

# Motivations and Barriers

The purpose of this method is to generate human-centered marketing solutions for consumers based on their motivations and barriers when it comes to purchasing your product or service.

## ● STEP 1

Brainstorm the motivations and barriers people might have when engaging with your brand, product or service. When you get stuck, consider all different types of people and different times of year/week/day.

MOTIVATORS	BARRIERS

## ● STEP 2

Have your group decide on which 2-3 motivations or barriers you would like to focus on and then create **“How Might We” statements**, which will be used to guide the co-creation of ideas in the next step.

## ● STEP 3

For each “How Might We” statement, spend 15 minutes sketching as many solutions as possible. Once finished, the facilitator groups the ideas into themes and helps the team focus on where to take them next.

## ● STEP 4

Create a learning agenda that outlines the key questions you want to get answered, along with the KPIs used to measure effectiveness.

OBJECTIVE	QUESTIONS	ASSUMPTIONS	KPI(S)