

Graduation opportunity: transforming a one-time health check into a health journey to promote sustainable health behavior change

Theoretical background

Initiation of healthy behavior change is often successful, whereas maintenance often fails. Similarly, design of ehealth interventions often aims for short term initiation rather than maintenance of behavior change, without much regard for the role of intrinsic motivation.

Project background

This project is nested in the [Enduring Rewards](#) project and is a collaboration between design researchers and psychologists from TUDelft and the healthcare company [Niped](#). Niped offers a Health Risk Assessment (HRA) which organizations provide to measure the health status (lifestyle survey + lab tests) of their employees. Employees who participate in the Niped HRA currently complete a 30-minute survey + lab test to estimate the current state of their health and lifestyle. Participants then receive lifestyle change advice, but receive little intervention or follow-up measurement to assess their improvements.



The design challenge

The aim of this project is to transform a one-time HRA into a health journey with tailored lifestyle support and various follow-up HRAs to measure improvements. The ultimate aim is to facilitate long term maintenance of health behavior among employees of participating companies. The main research question in this project is: *How can an intervention with extrinsic rewards be designed so that it contributes to strengthening intrinsic motivation (and thus sustaining behavioral change) in the long term?*

The intervention we envision will consist of three core elements: (1) a WhatsApp based conversational intervention, (2) daily self-measurements of food intake/physical activity, and (3) financial incentives in the form of discounts on healthy products and services.



We will perform user research among HR managers and employees involved in HRAs to further develop the intervention concept. Furthermore, we will perform quantitative effect evaluations of the (pilot or final) intervention when implemented in practice.

Your role

- Help design a WhatsApp based conversational intervention
- Draft a new customer journey in which a one-time health check is transformed into a health journey
- Perform user research with HR managers and employees of participating companies
- Develop and test intervention prototypes
- Proficiency in Dutch is preferred

The intervention concept is still under construction, so your input can be highly valuable in shaping the final intervention. We aim to onboard you from 25 March 2024 onward and will finish the project by the end of 2024.

Would you like to join us? Reach out for more details and send your application to David de Buissonjé @ d.r.debuisonje@tudelft.nl