

Behavioural design – from analyse to intervention to real world impact

Camilla Kirstine Elisabeth Bay Brix Nielsen, PhD project

Relevance – challenges, problem or opportunity?

Many health issues and challenges in the healthcare system are related to people's behaviour and the inability of conventional approaches to change behaviours. Major themes include managing chronic diseases, and medicine adherence.

Even though many studies focusing on explaining human behaviour have been conducted, only a few focus on the practical application of design for behaviour change in design work.

This project seeks to contribute to behavioral design methodology, both scientifically (research) and in practice (through company collaborations), by compiling already existing knowledge, and develop behavioral design methods to increase behavioral design capabilities in industry.

Research questions

- How can products/solutions be improved through behavioural design?
- How is behavioural design valuable in the health-tech/healthcare domain?
- How can systematic behavioural design methods lead to better solutions?

Method and theory

The project bring together existing research with new insights through various studies in multiple health-tech/healthcare companies who wish to increase their behavioural design competences.

The project combine designing thinking, social and cognitive psychology to develop design methods that support the phases of behavioural design.



Expected results

- A scientific contribution to the topic of behavioral design
- Developed systematic design methods to support behavioral design in practice



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