

BEHAVIOUR CHANGE HACKATHONS

BehaviourWorks
AUSTRALIA

MAKING PRODUCTS, SERVICES AND IDEAS MORE PERSUASIVE AND HUMAN-CENTRIC

Hackathons have been the preferred format of technology innovators for decades, allowing multidisciplinary teams to come together in an open setting to rapidly prototype products, services and ideas.

BehaviourWorks Australia's hackathons elevate the concept by bringing behavioural experts into the room to look at those products, services and communications through a behavioural lens and provide recommendations on how to make them more persuasive and human-centric.

BWA Hackathons are a fee-based service available to government and private sector organisations.

WHAT'S INVOLVED?

BehaviourWorks' hackathons are like short, intensive 'design-sprints'.

Based on the product/service under consideration and the relevant experience, skills and knowledge of BWA team members, a team of four to 10 behavioural experts will be brought together for the hackathon; keeping in mind that BWA staff come from a range of different disciplines and backgrounds, from psychology to social science and behavioural economics.

The primary role of the hackathon team is to provide a 'fresh set of eyes' and different perspectives on the product, service or idea under consideration and provide recommendations on strategies that are most likely to achieve the desired behaviour change.



HACKATHONS

HOW DO THEY WORK?

Prior to each Hackathon, the client or partner organisation sends the allocated team relevant background information and materials for review.

Staff and/or subject matter experts from the client organisation then present the idea to the hackathon team in person or online.

Here, the BWA team will take the opportunity to interrogate the problems or idea, so they have a good understanding of the product/service and any organisational/contextual factors.

The BWA team then workshops the product, service or idea in a closed session, allowing them to debate the merits of various behaviour change tools and strategies in an honest and open setting.

WHAT'S THE OUTCOME?

Following the sessions, which typically run for a few hours, the hackathon team then prepare a report for the client organisation. The report, which is written in lay terms, includes key suggestions and recommendations on which behaviour change strategy is most likely to lead to the desired behaviour.

The report highlights points of agreement and disagreement between the research team, as well as other contextual factors/knowledge relevant to the product or service.

DEBRIEF

In most cases, the report will answer the client's key questions. However, there are some circumstances where the client may benefit from having the suggestions clarified by the team (not all members from the original team may be available for the debrief).

WHO USES HACKATHONS?

BehaviourWorks' hackathons have been used by a wide range of government and private sector organisations.

Among the most frequent applications is reviewing communications materials, standard letters and 'apps'. However, they can be considered for any new product idea or service innovation.

COSTS

Hackathons are a fee-based research service. Fees vary based on the type and number of products, services and materials submitted for review. Contact us (details below) for further information.

JUST THE FIRST STEP?

Hackathons can be an important precursor to a larger project. In fact, they can be a cost-effective way of gaining some assurance that the product/service or idea is 'on the right track'. The client organisation may then want to use another BehaviourWorks' research services to take the idea forward.

LIMITATIONS

BehaviourWorks acknowledges that the report's recommendations are sometimes given in a knowledge vacuum with only limited consideration of the contextual factors of the client organisation.

There is no expectation, therefore, that all recommendations will be implemented.

The overarching purpose of hackathons is to spark ideas on how the product or service can better incorporate behaviour change techniques.

To learn more about BehaviourWorks Australia's products and research services, visit www.behaviourworksaustralia.org
Or, contact us. T: + 61 3 9905 9656 or E: behaviourworksaustralia@monash.edu

BehaviourWorks Australia is a behaviour change research enterprise within the Monash Sustainable Development Institute at Monash University.