

IDEM1213

Supporting Humans

Q2

Have you ever tried to be a musician, lose weight, become a master in CAD, or a great chess player? These are just a few examples of the goals we may set ourselves in life. But how do we achieve these goals? These goals require motivation and perseverance from the user, but how can products or systems enable and support you to improve your skills? Do we need external coaches (human or digital)? As a designer, can you imagine a journey that allows people to achieve these goals? And if so, how do you embody (physically or digitally) this journey of inspiration that optimises Challenge and Control in order to Engage with your design? These are the questions we will explore in Supporting Humans.

In this course you will learn how to increase the usability and persuasiveness of your designs using knowledge from human factors, behavioural economics and psychology to empower people to achieve their life goals. We have structured this course around frontal lectures and two weeks with workshops. You will work in groups and your assessment will be based on your group work and an individual written reflection on the course in which you integrate the findings of your group work.

Assessment: Group assignments & Individual reflection



Jos Kraal

