

From user insights to evidence-based strategy selection

designing for behaviour change with the behavioural lenses approach

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From User Insights to Evidence-Based Strategy Selection. Designing for Behaviour Change with the Behavioural Lenses Approach

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Abstract: This workshop provides participants with the opportunity to familiarise themselves with the Behavioural Lenses Toolkit. This toolkit supports designers in using theory from the behavioural sciences to inform their work. The workshop consists of an introduction to the toolkit and a couple of hands-on exercises in which we will demonstrate and try out the toolkit in establishing use(r) contexts in behavioural design projects. Furthermore, we will try out a new prototype tool that supports making an evidence-based transition from user insights to behavioural change strategies.

Keywords: Behaviour Change, Behaviour Design, Design Tools, Design Methods

1. Workshop Organisers

Table 1. *Organiser details.*

Organiser Name	Email	Affiliation
Sander Hermesen (Lead and Contact)	sander.hermesen@hu.nl	Utrecht University of Applied Sciences
Dirk Ploos van Amstel	dirk.ploosvanamstel@hu.nl	Utrecht University of Applied Sciences
Tim van Eijl	tim.vaneijl@hu.nl	Utrecht University of Applied Sciences
Reint Jan Renes	reintjan.renes@hu.nl	Utrecht University of Applied Sciences

2. Context of Workshop

Design for behavioural change is a field of growing importance (Niederer, Clune & Ludden, 2017). Its growth is driven, on the one hand, by the fact that most of the problems we face as humanity are behaviour-based (e.g. threats to sustainability, health and well-being), and on the other by the notion that well-designed interventions can support people in changing their behaviour in the desired direction. This development has led to a growing number of design professionals, institutes and governmental organisations focusing on designing for behaviour change and consequently to a growing need for methodological support.

The Behavioural Lenses Approach is one such recent initiative towards a method that allows designers to use theory from the behavioural sciences to inform their work. Together with partners from creative industry and academia, we developed a theoretical framework (Hermesen, Renes, & Frost, 2014) and a toolkit (Hermesen, 2015) based on 5 so-called 'lenses', which relate to five general aspects of behaviour (change): Habits and Impulses; Knowing and Believing; Seeing and Realising; Wanting and Being Able To; Doing and Persisting. The toolkit has been used in a broad range of projects in practice and academic research (e.g. Hermesen, Renes & Frost, 2014; Hermesen et al., 2015, 2016; Van Essen, Hermesen, & Renes, 2016; Ploos van Amstel et al., 2017).

Until recently, the Behavioural Lenses Approach has been primarily suited for defining target behaviours, and identifying facilitators and thresholds for behavioural change. But what happens when you have sufficient information about the target group, the desired changes and the context in which the behaviour change takes place? Until now, none of the currently available methodological approaches offer theory-driven or evidence-based selection of a suitable behaviour change strategy, whilst also allowing for freedom in designerly drifting (Tromp, Renes & Daalhuizen, 2018). In other words, the first diamond of the Double Diamond process model is covered, but the transition into the second diamond is not catered for by any of the approaches currently available to designers. Currently, we are developing a prototype of a new, additional tool to our suite that supplies designers with a means to use evidence from the behavioural sciences to inform this transition. We will use this workshop to introduce this tool and to test our prototype with design researchers.

3. Planned Activities and Expected Outcomes

We will start with a 20-minutes introduction to the background, underlying logic and basic ideas and premises of the Behavioural Lenses, after which you can apply for a master's degree in social psychology (well, almost).

Then, we will introduce an example project and demonstrate how we have used the Behavioural Lenses to harvest insights about the stakeholders involved, the target behaviour and the behavioural and systemic context.

After that, participants will set to work, using the new prototype tool to determine which behavioural change strategies they find most suitable for the example project, and what implications this has for the further design of the intervention.

All activities in the workshop will be gathered by means of audio recordings, which will subsequently be transcribed anonymously and deleted. All materials created in the workshop will be anonymised.

3.1 Expected Outcomes

The yields of the workshop will be twofold. For the participants, the workshop will offer an introduction in the underlying logic and the use of the Behavioural Lenses Approach. This approach has been proven to be effective in supporting designers to create theory-driven designs aimed at behaviour change in its country of origin, and we think the approach could be of interest and benefit to a broader audience of design professionals.

For the organisers, the workshop will give further insights in how design researchers regard and use the toolkit, and especially the new prototype. These insights are indispensable in establishing a course for further development of our approach.



Figure 1. The Behavioural Lenses.

4. Intended Audience

The workshop is intended for every designer or design researcher with a professional interest in behaviour change. We welcome participants without previous experience, but we also heartily recommend our workshop to experts in designing for behaviour change. The Behavioural Lenses Approach (and this workshop) offers insights for each level of expertise, but the biggest gains and most interesting debates have been with people with at least some subject expertise.

The workshop can accommodate 12–15 people.

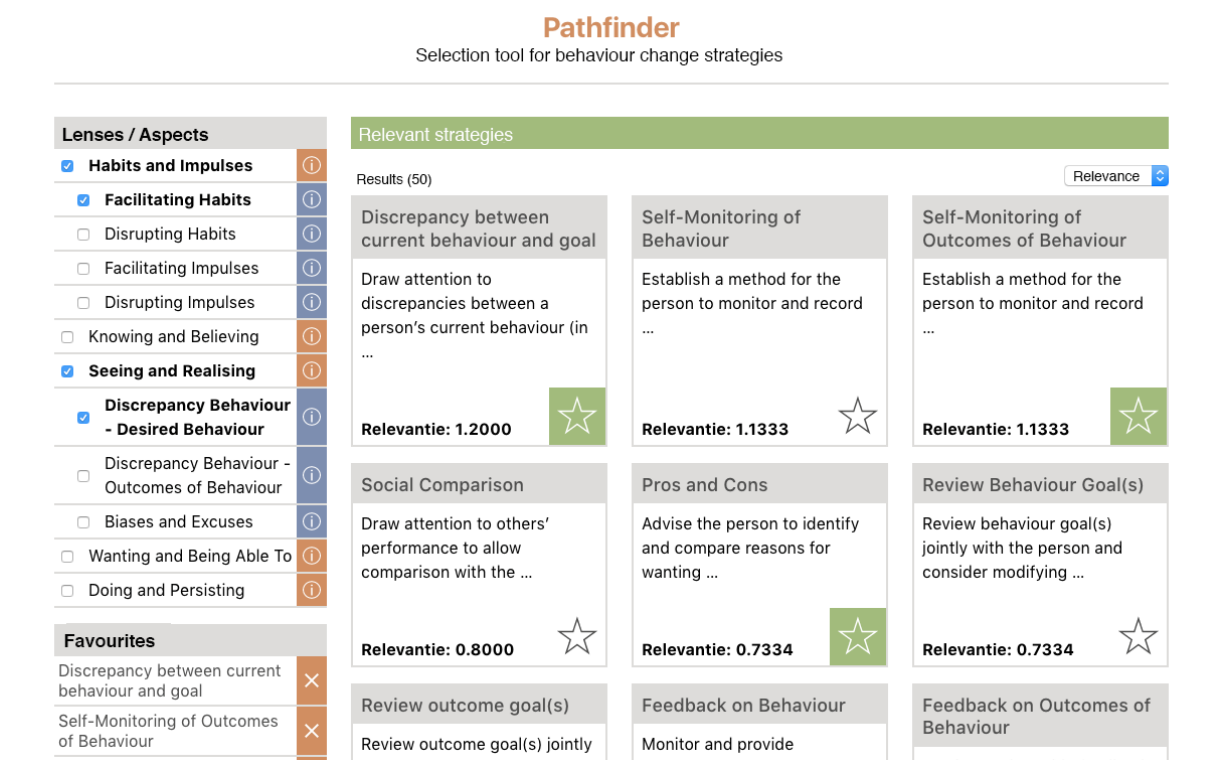


Figure 2. The Pathfinder, a new tool for using the behavioural lenses to select relevant behaviour change strategies.

5. Length of Workshop

The duration of the workshop is 1.5 hours. This allows for a short introduction of the Behavioural Lenses Approach and its underlying framework, a short introduction to an example project, and a few exercises that give insight in the workings and possibilities of the available tools.

6. Space and Equipment Required

The workshop will take place in a space that supports both short presentations (screen and projector available), and creative exercises (tables, and space to put up posters).

7. Potential Outputs

The workshop will give us insights in the way professional designers and design researchers from very different backgrounds see the Behavioural Lenses Approach and how they (would like to) use the tools. This will inform further development of the approach and its operationalisations.

The proceedings from the workshop will be summarised in a report. We will use this opportunity to not only report the outcomes of the day, but also provide a short introduction in the Behavioural Lenses and how to use them in the design process. As yet, there has not been such an introduction in the English language, aimed at an international audience. This outcome will make it easier for designers around the globe to access the underlying logic, process, and practical tools of the approach.

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About the Auhors:

Sander Hermesen is senior researcher at the Research Group Crossmedial Communication in the Public Domain (Publab) at the Utrecht University of Applied Sciences; his work focuses on evaluating designs for behavioural change and increasing their efficacy, and on developing models and toolkits that make insights from the behavioural sciences available for designers.

Dirk Ploos van Amstel is researcher at Publab; his work focuses on evaluating the practical application of models and tools in designs for behavioural change by reflective practitioners (students and professionals) in their daily practice.

Tim van Eijl is junior researcher at PubLab; his work focuses on communication for behaviour change with a focus in health communication.

Reint Jan Renes Reint Jan Renes is professor (lector) of Cross-media Communication in the Public Domain at PubLab and is senior associate professor of Health Communication at Wageningen University. He supervises a research team that develops effective and innovative communication strategies and examines how (cross-media) communication can be implemented to reach a more healthy and sustainable society.