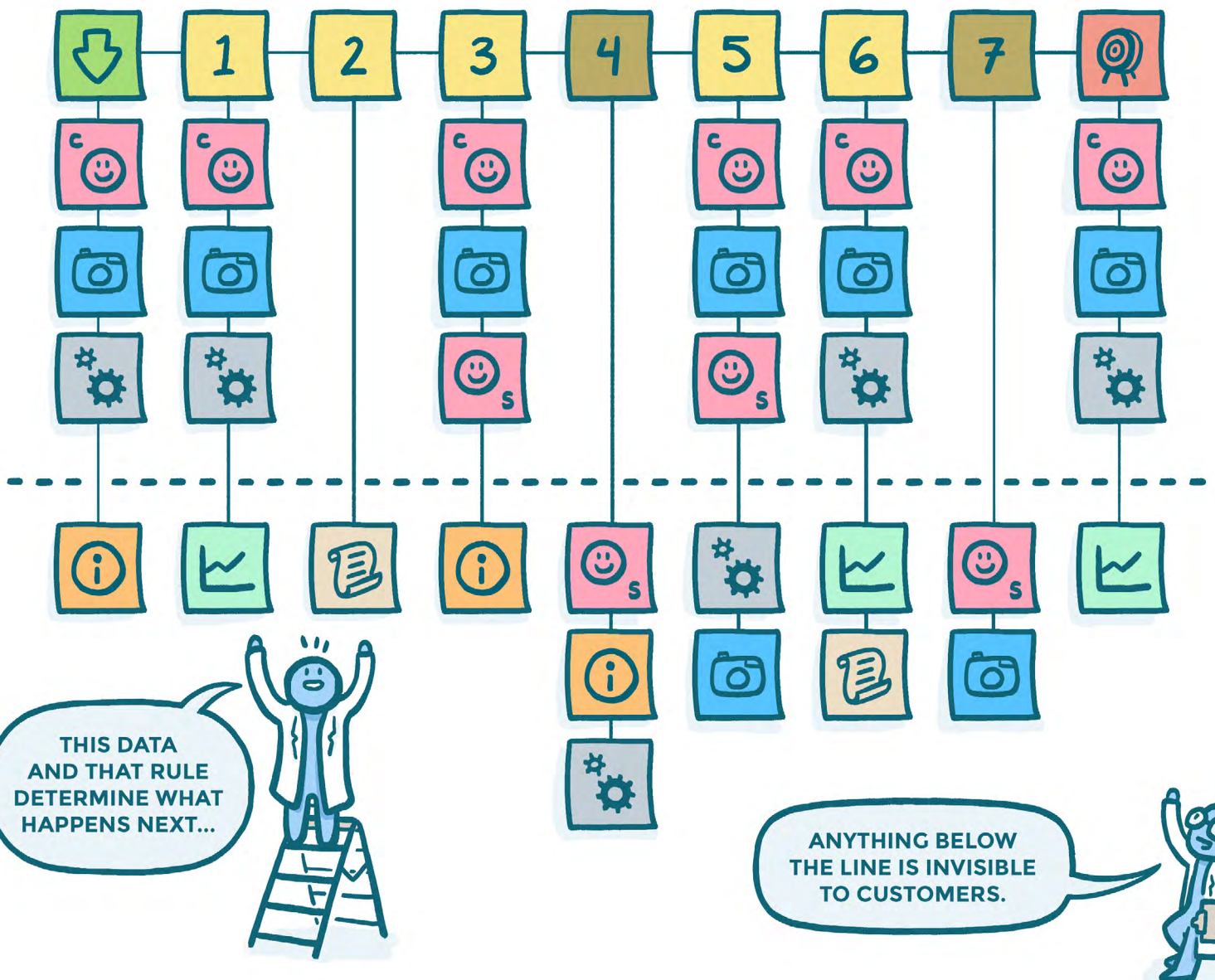
SYSTEM

Technology, hardware, or processes that support this step.



POLICY/RULE

Any policies or regulations that dictate how this step is, or must be, completed.



6. Layer on the barriers and opportunities, along with any outstanding questions (it can be helpful to track them within each step, as a reminder to the team to answer them and refine the map accordingly).



STRUCTURAL BARRIERS

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PSYCHOLOGICAL BARRIERS

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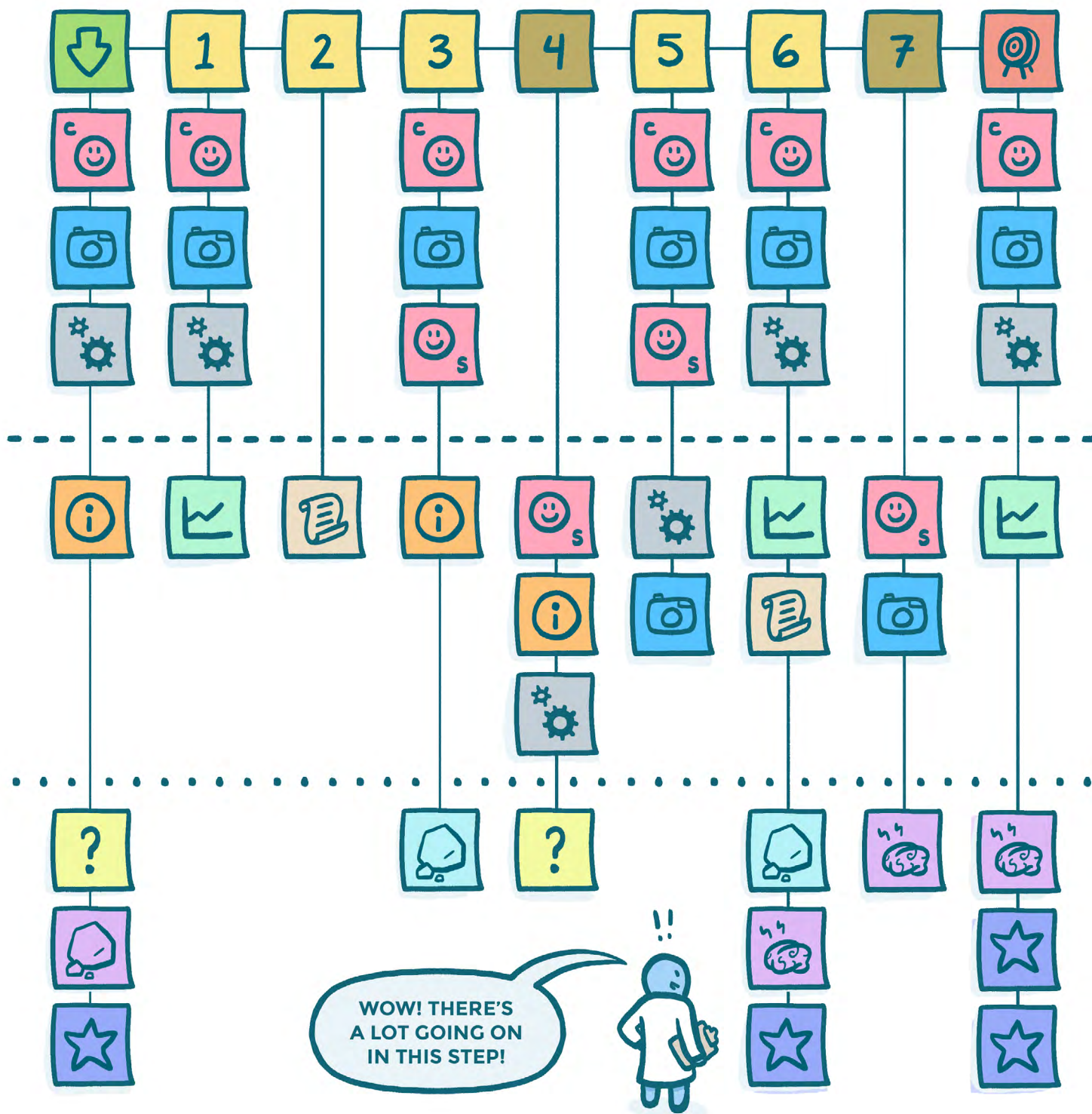
OPPORTUNITY

Possible ways to increase motivation to perform this step, and ultimately reach the target behavior.

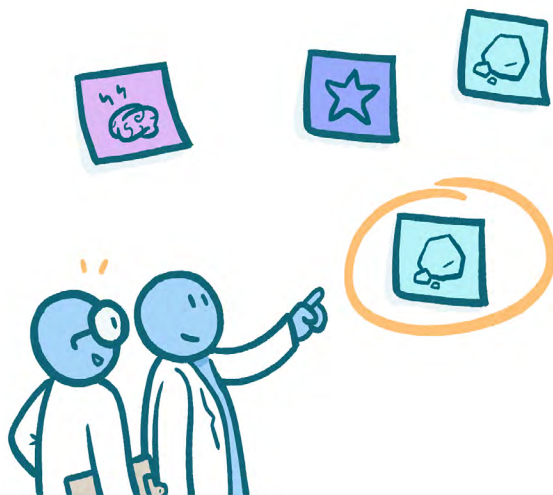


FOLLOW-UP QUESTIONS

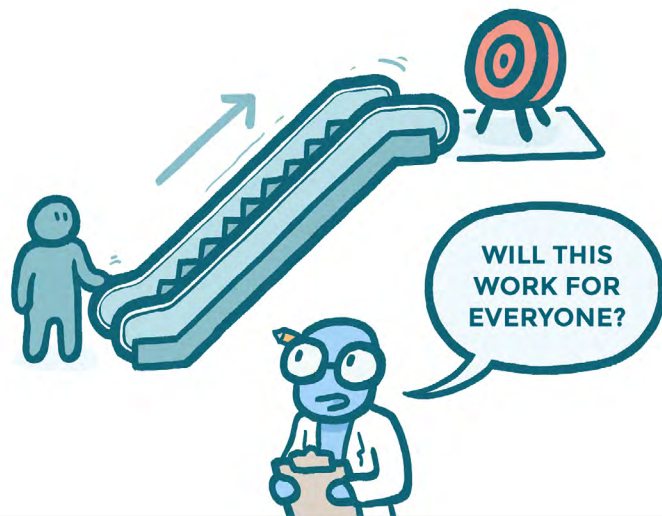
Questions about a step that you'd like to investigate moving forward.



8. Conduct additional research and/or use prioritization exercises to determine the most important barrier to remove, or opportunity to pursue.



9. Design an intervention based on your chosen barrier or opportunity, along with a controlled experiment to test its effectiveness.



ADDITIONAL RESOURCES

Here are some additional resources about behavior mapping and service blueprinting that could be helpful if you want to dive a little bit deeper!

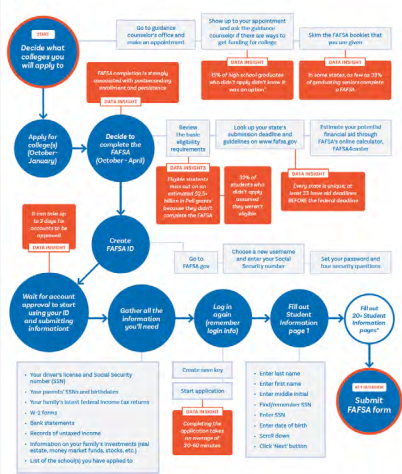
1. Behavioral Design Guide

Produced by Irrational Labs, this guide walks you through how to use behavioral design in your product design and development process. It contextualizes how behavior mapping can fit into a broader behavioral economics project methodology.

[Download Here](#)

Make a Behavioral Map – FAFSA Example

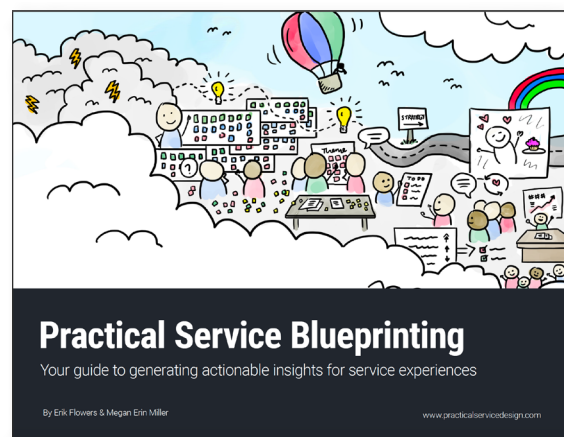
Debt from student loans is crushing many U.S. college graduates. However, about 2M students who were eligible to receive grants from the government did not apply. For the behavioral diagnosis, we laid out every step a student needed to take to complete the key behavior "Submit the FAFSA (Free Application for Federal Student Aid) before my state's deadline."



2. Practical Service Blueprinting Guide

In this comprehensive guide, Erik Flowers and Megan Erin Miller walk you through the why, when, and how of service blueprinting.

[Download Here](#)



ADDITIONAL RESOURCES

Here are some additional resources about behavior mapping and service blueprinting that could be helpful if you want to dive a little bit deeper!

3. Blueprinting Facilitator Guide

Also from Erik Flowers and Megan Erin Miller, this guide gives you a detailed set of steps you can use to facilitate blueprinting sessions. While it's focused on service blueprinting, some of the content can also apply to running a behavioral blueprinting workshop.

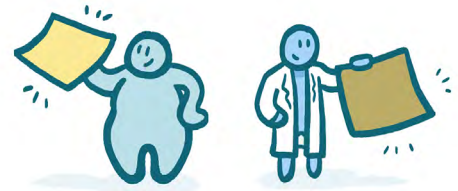
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4. The Difference between a Journey Map and a Service Blueprint

In this article, Erik Flowers and Megan Erin Miller explain how the surface-to-core detail makes service blueprints unique from other maps that capture only the customer's point of view.

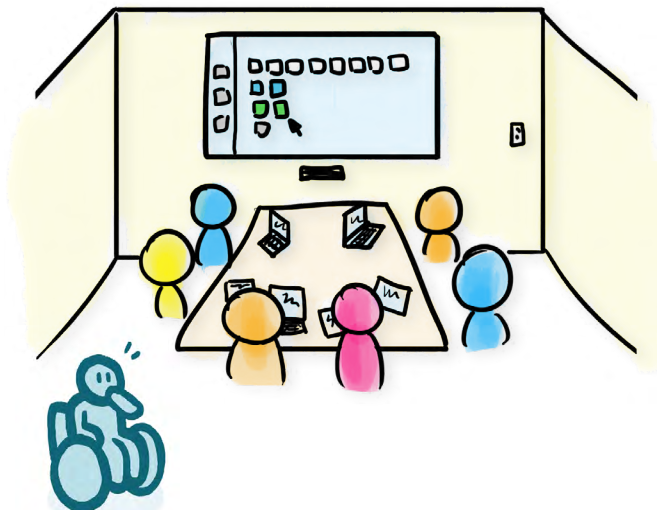
[Read Here](#)



5. The Difference between Current and Future State Blueprinting

Because it's normally used during a behavioral diagnosis, behavior mapping is often used to assess current state processes. This article can point you in the right direction if you want to create a future state behavioral blueprint.

[Read Here](#)



6. Designing Services that Deliver

This article by G. Lynn Shostock appeared in the Harvard Business Review print magazine in 1984, and is the first time the term service blueprinting was mentioned.

[Read Here](#)

