



DESIGN  
UNITED

Platform for Dutch Research in Design



nursery homes, photo ulrichkargoh

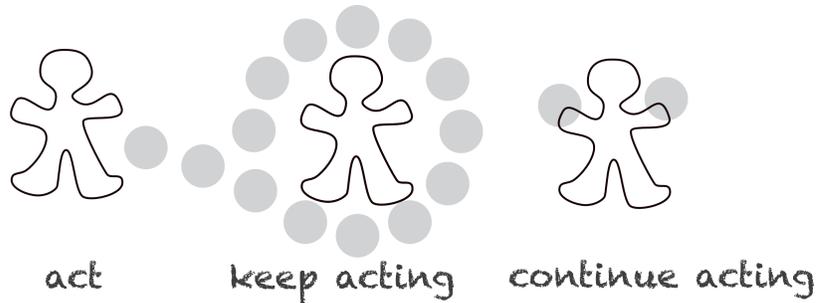


addiction care, photo Lish Oishi



pro-social behavior, photo redream

## How to motivate to....



### G-motiv

- scientific partners
- creative industry
- application partners

= user

= ProductServiceSystems using game-elements to motivate behavioral change



# Designing Motivation

G-MOTIV

## G-MOTIV: Designing Motivation - Changing Human Behaviour Using Game-Elements

### About

G-Motiv is a multidisciplinary project aiming to develop new approaches to behavioural change on a physical, mental, and social level. The project has partners in science, design and application fields. Besides increasing the scientific knowledge on the motivational effect of game-elements, the project will generate dedicated Product-System-Service prototypes in the fields of addiction therapy, elderly care and human resources. Ultimately, the project aims to stimulate structural behavioural change of the user.

### Background

Various areas of society, such as health care and human resources, regularly call for behavioral change. Training, coaching and therapy are much-used tools to bring about such change. In practice, however, they often produce only short-term effects. As a result society and industry may suffer large financial costs.

The serious gaming industry may provide a novel approach to bringing about lasting behavioral change. The game elements of fantasy, challenge and virtuality are known to be powerful tools for motivating game-play. However, scientific research on the motivational aspects of game-elements is lacking, thereby limiting the scope of application.

### Questions

Teams from five universities, creative partners, service

providers and application builders are working together to answer the main question: How can game elements affect user motivation for behavioral change?

The project is divided in three PhD projects, each investigating the effect of game-elements on behavioural motivation. The first investigates the user motivation that is needed to *start* the user-PSS-interaction and focuses on physical motivational change. The second looks at the user motivation *during* the user-PSS-interaction and focuses on mental motivational change. Finally, the third project examines the motivational effects *after* the user-PSS-interaction, concentrating on social motivational change.

### Results

The projects will produce four types of results.

- 1 **Knowledge:** Case-validated generic knowledge for PSS applications aimed at changing human behaviour.
- 2 **Societal effects:** Increased user motivation for behavioural change. Increased quality of life of the user and reduced societal costs related to problematic behavior.
- 3 **Industrial effects:** Scientific grounding of a new service market for the creative industry such as cure and prevention therapy and organizational motivation.
- 4 **Knowledge transfer & valorization:** Dissemination of knowledge to the product and service partners of the project. Conference attendance within the scientific and industrial areas of game and care. Scientific publication of results.

### Facts

Project duration: 2011 to 2015.

Funding: Fonds Economische Structuurversterking (FES), as part of the Creative Industry Scientific Programma (CRISP).

---

## Partners

- Delft University of Technology
- University of Amsterdam
- Erasmus University
- Eindhoven University of Technology
- Design Academy Eindhoven
- Monobanda
- IJsfontein
- RANJ
- Berenschot
- WoonzorgUnie Veluwe
- Humanitas
- ParnassiaBavoGroep
- Novay.

## People

**Dr. Valentijn Visch**, Delft University of Technology, Industrial Design, project leader

**Hester Anderiesen**, Delft University of Technology, Industrial Design, PhD

**Ellis Bartholomeus**, Delft University of Technology, Industrial Design, PhD

**Niko Vegt**, Delft University of Technology, Industrial Design, PhD

**Dr. Tilde Bekker**, Eindhoven University of Technology, Industrial Design, copromotor

**Dr. Marieke Sonneveld**, Delft University of Technology, Industrial Design, copromotor

**Dr. Arnold Vermeeren**, Delft University of Technology, Industrial Design, copromotor

**Prof. Arnold Bakker**, Erasmus University, Organisational Psychology, promotor.

**Prof. Berry Eggen**, Eindhoven University of Technology, Industrial Design, promotor

**Prof. Paul Hekkert**, Delft University of Technology, Industrial Design, promotor

**Prof. Richard Goossens**, Delft University of Technology, Industrial Design, promotor

**Prof. Huib de Ridder**, Delft University of Technology, Industrial Design, promotor

**Prof. Erik Scherder**, Vrije Universiteit Amsterdam, Neuropsychology, promotor

**Prof. Ed Tan**, University of Amsterdam, AmsterdamSchoolofCommunicationResearch, promotor

**Dr. Bas Raijmakers**, Design Academy Eindhoven, research and design

**Danielle Aretz**, Design Academy Eindhoven, research and design

**Dr. Geke Ludden**, Novay, research and design

**Simon van der Linden**, Monobanda, design agency

**Sjoerd Wennekes**, Monobanda, design agency

**Michael Bas**, RANJ, design agency

**Hayo Wagenaar**, IJsfontein, design agency

**Marko van der Vegt**, IJsfontein, design agency

**Dr. Ludwig Hoeksema**, Berenschot, application partner

**Andre Jager**, Humanitas Rotterdam, application partner

**Dr. Vincent Hendriks**, Parnassia, application partner

**Ineke de Bruin**, Parnassia, application partner

**Dr. Renske Spijkerman**, Parnassia, application partner

**Johan Smit**, Woonzorg Unie Veluwe, application partner