



# Pragmatic Product Chat

We'll be starting soon ...

- We will be asking you to participate
- Please display your name on screen  
GO TO: Participants > Hover over your label > Rename
- Find the 'raise hand' button and other tools in Participants (We'll use these later)
- Ask questions in the chat window & participate in polls

Brought to you by the PAC



**#AskthePAC**

[rkalogeris@pragmaticinstitute.com](mailto:rkalogeris@pragmaticinstitute.com)





# Designing for Change with the Knoster Model: UX Edition

Mike Donahue

Senior UX Designer Of Dick's Sporting Goods

@TalkingUX  
#DesigningForChange



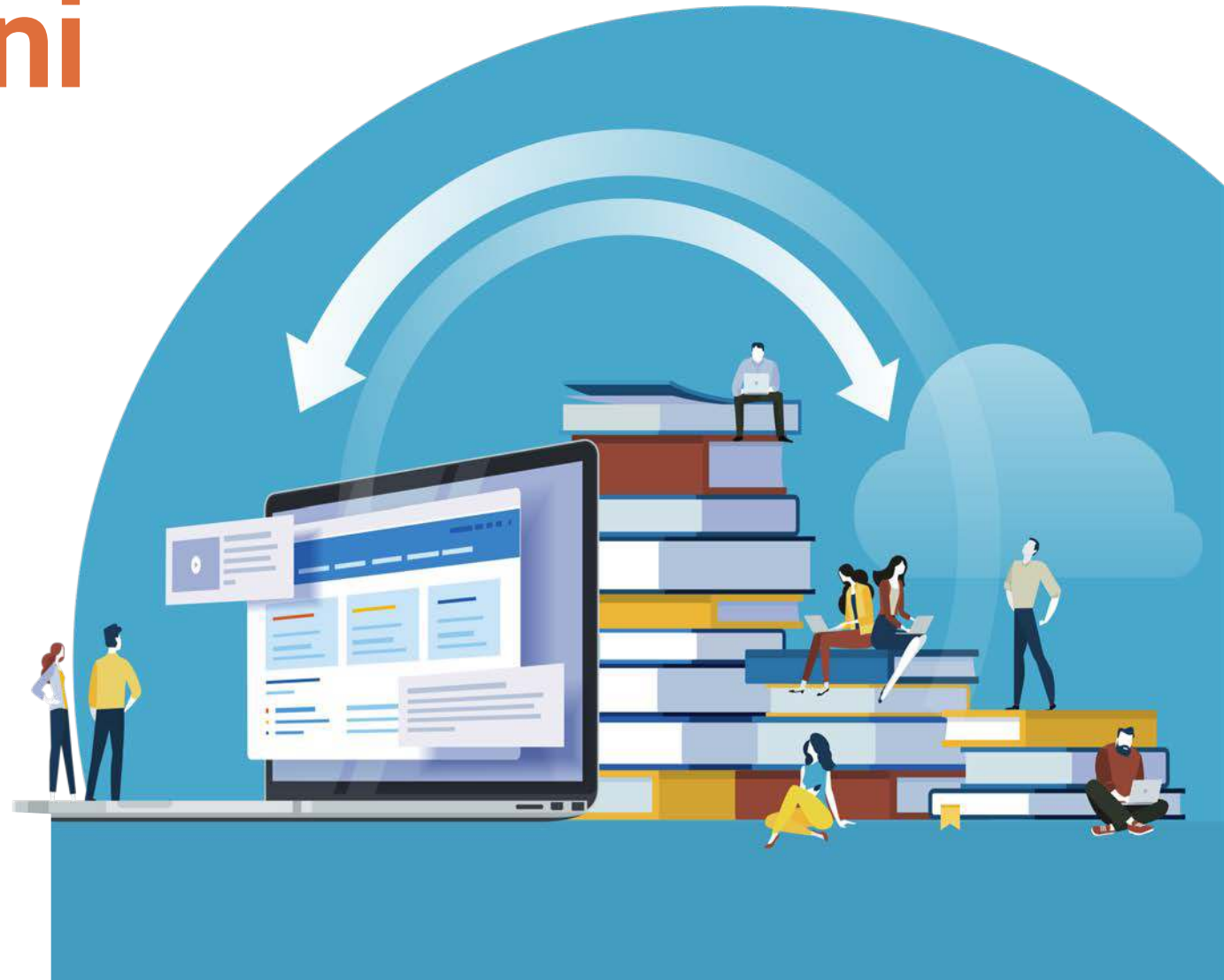
Your training continues in the

# Pragmatic Alumni Community

- An answer for every question
- A real-world use case for every template
- A dynamic partner for your career journey

Your membership awaits!

[PragmaticInstitute.com/Community](https://PragmaticInstitute.com/Community)



# THE KNOSTER MODEL (original)

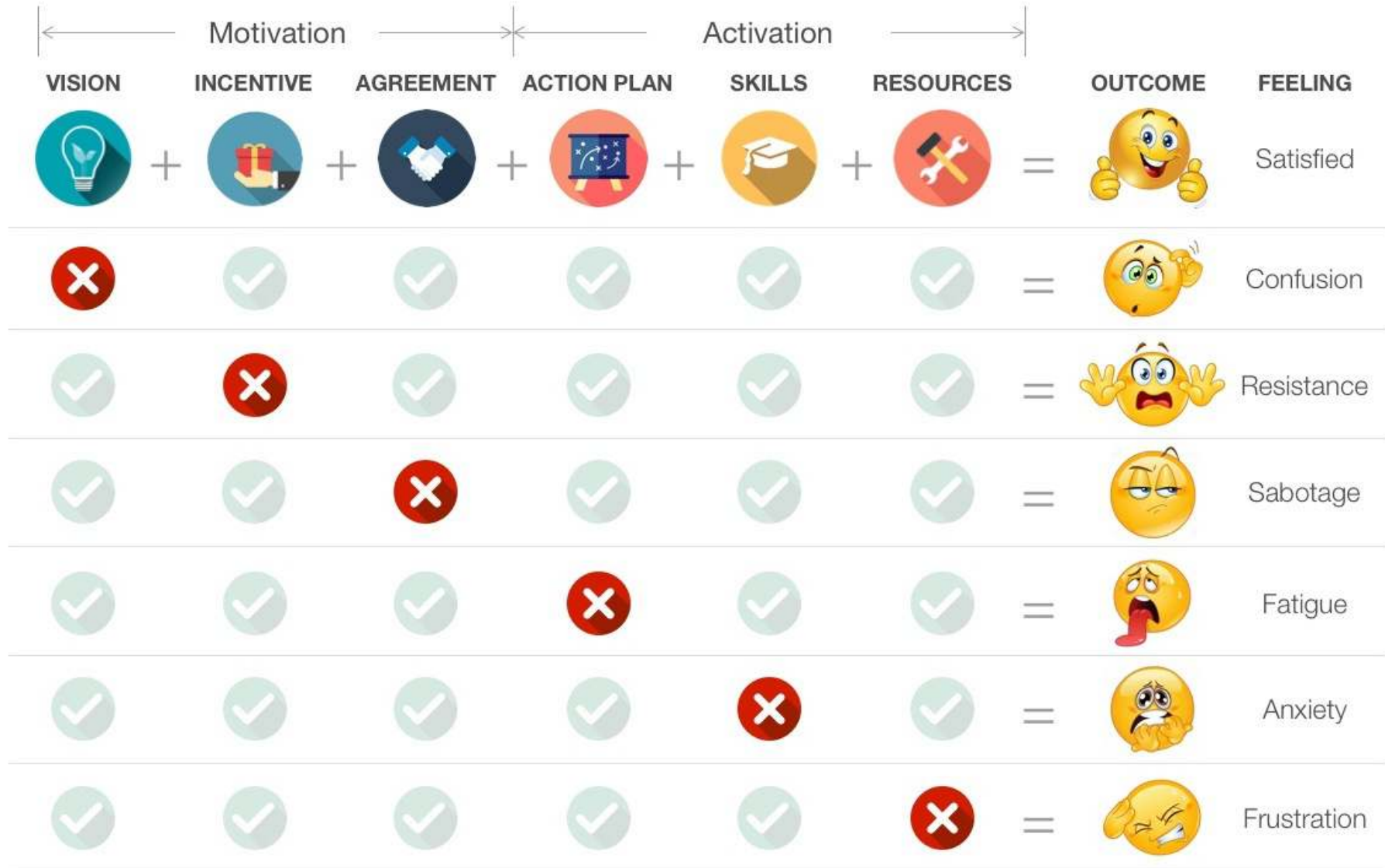
Created by [Tim P. Knoster, Ed.D.](#), professor at the McDowell Institute for Teacher Excellence in Positive Behavior Support in the College of Education at Bloomsburg University of Pennsylvania.

Model for Managing Complex Change



Adapted from Knoster, T. (1991) Presentation in TASH Conference. Washington, D.C. Adapted by Knoster from Enterprise Group, Ltd.

# THE KNOSTER MODEL (UX Edition)



Created by Mike Donahue  
Based on the original Knoster Model, by Tim P. Knoster, Ed. D.





# UNIVERSAL TRUTH

Every experience we have changes us.

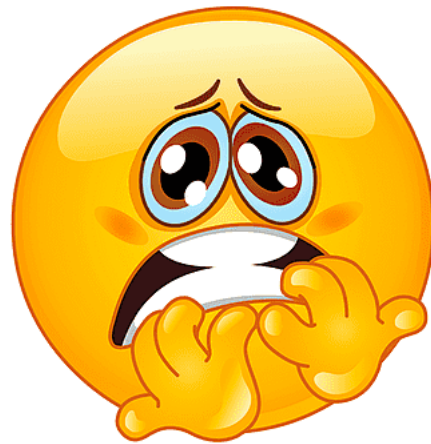
Every experience we design changes others.

**Change is inevitable and unavoidable.**



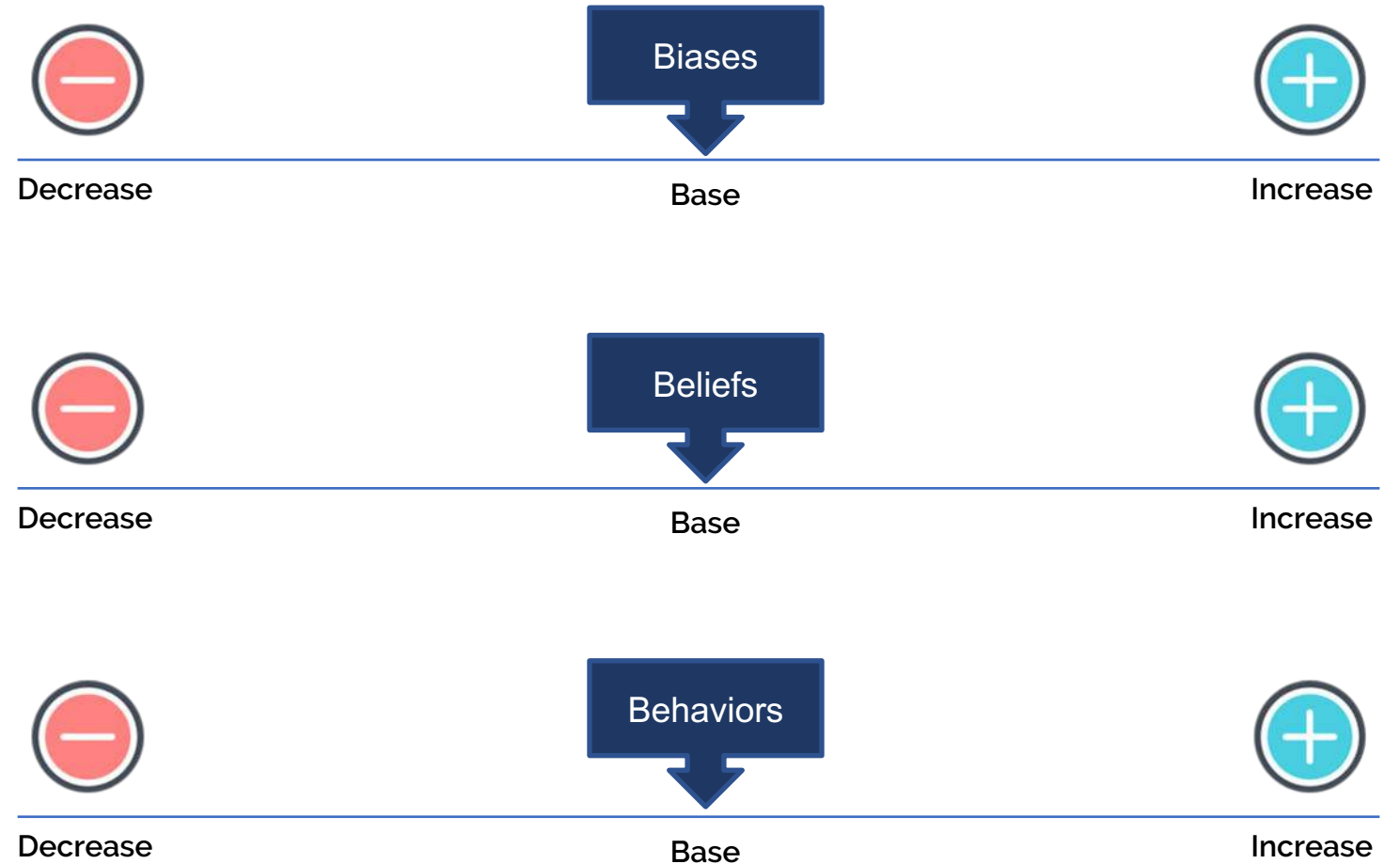
# HOW MOST PEOPLE FEEL ABOUT CHANGE

People fear/dislike/hate change!





# First time skydiving







# Better than expected



Decrease

Base



Increase

Biases



Decrease

Base



Increase

Beliefs



Decrease

Base



Increase

Behaviors





# Worse than expected



Biases



Decrease

Base

Increase



Beliefs



Decrease

Base

Increase



Behaviors



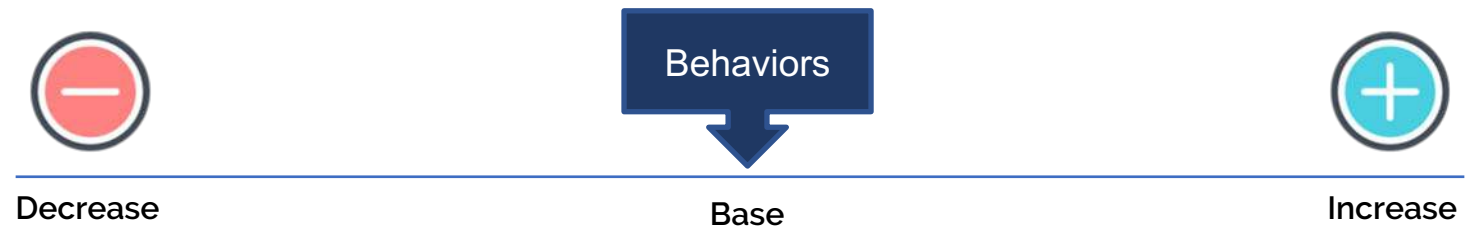
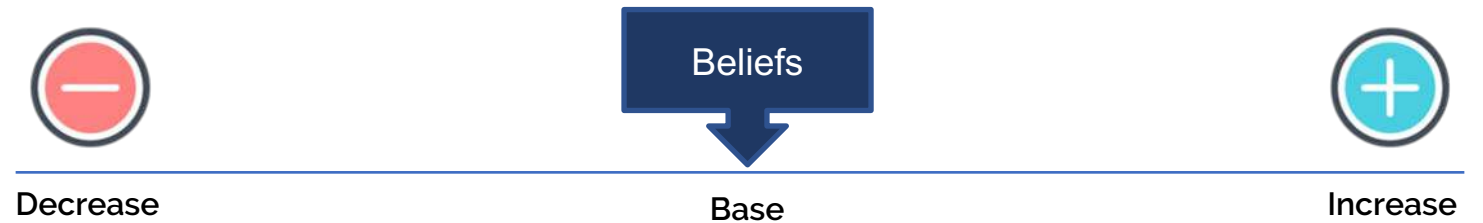
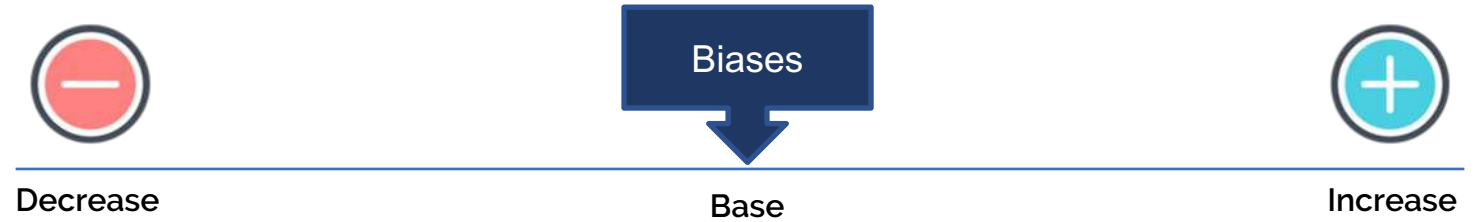
Decrease

Base

Increase

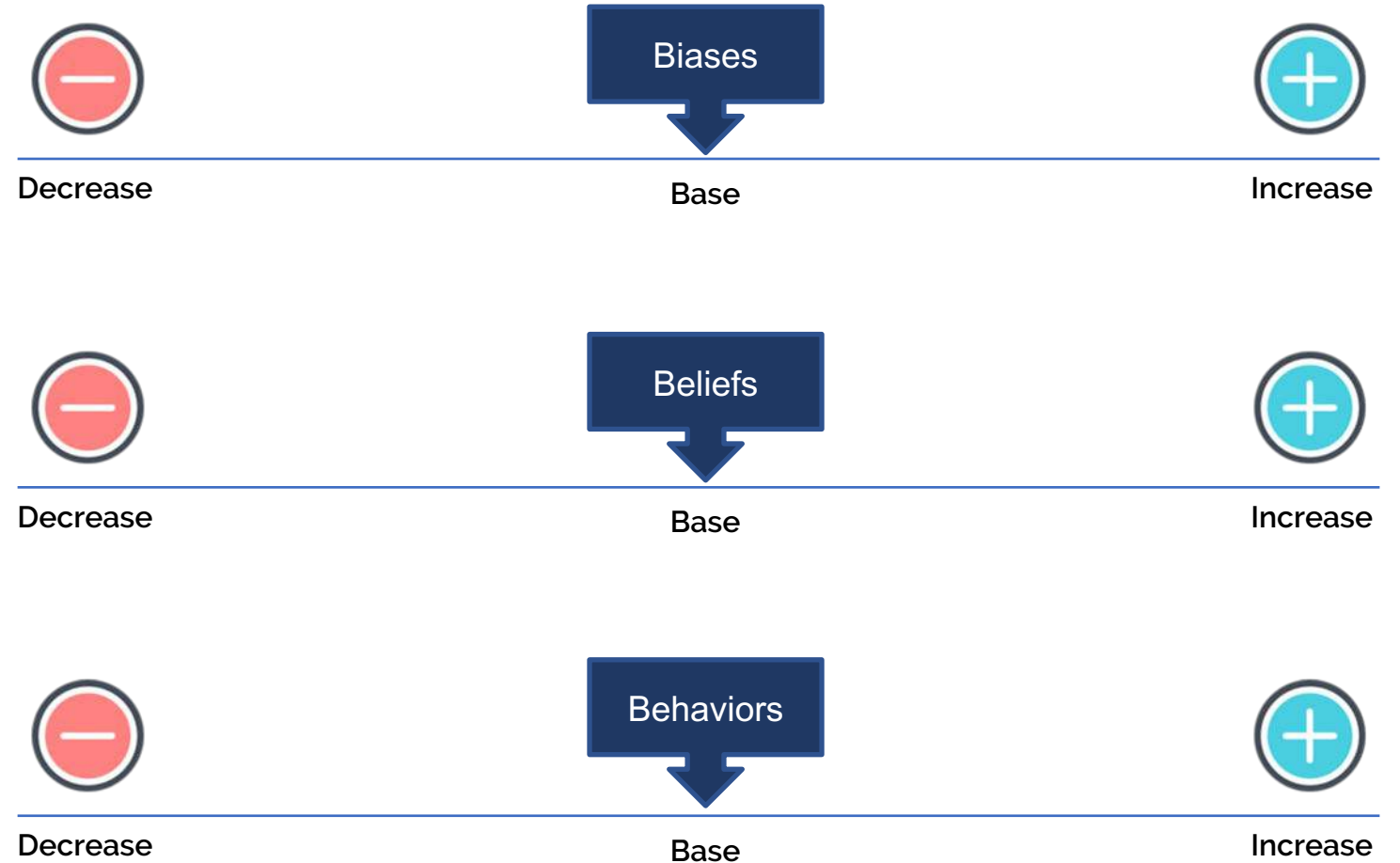


# New baseline established

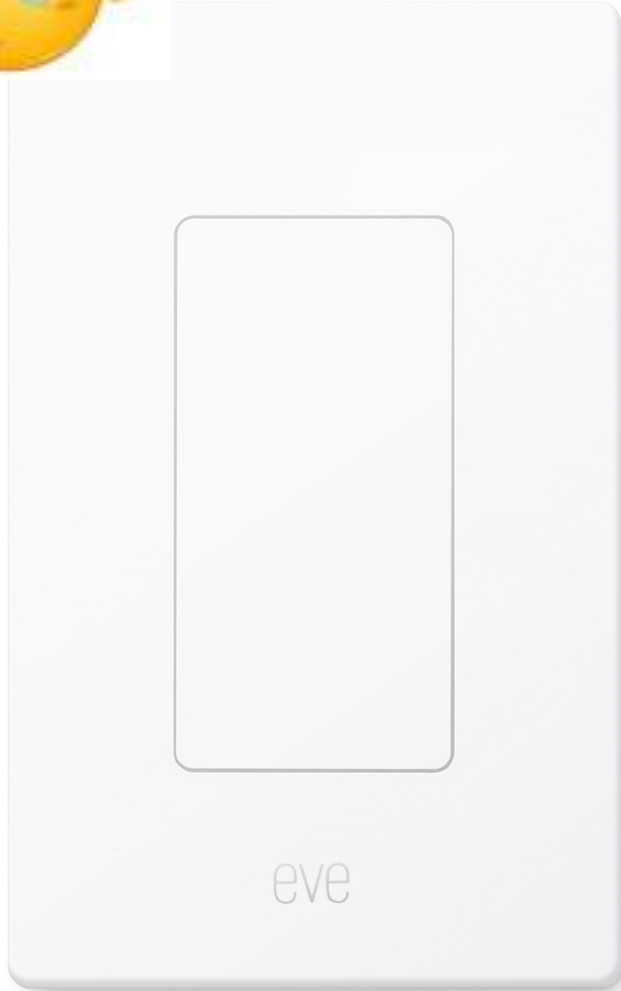




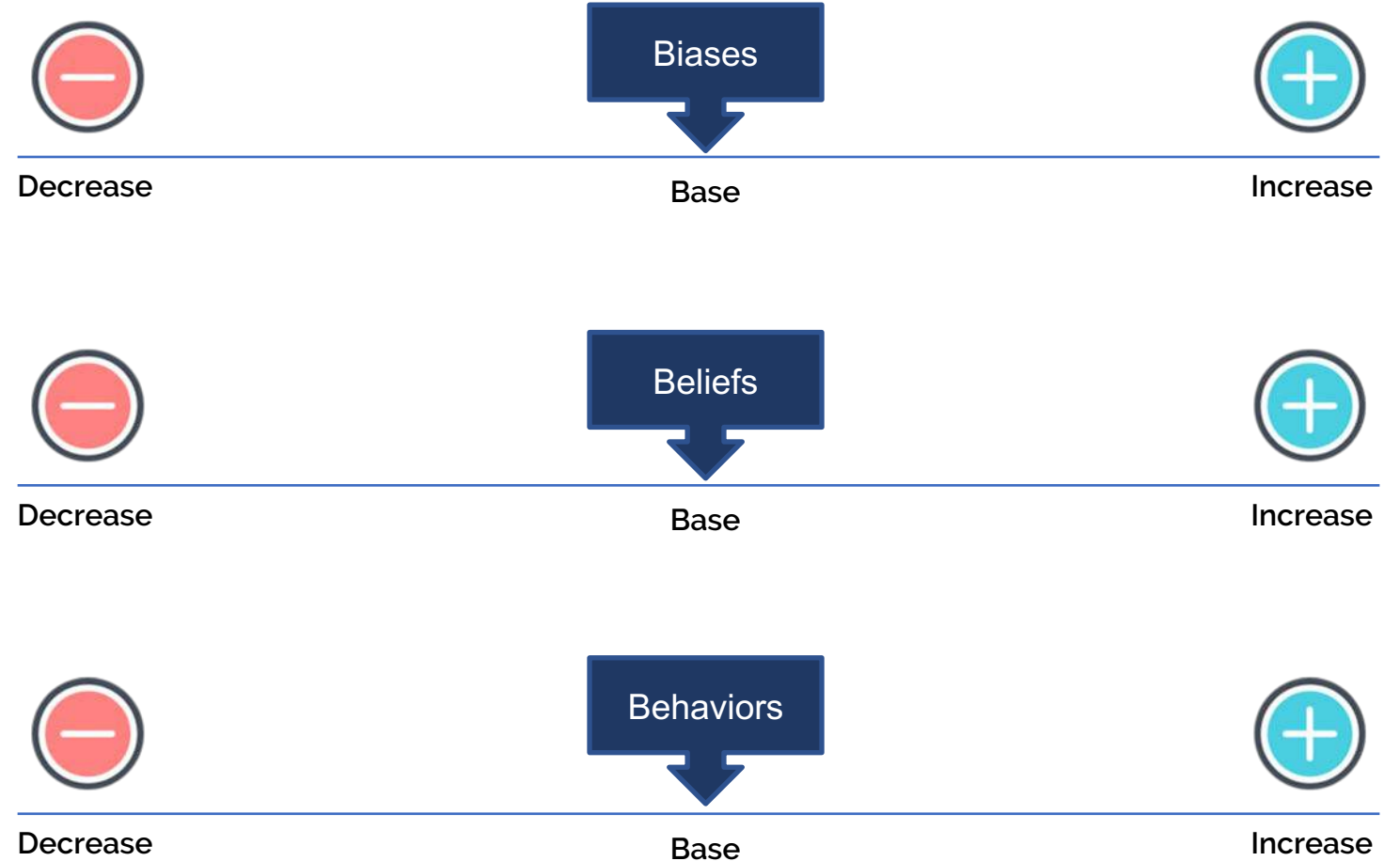
# Even a light switch?







# How do I use this?



# Motivation (the WHY)

Inspire desire.

*“If you want to build a ship, don't drum up people to collect wood and don't assign them tasks and work, but rather **teach them to long for the endless immensity of the sea.**”*

Antoine de Saint-Exupery



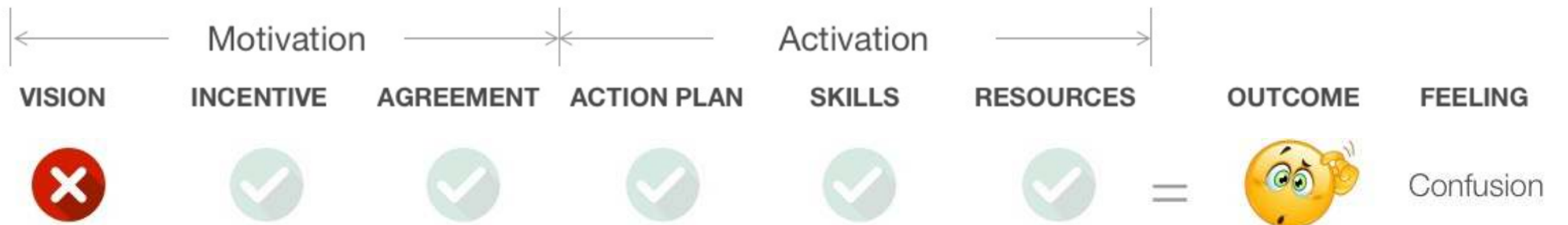
# Vision – Does this make sense to me?



# WORX Landroid It's a RUMBA for your yard



# Destination postcard

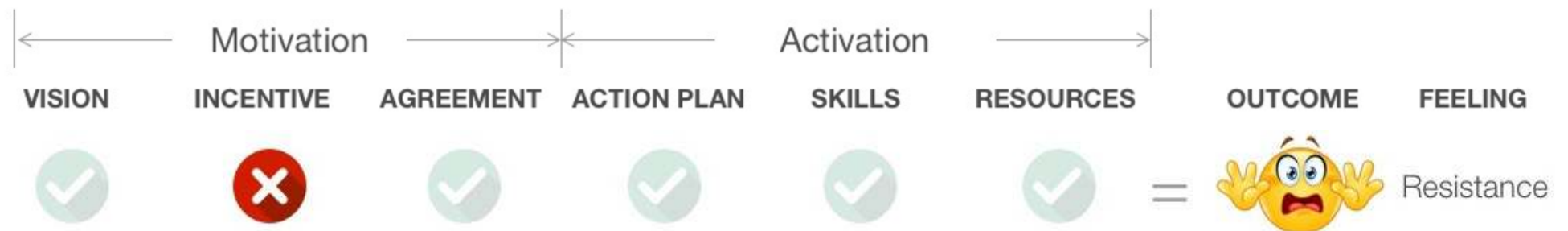




# Incentive – What's in it me?



Value Proposition



@Talking  
UX

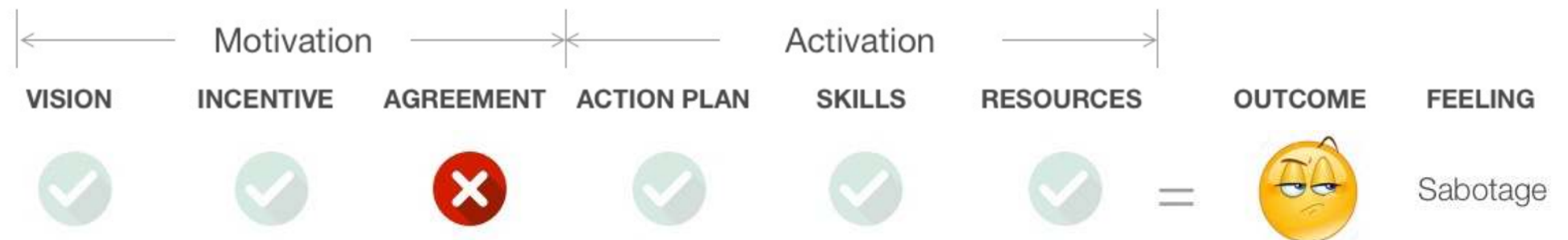
#PGHPCamp  
#UXChange



# Agreement – Do others see it the same way?



Real  
Consensus



@Talking  
UX

#PGHPCamp  
#UXChange

©2020 Mike Donahue



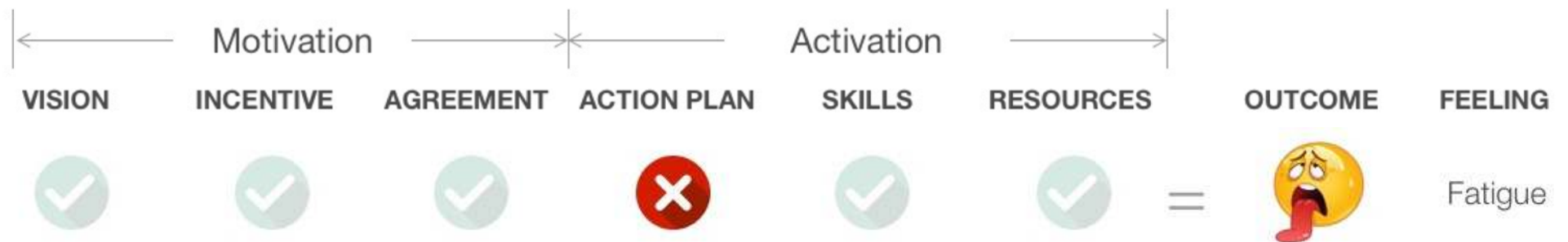
# Activation (The HOW)

Make the desired possible.

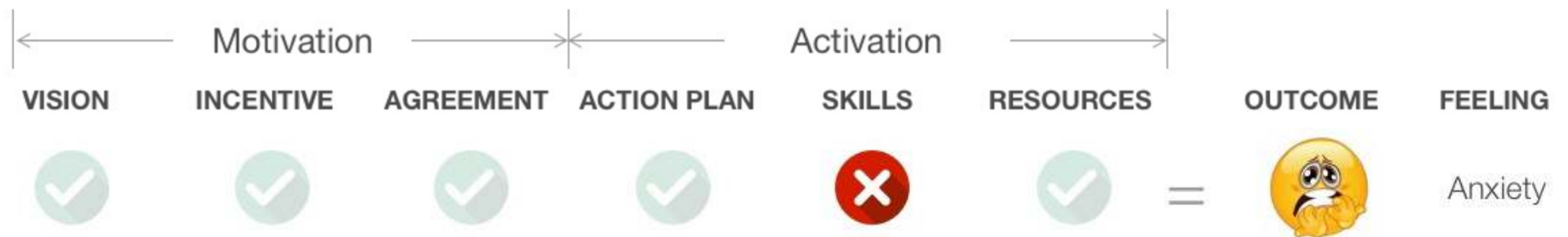
*“Help others achieve their dreams and  
you will achieve yours.”*

Les Brown

# Action plan – How do I make this happen?

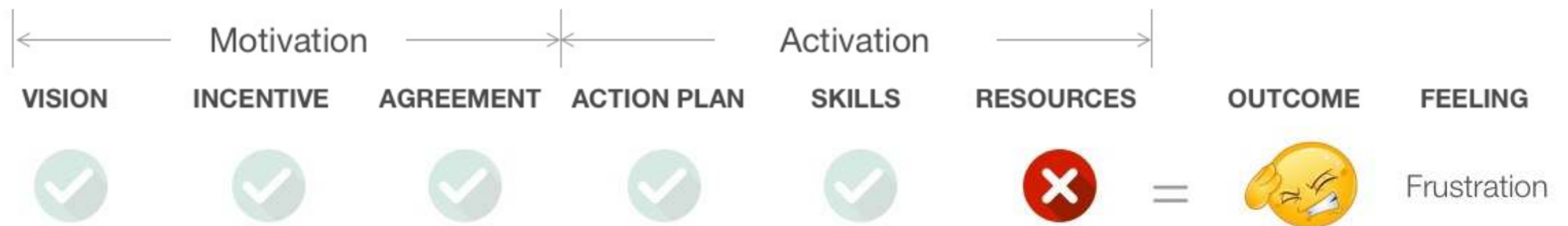


# Skills – Can I make this happen?

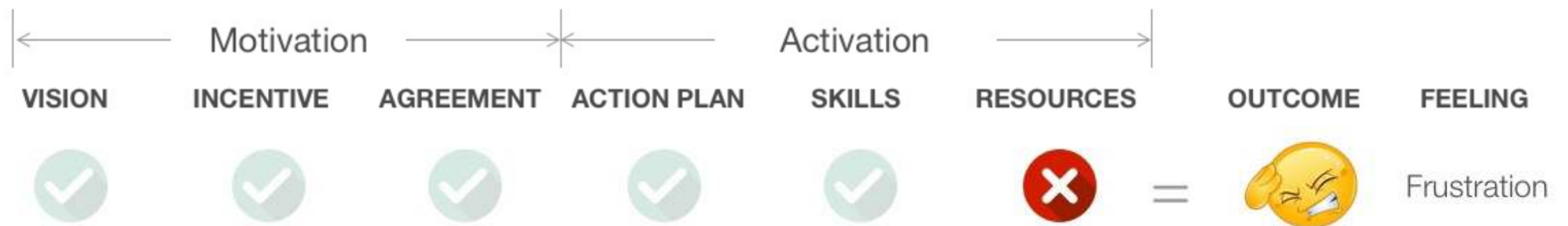




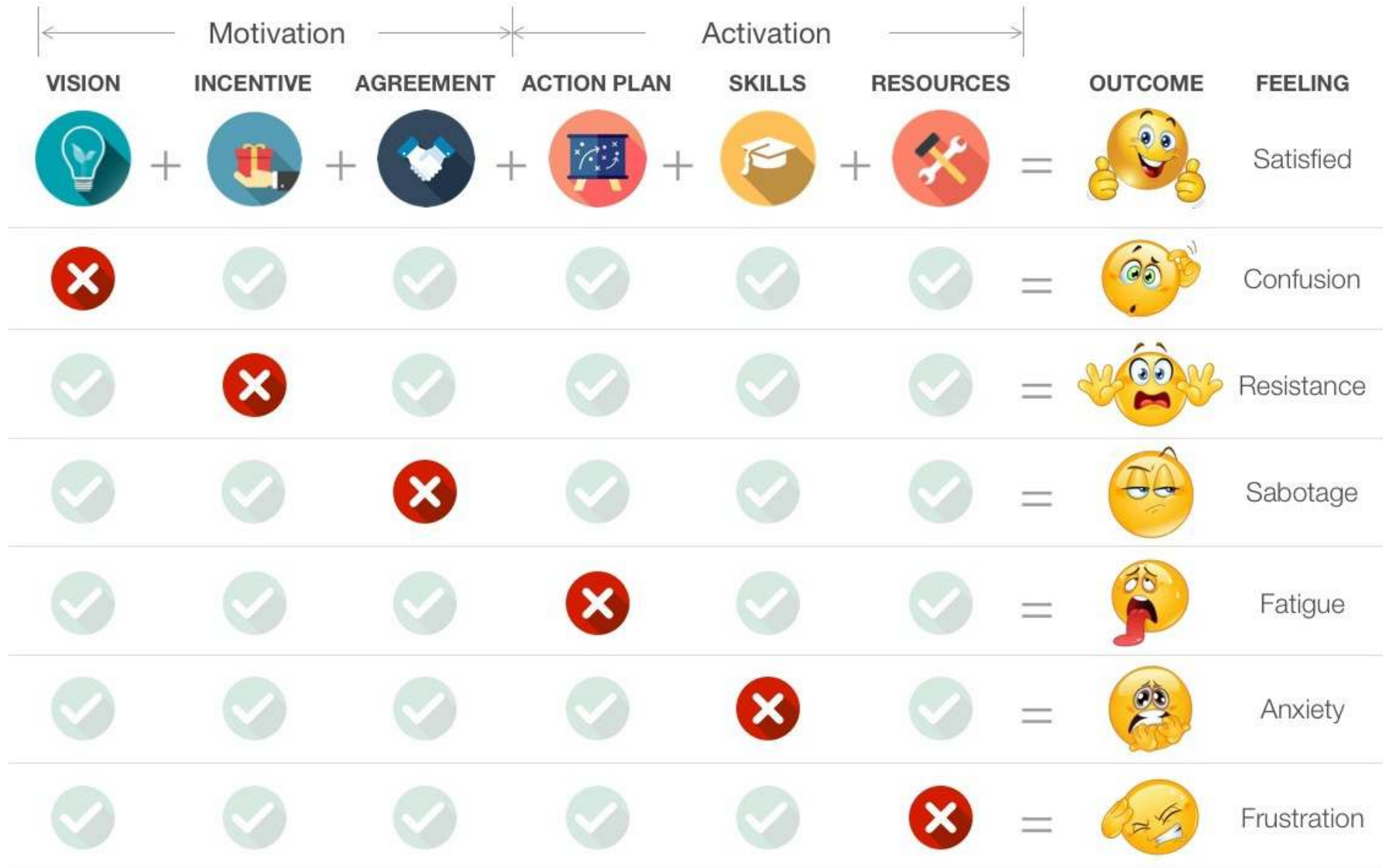
# Resources – Do I have what I need?



# Resources – Do I have what I need?



# THE KNOSTER MODEL (UX Edition)



@Talking  
UX

#PGHPCamp  
#UXChange

©2020 Mike Donahue

Created by Mike Donahue  
Based on the original Knoster Model, by Tim P. Knoster, Ed. D.

# Knoster Model Canvas – UX Edition

Desired behavior change

## MOTIVATION: destination postcard

VISION What will their future look like?

business	end user
----------	----------

Watch out for signs of confusion.

INCENTIVE What's in it for them?

business	end user
----------	----------

Watch out for signs of resistance.

AGREEMENT Are we on the same page?

business	end user
----------	----------

Watch out for signs of sabotage.

## ACTIVATION: trip itinerary

ACTION PLAN How do they get this done?

business	end user
----------	----------

Watch out for signs of fatigue.

SKILLS What abilities will they need?

business	end user
----------	----------

Watch out for signs of anxiety.

RESOURCES What things will they need?

business	end user
----------	----------

Watch out for signs of frustration.

Created by Mike Donahue

Based on the original Knoster Model, by Tim P. Knoster, Ed. D.

@Talking  
UX

#PGHPCamp  
#UXChange

©2020 Mike Donahue





# Become an agent for positive behavior change.

Thank you.

Mike Donahue

Senior UX Designer – Dick's Sporting Goods

@TalkingUX #UXChange #UXChange

Article: <https://www.uxbooth.com/articles/designing-for-change-with-the-knooster-model/>

NEW COURSE!

# Product Meets Design.

As a product professional, you know the importance of being market-driven. But being the messenger of the market means understanding the *entire* customer experience.



[PragmaticInstitute.com/Design](https://PragmaticInstitute.com/Design)



# Pragmatic Product Chat

MAR 23

1:30 ET

Coming up:

The Secrets Behind a B2B Marketing  
Campaign that Delivered a 20+ ROI

JEAN-SÉBASTIEN TASSÉ

Director Of Products And Innovation At XRM Vision

Brought to you by the PAC



#AskthePAC

[rkalogeris@pragmaticinstitute.com](mailto:rkalogeris@pragmaticinstitute.com)

