

## Reflection: Design for behavior change

*Olivier van Duuren, 31st of Augustus*

My aim for this course was to learn how to apply theories and mechanisms related to behavior change designs. I wanted to get deeper understanding of several tools and be able to link that to a design while considering the ethical concerns which come along. In my final master project I am now trying to design for an attitude change in primary school teachers and I hoped this course could be beneficial to that design process as well.

I feel my attitude toward designing for behavior change changed and especially has some influence on my other design project. In this other project I need to encounter a lack of confidence in primary school teachers. Presumably, the understood theories, frameworks and mechanisms can be applied in that specific design case as well. I think that the attitude change the teachers need to have can be tackled through thoroughly applying the theories from this course. This can be done as we did in our financial mismanagement design case. With that we listed down all statements and mapped those on the proposed concept. After this course I feel confident to be able to do that. Probably in my project I need to this by using the integrated behavior model. Especially the constructs *Attitude* and *Personal agency* can be used. Eventually, after considering these constructs, the design can influence the behavior of those teachers. While doing so obviously also ethics need to be applied, which are learned during this course by applying that in the budgeting design case.

By thoroughly linking theories, such as the goal-setting theory in my case, to a specific design case, I believe I learned a new method to better comprehend theories like these. I also think the workshop about the com-b analysis was a very useful method to extract valid evaluation goals. This approach can consequently also be used in my own project now, as we covered this in all details during the course. With that I feel confident now to pinpoint all key elements in my design which help to develop a design to change behavior. Evidently, we only made some first steps and evaluated just one design element. However, I believe that that practice was valuable enough to repeat that again in future projects and then with all design elements.

I really appreciated the way we have been bridging from research to design. The first weeks and especially the exam really forced me to understand and be able to putting the used theories into practice. By applying this to a design case and test evaluation goals I feel I can more efficiently evaluate and thus design for behavior change.