Step 1: Analysis

Behavioral Impact Canvas

Instagram, Influencer Impact
Name/Company

Influencer Impact: System Map

Influencer Impact: Actant Map
Context

@fashiongiiirl
(Fashion Influencer, Human)

Tobi Tortoise
An endangered sea turtle impacted by plastic pollution. (non-human)

Ella
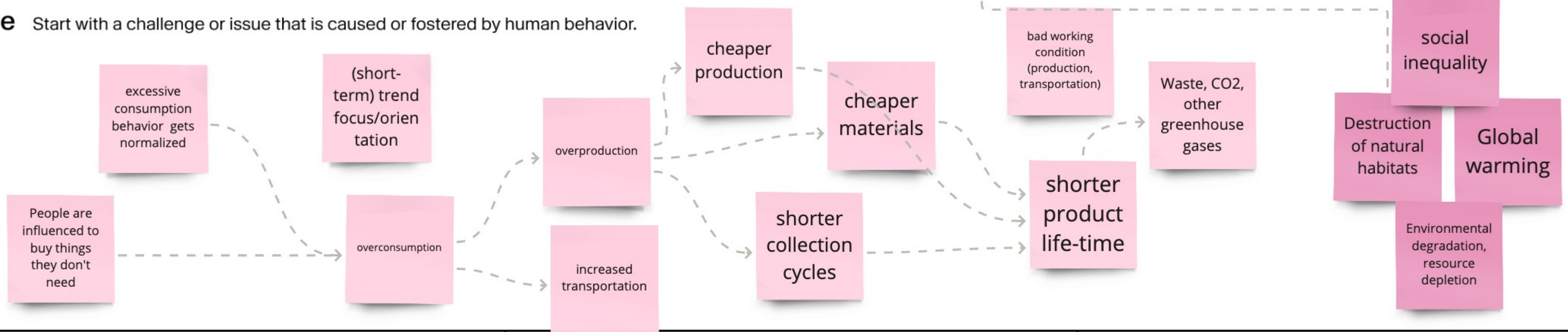A child from an underprivileged background facing the consequences of resource exploitation (non-User)
Personas

26.09.23
Date

V 1
Version

Issue
Start with a challenge or issue that is caused or fostered by human behavior.

- excessive consumption behavior gets normalized
- (short-term) trend focus/orientation
- cheaper production
- bad working condition (production, transportation)
- social inequality
- People are influenced to buy things they don't need
- overconsumption
- overproduction
- increased transportation
- cheaper materials
- shorter collection cycles
- shorter product life-time
- Waste, CO2, other greenhouse gases
- Destruction of natural habitats
- Global warming
- Environmental degradation, resource depletion

1. Harmful Behavior
Explain the harmful human behavior that leads to the issue.

- Presenting new products daily, hourly
- Praising / promoting products excessively
- projecting a certain feeling / lifestyle attached to possessions
- Encouraging followers to purchase products they don't need
- Glamorizing unsustainable lifestyles
- Promoting impulse buying
- Purposefully creating want/need
- Promoting impulse buying

2. Harmful Motivation (internal)
Explain the (internal) motivation behind this harmful behavior.

- Need for popularity
  "My followers like it, I get positive feedback..."
- Need for relatedness /belonging
  "I am part of this elite group of people"
- Need for self esteem
  "I am good at this, people pay me for it..."
- Desire for social status, validation, and admiration
- Adrenaline from purchases, approval/user feedback
- Need for security
  "This is my job, I earn my money with this, there is no alternative..."
- Some may not be fully aware of the environmental and social consequences of their actions.
- Some might be in denial or lack information.

3. Harmful Triggers & Enablers (external)
Explain which external factors foster this harmful behavior.

- Influencer events
- Companies paying/hiring influencers
- Platform encouragement (new tools, personalized ads...)
- Positive feedback/validation by followers
- Privileges (restaurants, hotels...) due to Influencer status
- Social media algorithms that prioritize engagement

Step 2: Transformation

Behavioral Impact Canvas
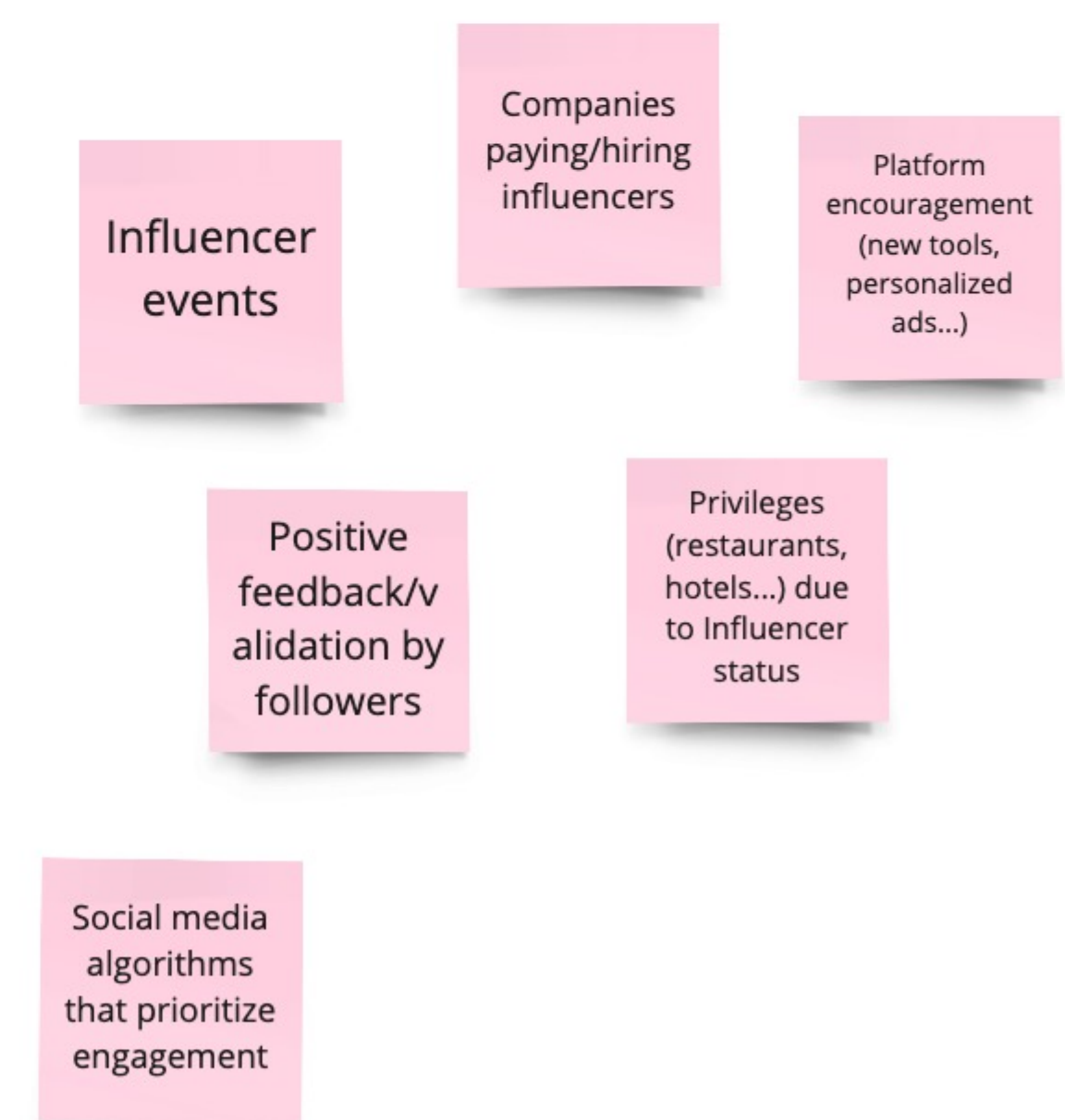
Name/Company | Context | Personas | Date | Version

1. Beneficial Behavior
Imagine what human behavior would solve or reduce the issue.

- Showing ways of how to repurpose old clothes
- Provide inspiration for combinations with fashion pieces you already own
- Promote creativity
- Highlight the joy of experiences over material possessions
- Promote sustainable living, mindful consumption, and ethical choices.
- Highlight/promote eco-friendly brands (if at all!)
- Share DIY and upcycling ideas
- Promot second hand platforms/purchases and creative ways of styling them

2. Beneficial Motivation (internal)
Think about the (internal) motivation behind this helpful behavior.

- Need for self esteem
- Need for security/control
- "I am actively trying to do something for the environment and use the resources I have"
- Need for relatedness /belonging
- "I am not hurting the planet or contributing to doing more harm..."
- "I am part of this community of environmentally conscious individuals"
- Fulfillment from contributing to a healthier planet
- Enhanced self-esteem through conscious choices
- A sense of belonging to a community of environmentally conscious individuals

3. Beneficial Trends & Opportunities (external)
Think about what trends/opportunities you could make use of.

- The rise of eco-conscious consumerism
- Growing interest in minimalism and sustainable lifestyles
- Collaborations with eco-friendly brands
- Growing trend of second hand/vintage
- More and more vintage/second hand platforms, brands, stores...

Solution
Finally, think about a specific solution/specific features, that could support the desired behavior.

- Integrations to second hand/vintage platforms
- Highlight sustainability posts
- green badges for eco-friendly influencers
- Push Eco-conscious brand partnerships and sponsored content
- Gamification elements to reward sustainable actions