

Friction Report

The Idea:

Intended Audience:

Inertia

Strength:

L

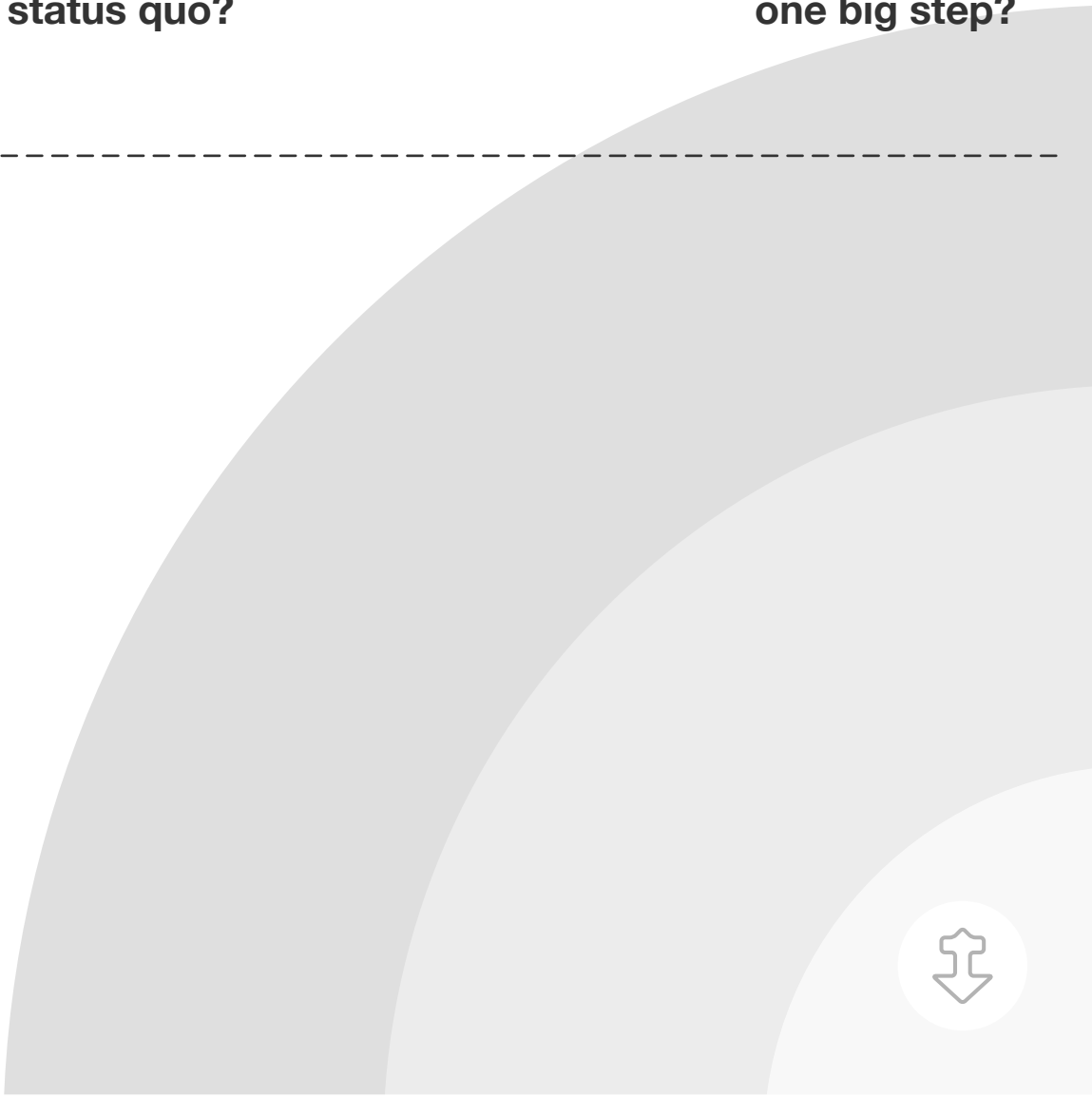
M

H

- Does the idea represent a major break from the status quo?

➤ Have people had time to acclimate to the idea?

➤ Does the proposed change happen gradually or in one big step?



- Does the audience feel pressured to change?

➤ Was the audience excluded from the idea generation and planning process?

Reactance

Strength:

L

M

H

Effort

Strength:

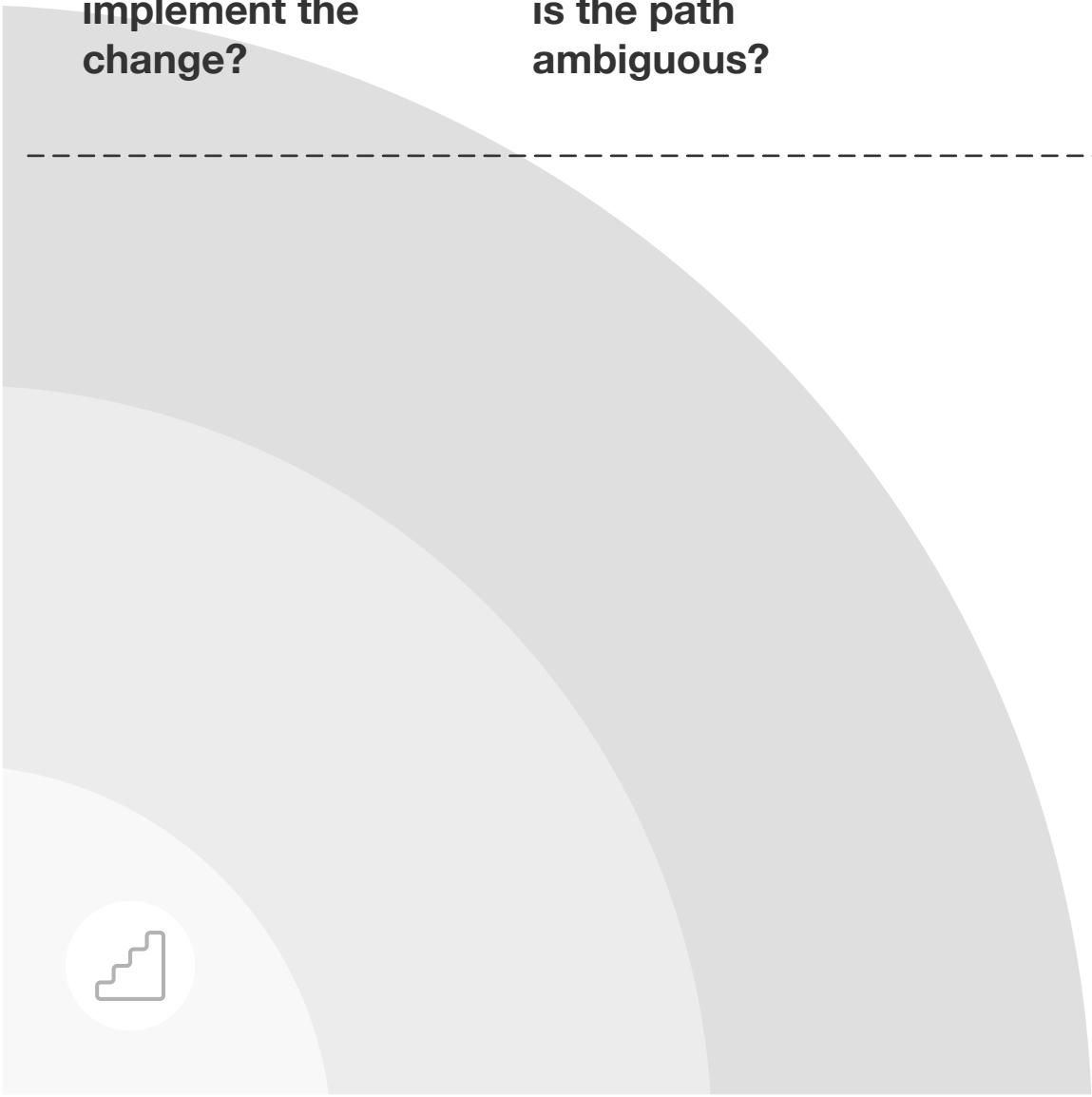
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- How much physical and mental exertion is required to implement the change?

➤ Do people know how to implement the desired change or is the path ambiguous?



- Might the audience feel threatened by the proposed change?

➤ Does the idea have the potential to undermine people's broader needs?

Emotion

Strength:

L

M

H

Friction Remedies

The Idea:

Intended Audience:

Inertia

Possible Remedies:

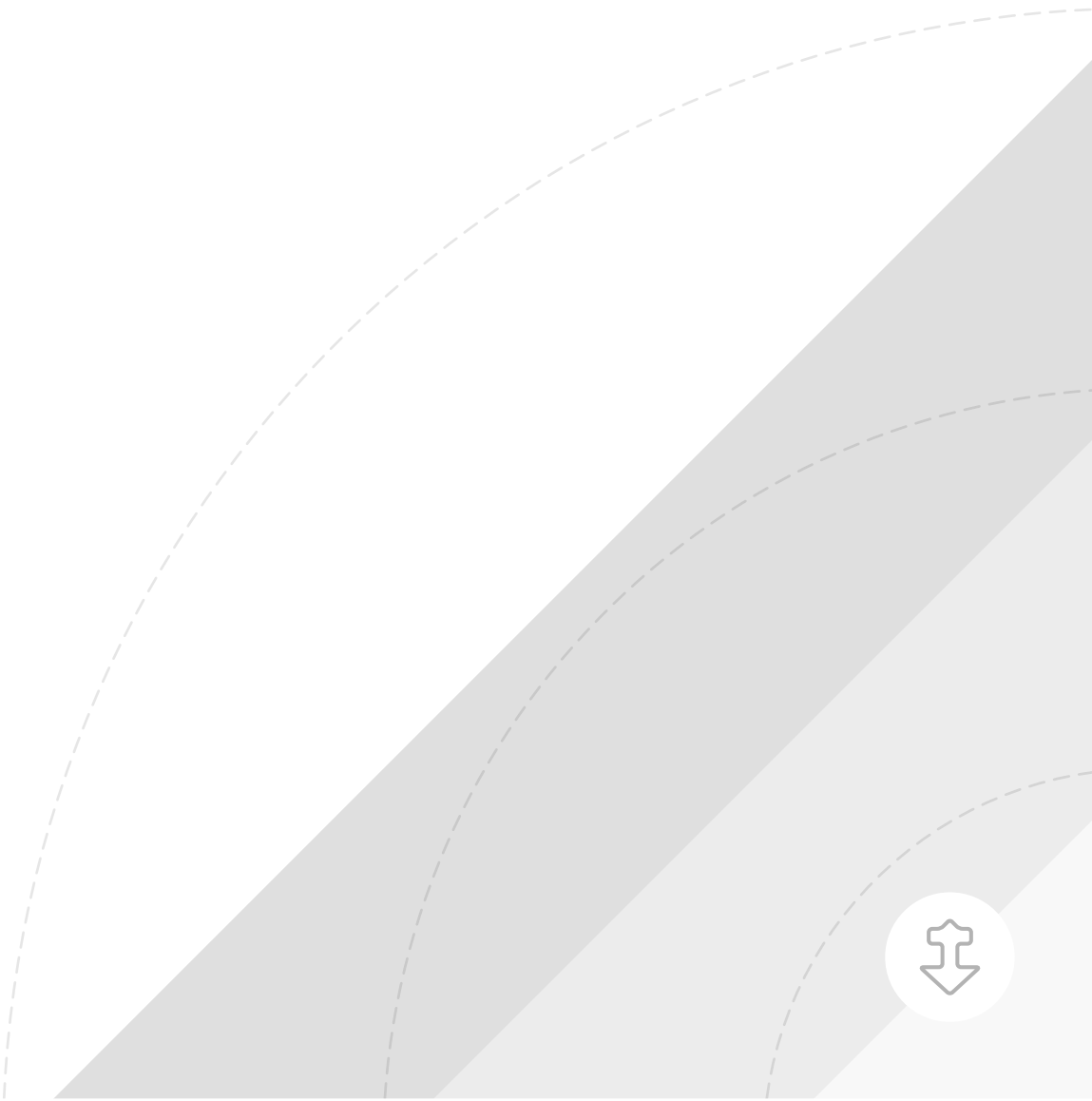
Priority:

L

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Make It Familiar, Make It Relative



Effort

Possible Remedies:

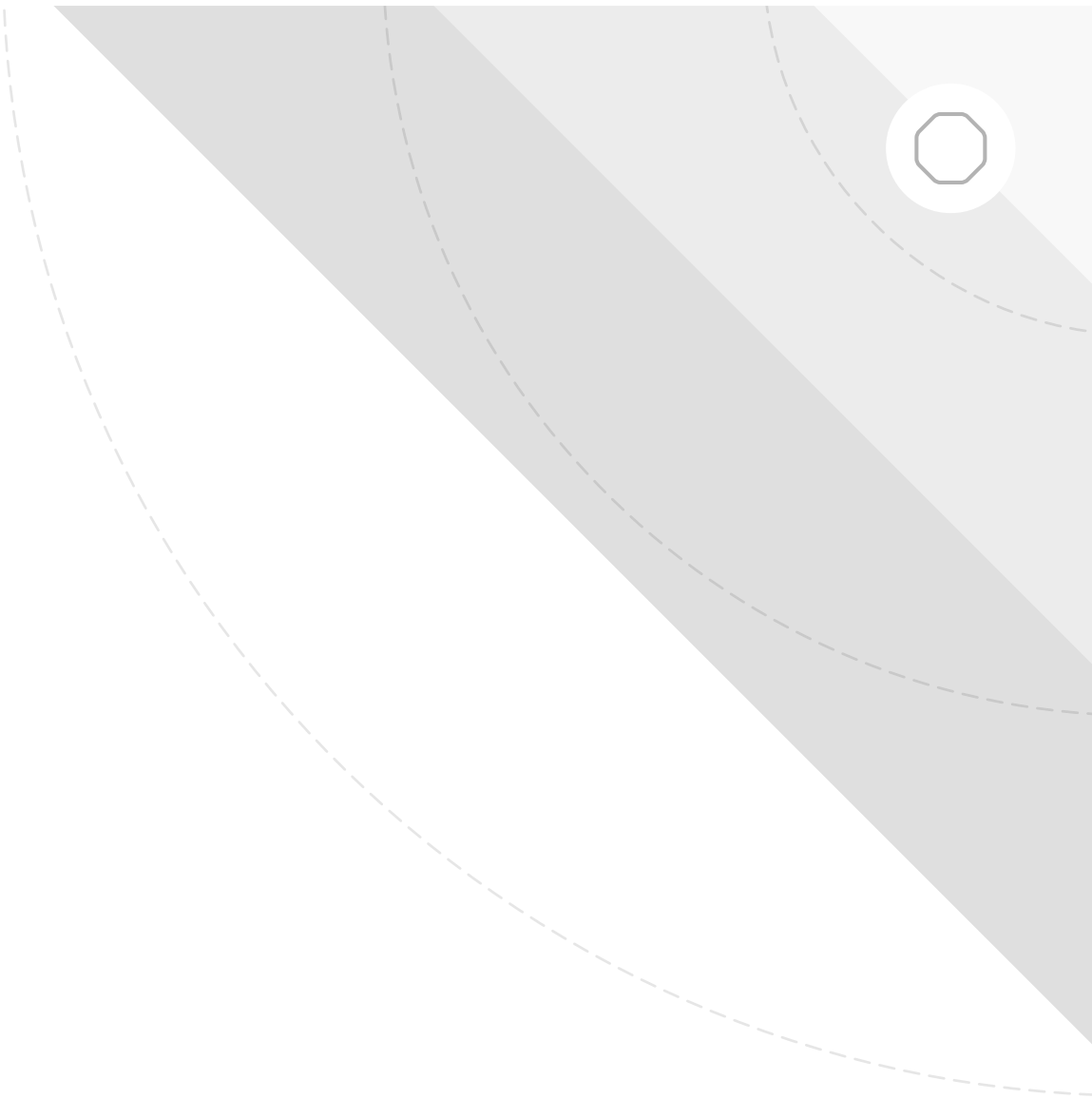
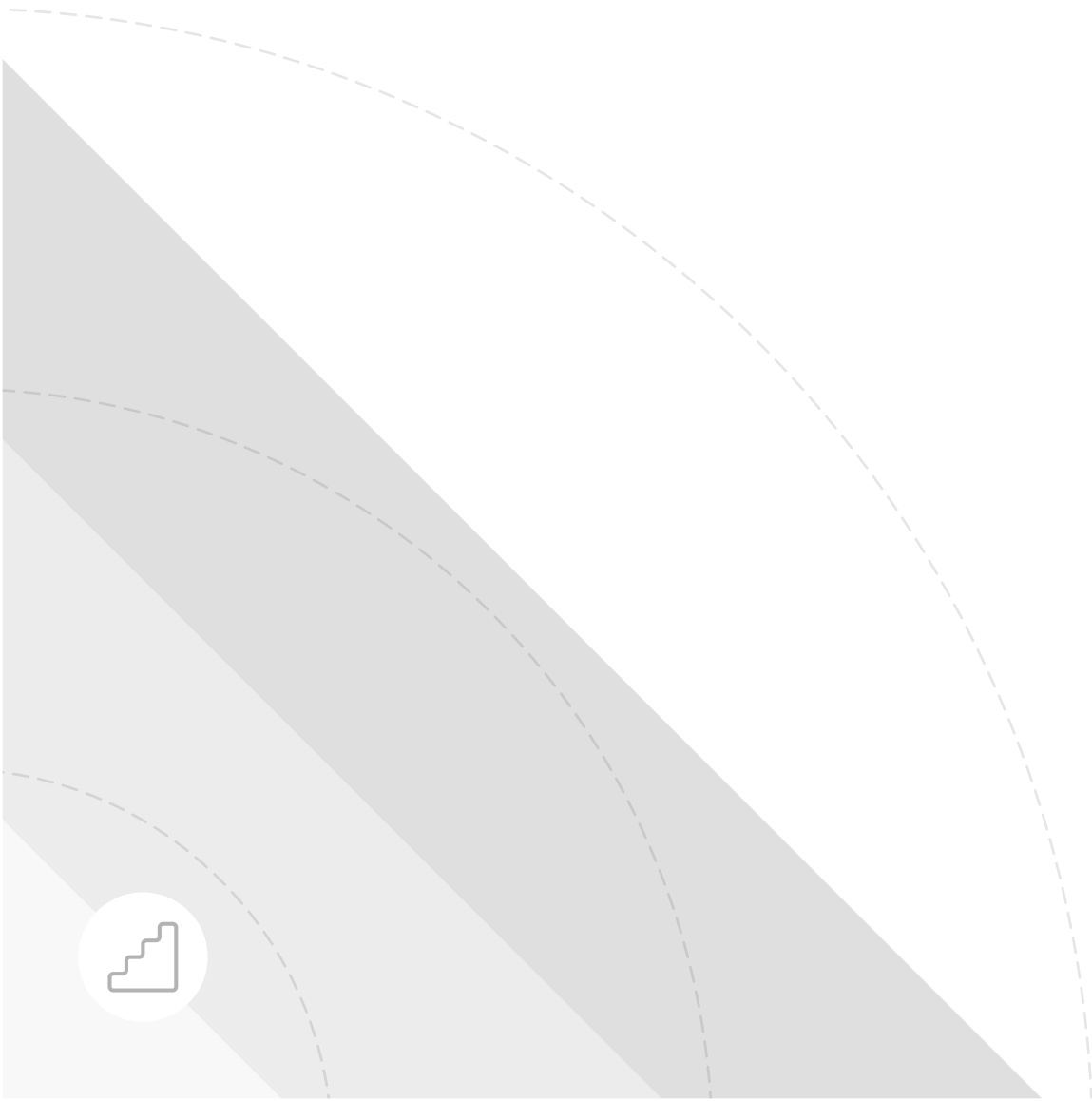
Priority:

L

M

H

Streamlining, Roadmapping



Ask “Yes” Questions, Co-Design

Reactance

Possible Remedies:

Priority:

L

M

H

Focus on “Why”, Become an Ethnographer, Bring the Outside In.

Emotion

Possible Remedies:

Priority:

L

M

H

