

# The appliance of science – how behavioural science can help create better services

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## Workshop theme

Service Designers already use a number of different techniques to help design new services - from ethnography to longitudinal research, prototyping to service staging. We believe that behavioural science is an often overlooked and important addition to a service designer's arsenal.

Behavioral science can provide designers with insights that challenge traditional assumptions about behavior and help them to develop better services. In particular it helps us create more **actionable insight** about our users help us understand **why they behave as they do** and gives us the **tools to test our assumptions**.

However, much of the body of knowledge uncovered by behavioural science is inaccessible, locked behind academic paywalls. Our workshop will provide an introduction to the benefits and skills needed to build capability, all delivered through a specific brief focused on alcohol reduction.

In the workshop participants will be asked to:

- » Design an alcohol reduction service for 20 year olds using market and audience data that was developed through a collaboration between a service designer and behavioural scientist.
- » Develop robust experiments that allow them to understand if their proposed solution will work.

Overall the session will demonstrate the benefits of taking a more evidence based approach to the design and testing processes.

## Workshop description

### *Intro*

Why combine – creative thinking and science?

- » The best way to tackle social issues is to not only research how and why people make decisions, but use the design of products, services and places to help us all make better decisions.

### ***BRIEF***

Design a service to help 20 year olds reduce their alcohol consumption

- » Problem
  - Drinking frequently often more than five times a week
  - Social contracts of drinking, like the pressures and round culture
- » Audience insight
  - Alcohol can be a positive social lubricant (Sayette et al., 2012) so the service cannot and should not design it out
  - However rituals can enhance consumption (Vohs et al., forthcoming) in particular the issues around round culture
  - And people often comply to drinking norms without intention (Cialdini et al., 2014)
- » Market data
  - Lessons from other market examples. Focusing on:
    - How quantified self products change behaviour
    - The success of time-limited campaigns
    - Lateral examples from other markets
  - A set of UX principles to guide the design process, which can be found [here](#).

### ***IDEATION***

- » ‘An easy way to say no’ – how can we reduce consumption in pubs while maintaining the positive benefits of sharing a drink?

### ***EXPERIMENT DESIGN***

- » Principles of lean experiments examples
  - Experiments are the most rigorous way of demonstrating a cause-effect relationship between an intervention and any change in behaviour (Cabinet Office, 2012)
- » Active session to design some simple experiments, covering:
  - Who is in the sample?
  - Where does the experiment take place?
  - What is the manipulation, the factor we are interested in?
  - What are the objective outcomes we want to measure?

## Workshop outcome

Understanding how to alter behaviour by combining a rigorous scientific approach with creative thinking.

We expect participants to leave with:

- » An understanding of how behavioural science can help them design services
- » How they can access behavioural science resources
- » Knowledge of how to create experiments to test their hypotheses
- » Practical tips and tools to improve their own practise

## References

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