

# Behavioral Design Thinking

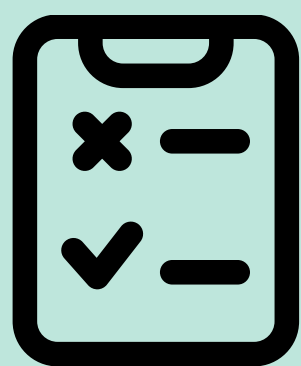
## Implementation Considerations + Design Challenges

### Empathize

with users (DT) and their behavior change needs (BD).

**Implementation Considerations:** Involve stakeholders from the start, creating buy-in and trust.

**Design Challenge:** Recruit diverse stakeholders who are representative of your user population.

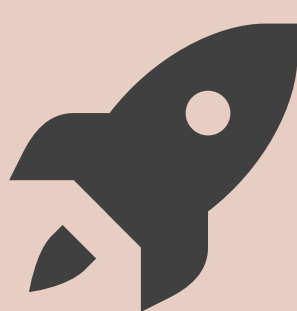


### Define

user requirements (DT) and behavioral requirements (BD).

**Implementation Considerations:** Use feasibility criteria to refine the requirements, ensuring they will be applicable in practice (e.g., APEASE)

**Design Challenge:** Recognize that many user desires will not align with the behavior change needs or other stakeholders' perspectives. Be transparent about prioritization processes.



### Ideate

user centred features (DT) and behavior change content (BD)

**Implementation Considerations:** During ideation, also ideate implementation plans outside of the intervention itself (reach, spread, and scale plans) .

**Design Challenge:** Recognize that there will be a lack of guidance on how to operationalize BCTs, and creativity should be emphasized.



### Prototype

a solution that is user-centred (DT) and operationalizes behavioral insights (BD)

**Implementation Considerations:** Consider tailoring the solution to specific users and clinical systems/ workflows.

**Design Challenge:** Recognize that trying to integrate too many ideas in the prototype will result in an overly complex solution that is no longer user-friendly.



### Test

the solution against user needs (DT) and for its behavior change potential (BD)

**Implementation Considerations:** During testing, identify barriers to implementation, scale and spread.

**Design Challenge:** Consider upfront ethical and privacy issues, and plan out appropriate testing and evaluation plans.