CUSTOMER SYSTEMS
DEMAND-SIDE

1	2	3	4	5	6
FIRST THOUGHT	PASSIVE LOOKING	ACTIVE LOOKING	DECIDING	FIRST USE	ONGOING USE

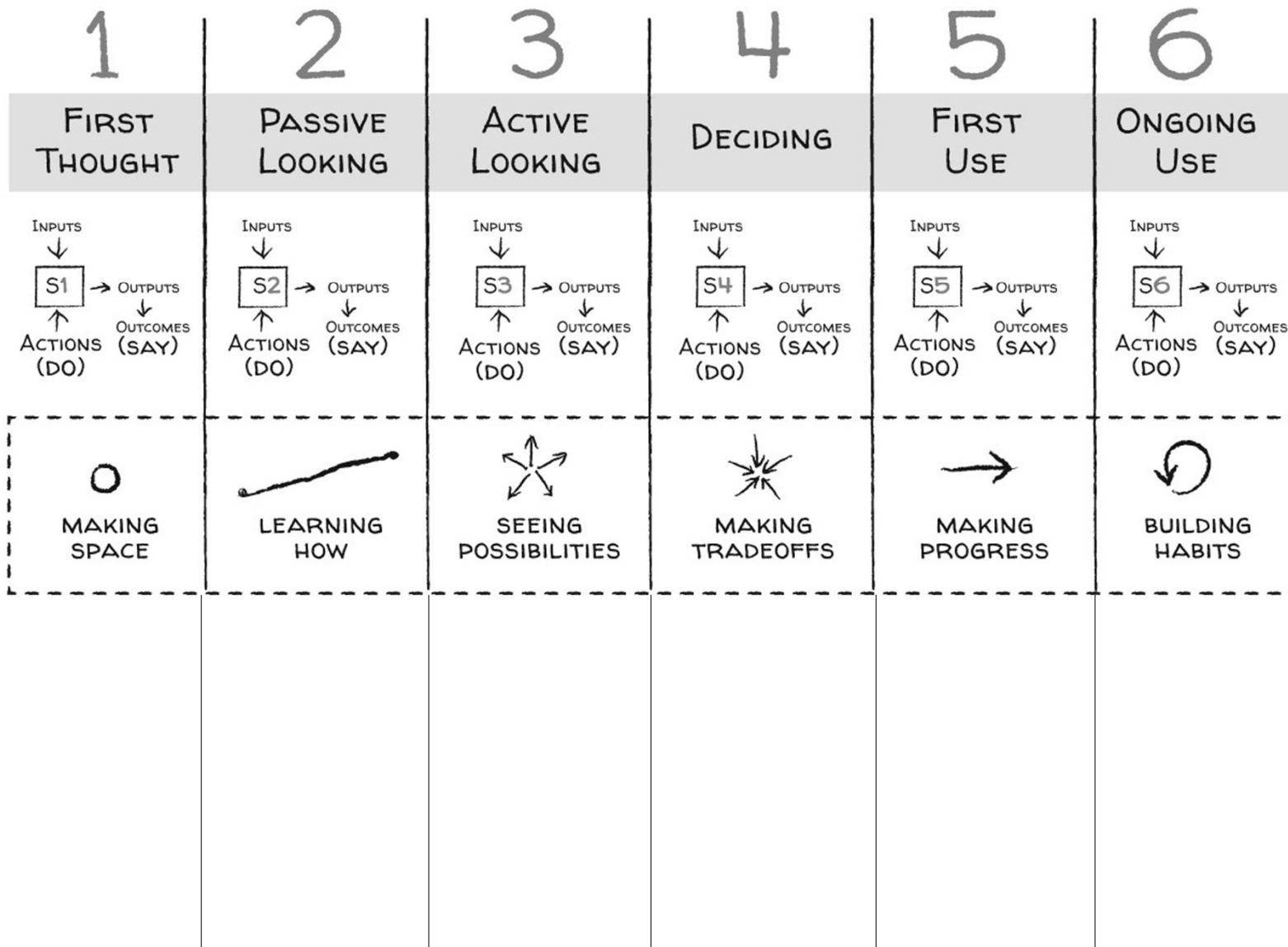| INPUTS	INPUTS	INPUTS	INPUTS	INPUTS	INPUTS
S1 → OUTPUTS	S2 → OUTPUTS	S3 → OUTPUTS	S4 → OUTPUTS	S5 → OUTPUTS	S6 → OUTPUTS
ACTIONS (DO) OUTCOMES (SAY)	ACTIONS (DO) OUTCOMES (SAY)	ACTIONS (DO) OUTCOMES (SAY)	ACTIONS (DO) OUTCOMES (SAY)	ACTIONS (DO) OUTCOMES (SAY)	ACTIONS (DO) OUTCOMES (SAY)
MAKING SPACE	LEARNING HOW	SEEING POSSIBILITIES	MAKING TRADEOFFS	MAKING PROGRESS	BUILDING HABITS

Notes:

Name:

PROBLEM-SOLVING

PUSH OF THE SITUATION

MAKE IT BETTER

ATTRACTION OF

PULL OF NEW SOLUTION

RELEVANT NEWS

THE TUG OF

HABIT OF THE PRESENT

HISTORICAL ALLEGIANCE

UNCERTAINTY

ANXIETY OF NEW SOLUTION

SURROUNDING A NEW CHOICE