Individual Reflection

DDM110 -Design for Behavioral Change

In my vision I state that "I see design as a tool to make technologies suit us in our daily lives [...]. I believe this can be done by looking at the way people interact and communicate with products or systems from day to day and understanding their habits." During my Final Bachelor Project I first expressed and implemented my interest in designing for people's habits and behaviors. To me it is fascinating that we as designers can have the knowledge and skills to design something that changes people's behavior in order to improve their lives.

Having barely touched upon all there is to know about behavior change and designing for it in my bachelors, I chose to follow Design for Behavioral Change to learn more about underlying theories, how to apply these when designing and how to evaluate the effectiveness and impact of a design in regards to the behavior change of the user.

The balance of theory and application in the course is something that helped me a lot in achieving my goals. Learning about the different theories early on in the course and being tested on my knowledge with the midterm provided me with a solid base for the rest of the course. I noticed I was able to ground our decisions very well, and assess the importance of each theory within our design case. These theories have provided me with a toolkit that I will be able to apply in many more projects within the future.

One of my goals was to design something that we would be able to actually evaluate within the duration of the course, since I wanted to learn as much as possible about evaluating design aimed at behavior change. This caused me to take care in the selection of the design case and feasibility of creating a mockup to evaluate with. Halfway through the course, when the evaluation was addressed, I took extra care in looking into the determinants our concept influenced and to what extent they could be evaluated with a mockup. I learned that it is important to test what the impact on the determinants is for the behavior change, and that this should be tested in stages. Therefore we created a mockup of our concept that focused on 4 determinants that we were able to evaluate with a questionnaire. The results of the questionnaire gave us more insight in whether a real life deployment of the mechanism of change would be successful.

Looking back at what I have learned throughout this course has made me realize how much the behavior of a user is intertwined within each design that is created and the importance of addressing it in the design process. For example, many ID projects involve a reward system, while that (looking at the Self Determination Theory) might not always be the best solution.

In the future I would like to work at a design consultancy company. Since clients of consultancies often aim to influence actions and possibly behavior of their customers, I feel like following this course was a step in the right direction, developing my vision and skills further towards my future plans.

Name Charlaine Janssen
Number 1010577
Words 527
Date 29-10-2020