ABSTRACT

METHODS AND SYSTEMS FOR CREATING A BEHAVIORAL CHANGE MODEL

A method for creating electronic content is disclosed. The method includes selecting a customer segment (315), the customer segment representing a target audience for the electronic content. The method further includes selecting a business objective (320) to be accomplished with the customer segment. The method additionally includes selecting a customer need (345), the customer need pertains to a need by the customer segment. The method further includes developing the electronic content (350), the electronic content being configured to bridge between the business objective and the customer need. The electronic content includes 1) an awareness component (210) for raising awareness in the customer segment, 2) a motivation component (214) for relating to the need by the customer segment, and 3) a guidance component (218) for guiding the customer segment toward a behavior.

(FIG. 4)