

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 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' and should be considered for any new product idea or service innovation.

For each hackathon, a team of three to six behavioural researchers (from different backgrounds and disciplines) is assembled, based on their experience, skills and knowledge of the sector and the product or service under consideration.

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 resonate with target audiences and achieve the desired result.



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.

On the day of the workshop, representatives from the client organisation present their idea to the hackathon team during a one-hour video call or meeting. At this workshop, the researchers seek further information in order to understand any pertinent organisational or contextual factors.

Following this, the Hackathon team get together over a two-hour work block to consider what behaviour change strategies are relevant to the product or service. This session is closed to the client, allowing the team to talk openly and share ideas about which behaviour change theories, changes and approaches the client may benefit from considering.

All the researchers' recommendations are documented and discussed/debated before suggestions are synthesised and prioritised.

WHAT'S THE OUTCOME?

BehaviourWorks provides the client with a report (typically 5-15 pages) with bullet point suggestions and recommendations on how to improve the effectiveness of their product or service to achieve their desired goal.

The report includes scientifically, entrepreneurially, behaviourally and technologically-informed insights that the client would not typically have access to.

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 (e.g., 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.