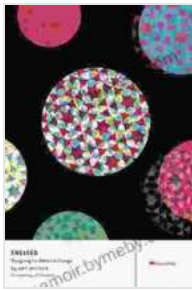


Engaged Designing: The Art and Science of Behavior Change

In an era where transformative change is paramount, "Engaged Designing: Designing for Behavior Change" emerges as a groundbreaking guide that unlocks the potential of design to drive positive and lasting behavior change.



Engaged: Designing for Behavior Change by Amy Bucher

★★★★☆ 4.6 out of 5

Language : English
File size : 28544 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
X-Ray : Enabled
Word Wise : Enabled
Print length : 321 pages



With chapters brimming with insights, case studies, and practical tools, this book empowers you to:

- Master the principles of Engaged Designing, a human-centered approach that fosters meaningful connections and motivates action.
- Understand the psychological, social, and environmental factors that influence behavior change.
- Develop engaging interventions that capture attention, stimulate curiosity, and encourage participation.

- Evaluate the effectiveness of your interventions and make data-driven adjustments for maximum impact.

The Power of Engagement

Engaged Designing goes beyond traditional design principles, recognizing the power of engagement to foster deep connections and lasting change. By understanding the motivations, aspirations, and barriers of your target audience, you can create interventions that resonate on a deeply personal level.

Through engaging storytelling, compelling visuals, and interactive experiences, you can make behavior change feel less like a chore and more like a rewarding journey. This approach not only increases the chances of adoption but also fosters sustainable change by building intrinsic motivation.

Case Studies that Illuminate

The book is enriched with a wealth of case studies that demonstrate the transformative power of Engaged Designing in various domains, including healthcare, education, and social change.

One standout case study showcases how a mobile application designed using Engaged Designing principles increased physical activity levels by 25% among overweight adults. By incorporating engaging challenges, personalized feedback, and social support, the app made exercising a fun and motivating experience.

Practical Tools for Impact

Engaged Designing: Designing for Behavior Change is not just a theoretical exploration; it's a practical guide packed with tools to help you translate principles into action.

You'll discover:

- The Behavior Change Design Canvas, a framework to guide the development of targeted and effective interventions.
- The Engagement Audit, a tool to assess the engagement potential of your existing or planned interventions.
- The Behavior Change Toolkit, a collection of evidence-based techniques for promoting positive behavior change.

Empowering Change Agents

Whether you're a designer, healthcare professional, social worker, or change agent, Engaged Designing: Designing for Behavior Change empowers you to make a real difference in the world.

By embracing the principles and tools outlined in this book, you can create interventions that:

- Improve health outcomes and reduce healthcare costs.
- Enhance learning experiences and foster lifelong learning.
- Promote social justice and create a more sustainable and equitable world.

In a rapidly changing world, the ability to drive meaningful behavior change is more critical than ever. Engaged Designing: Designing for Behavior

Change is the essential guide to empowering individuals, organizations, and communities to create lasting and positive change.

Join the movement and become an Engaged Designer today. Free Download your copy of the book now and embark on a journey to transform lives, one behavior at a time.



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