

# Today

9	Mon 02 May
09:15 - 10:00	<b>Behavioural design, discussion on the reading</b> (ONLINE Zoom Link: <a href="https://aalto.zoom.us/j/65520937865">https://aalto.zoom.us/j/65520937865</a> )
10:15 - 12:00	<b>Guest lecture: Scenario-based design</b> Oskar Stokholm Østergaard Danish Design Centre (ONLINE Zoom Link: <a href="https://aalto.zoom.us/j/65520937865">https://aalto.zoom.us/j/65520937865</a> )
	<b>Lunch break</b>
13:15 - 15:00	<b>Exercise: Ideation session, workshop</b> (Otakaari 1 U410b)
	<b>Break</b>
15:30 - 17:00	<b>Group tutorials topic: Intervention and stakeholder involvement</b> (Group 1: Otakaari 1 U410b / Group 2: Otakaari 1 U409)

**Bring your  
tool box!**



# Choice architecture: Discussion 10 min.

Discuss pros and cons and the applicability in your projects

- **Incentives** (salience of cost, salience of gains)
- **Understand mappings** (select complex choices, mapping products to money, “RECAP”)
- **Defaults** (opt-in - opt-out, activating decisions)
- **Give feedback** (cues as indications to eliminate errors)
- **Expect error** (postcompletion error, drug compliance)
- **Structure complex choices** (simplifying strategy, elimination aspect, collaborative filtering)

# Behavioural-based interventions

## When to nudge?

- There is a desired behaviour to change; certain behaviour is caused by “automatic” cognitive bias or heuristic principles
- Change is extrinsic – not intrinsic motivation: “objects and environments should be designed with humans in mind”
- Alter the environment to elicit a change in behaviour without forbidding options and without changing significantly financial incentives
- Inform social & environmental planning, communication and marketing of services

## How to nudge?

1. Define the desired behaviour to change
2. Identify the cognitive bias behind certain decisions/behaviour (e.g. effort resistance, post completion, salience) → Strategy
3. Identify the trigger points: the situations where those decision/behaviours take place → Strategy
4. Define an intervention (the nudge) by identifying the key action to alter (instrument, institution, channels involved in that situation)
5. Experiment & Test & Iterate (variations in text, variations in environment, variations in external factors...)

## Interventions typically are:

- **Small details** → **Big impact**
- **Stimulus response compatibility (signal-action consistency)**

# Behavioural-based interventions, example

“People have oil heating because it came with the house. Continuing with heating method is a passive default”

Continuing to heat with oil is  
the passive default

**“I have oil heating  
because that is  
what was installed  
in the house when  
I moved in.”**



The default



- STATUS QUO BIAS
- SUNK COST EFFECT
- TEMPORAL DISCOUNTING
- PERCEIVED TRUST

CONTINUE  
HEATING  
WITH OIL

License to Heat (DfG 2020) project by Hsin-Yun Lai, Daniel Leiviskä, Anh Nguyen, Emile Rebours

# Behavioural-based interventions, example

## Desired behaviour:

Activate conscious decision, break the passive default (cognitive bias)

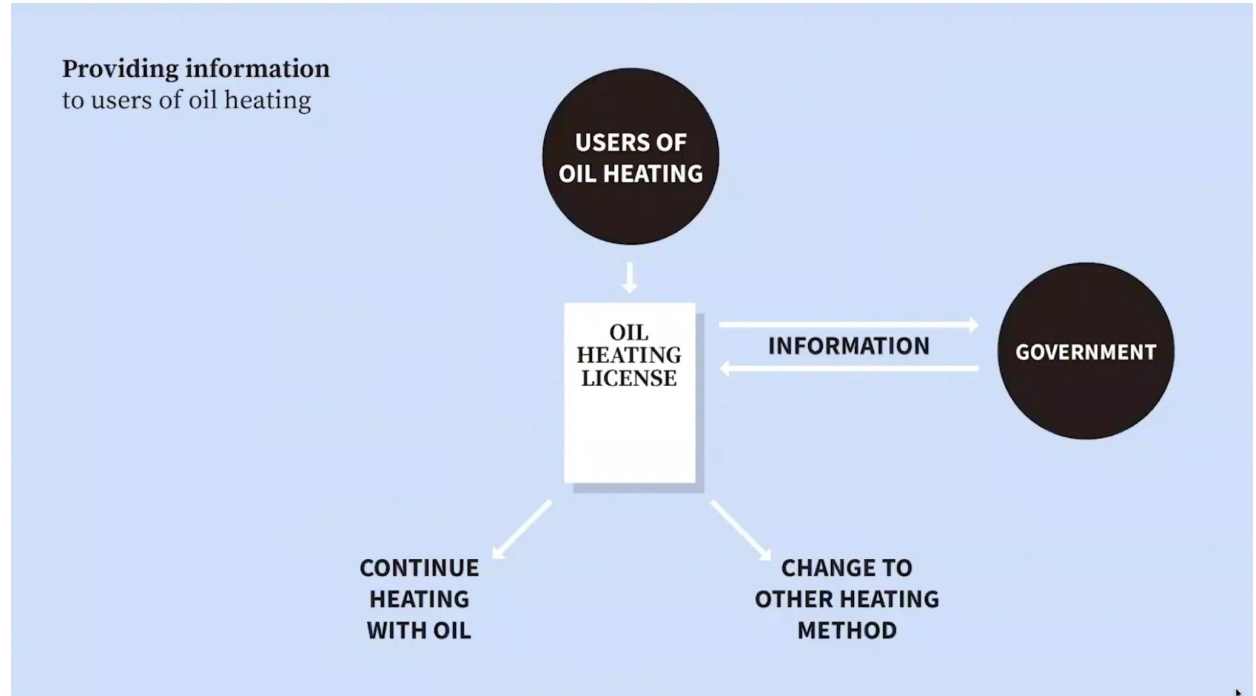
**Nudge:** Defaults

**Trigger point:** Buying oil heating, products, renovation (applying for subsidy, loan at the bank,...)

**Intervention:** License

Application to continue to use oil heating. The intervention is an “excuse” to activate decision and learn about sustainable heating methods.

Entry point for municipality to establish point of contact, registration database of oil heating users and offer support



License to Heat (DfG 2020) project by Hsin-Yun Lai, Daniel Leiviskä, Anh Nguyen, Emile Rebours

# Ideation session

**13.15 – 14.15 Ideation session**

**14.15 – 14.25 Break**

**14.25 – 14.45 Reflections**

**14.45 – 15.00 Design interventions Recap**

# Ideation mindset “rules”

## **Encourage wild ideas.**

Even if an idea doesn't seem realistic, it may spark a great idea for someone else.

## **Stay focused on The topic.**

To get more out of your session, keep the question/scenario in sight.

## **Be visual.**

Draw your ideas, as opposed to just writing them down. Stick figures and simple sketches can say more than many words.

## **Build on the ideas of others.**

Think “and” rather than “but.”

## **Defer judgement.**

There are no bad ideas at this point. There will be plenty of time to narrow them down later.

## **One conversation at a time.**

All ideas need to be heard, so that they may be built upon.

## **Silent ideation**

This is not yet the time for discussions – only speak when you have drawn an idea.

Source: <https://www.ideo.com/blogs/inspiration/7-simple-rules-of-brainstorming>

# Design intervention methods (DfG deliverables)

**Behavioural-based interventions**

**Future-led scenarios**

**And others...**

**My Courses > Assignments > Imagine and visualise your design intervention**

- Governance models: [DfG 2019 Aurora Network for Trust](#)
- Strategy & Future visions: [DfG 2021 Strategy for hiring people with disability](#)
- Improved internal process, tools, and methods: [DfG 2021 Unclouded](#); [DfG 2021 Strategy for Finns Worldwide](#)
- Behavioural interventions: [DfG 2020 License to Heat](#)
- New touchpoints and services: [DfG 2021 Family Package](#)