Step 3: Design the Solution

Part 2 - Using EAST and MINDSPACE to create impactful interventions

Well done, you are now halfway through the worksheets!

This worksheet helps you stress-test your ideas from Worksheet 4, using a checklist and guidance on how to apply the EAST and MINDSPACE frameworks to your intervention design. By the end of this worksheet, you'll have a clearer idea about how to make your intervention as impactful and effective as possible. Use this worksheet for each intervention idea developed in Worksheet 4.

EAST

The EAST framework is a helpful tool for designing behavior change interventions. Using the EAST prompts can help you assess interventions and shortlist the ones that are likely to have the most impact. This tool can also help you shape a particular intervention to improve its effectiveness.



Easy
Make the desired behavior as simple and convenient as possible.



Attractive
Grab attention and highlight the benefits clearly.



Social
Show that others are doing it, to create positive social pressure.



Timely
Prompt people when they are most likely to act or make decisions.

List your potential interventions and note down how each one meets the four EAST requirements.

Intervention	Easy?	Attractive?	Social?	Timely?

MINDSPACE

The MINDSPACE framework is a helpful tool for designing behavior change interventions. Using the MINDSPACE prompts can help you assess interventions and shortlist the ones that are likely to have the most impact. This tool can also help you shape a particular intervention to improve its effectiveness.

Intervention	Briefly describe your intervention here:

Now answer the questions below

Who is the (trusted) **Messenger?**	
What **Incentives** does it offer?	
What social **Norms** does it tap into?	
Is the desired behavior the **Default?**	
Salience: How will it grab people's attention and make the issue feel relevant to them?	
Are you tapping into subconscious cues to help with **Priming?**	
Affect: Are you appealing to people's emotions?	
Are you encouraging people to make **Commitments** (pledges, goal-setting etc.)?	
Ego: Are you using techniques to help people feel good when they interact with the intervention?	

Great work on completing Worksheet 5.

You are now refining your solutions to decide which ideas to take forward to the pilot stage. Soon, you will move on to Step 4 – Deliver!

Your progress:

