

How do we
Design
to *Change?*



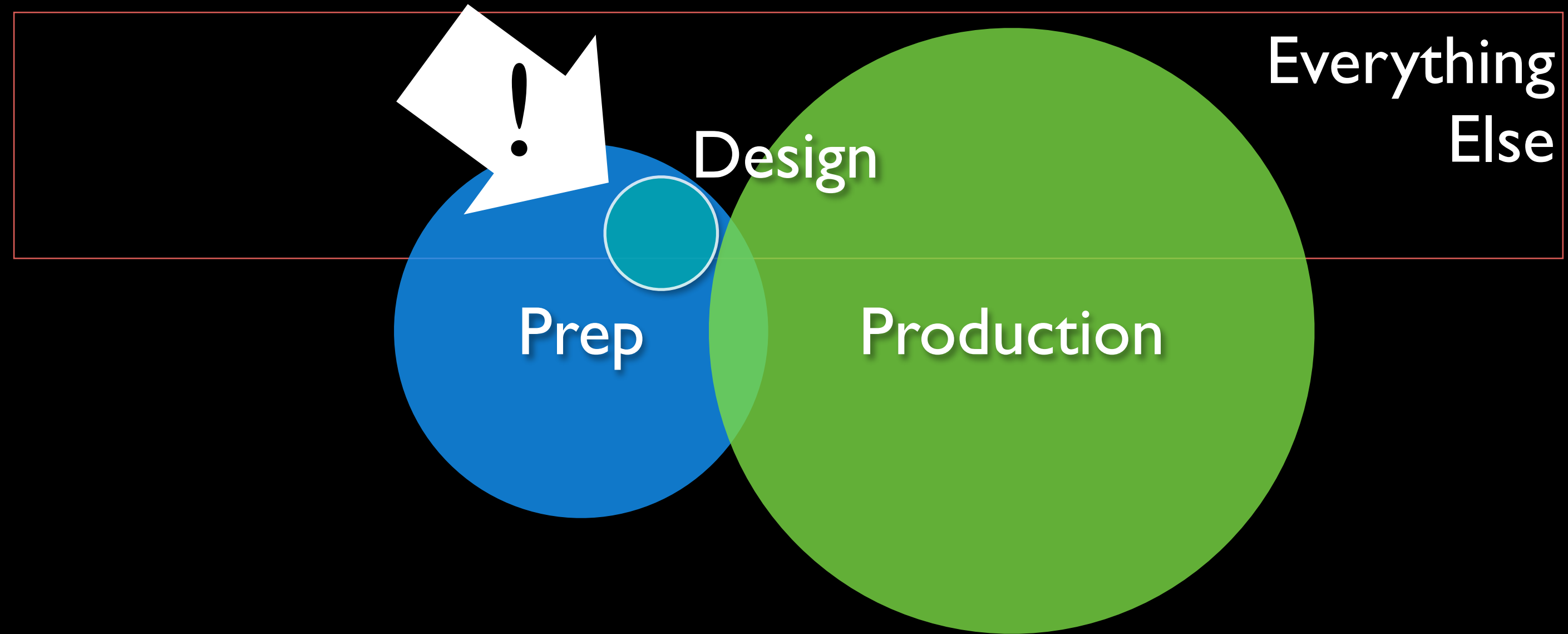
Barbara Chamberlin, PhD

bchamber@nmsu.edu

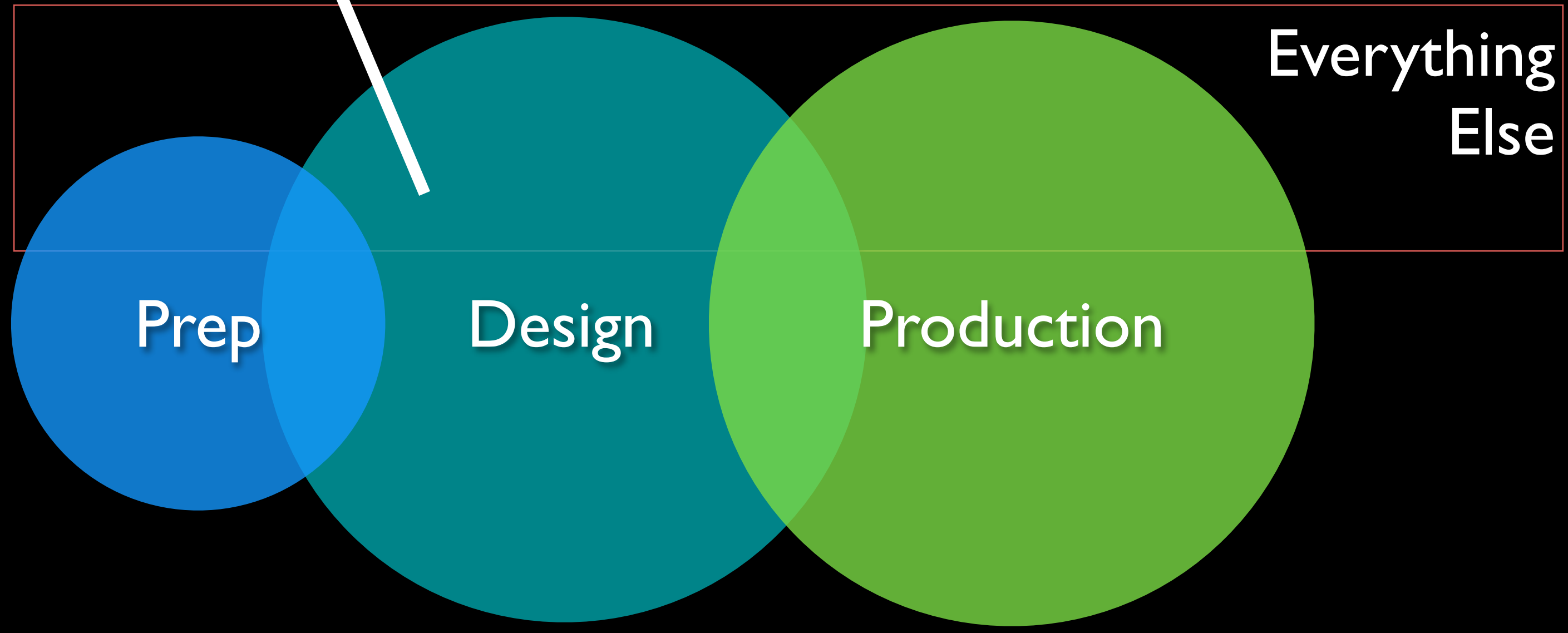


[@bchamber](https://twitter.com/bchamber)

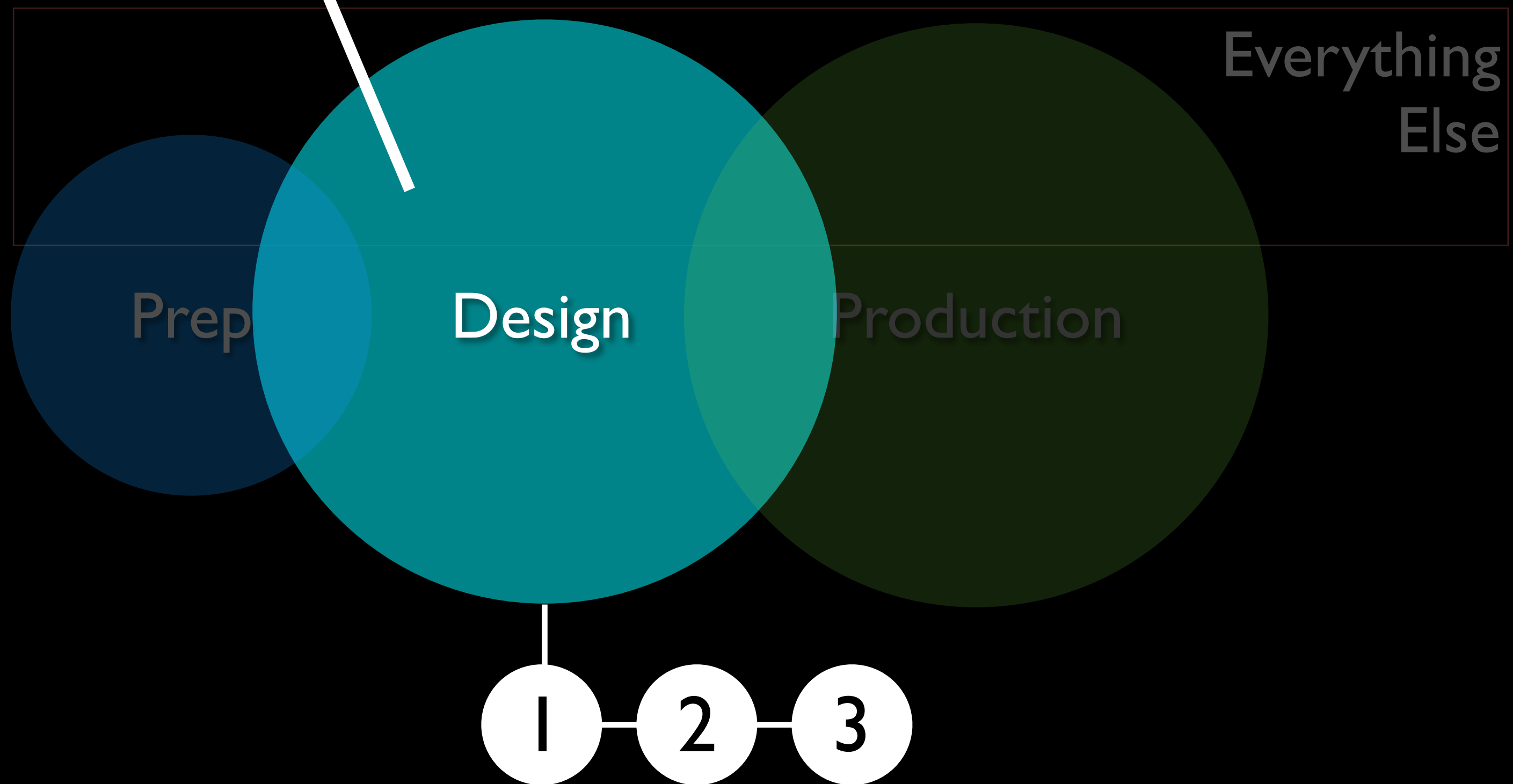
Development **Process**



How are we going to make the thing?



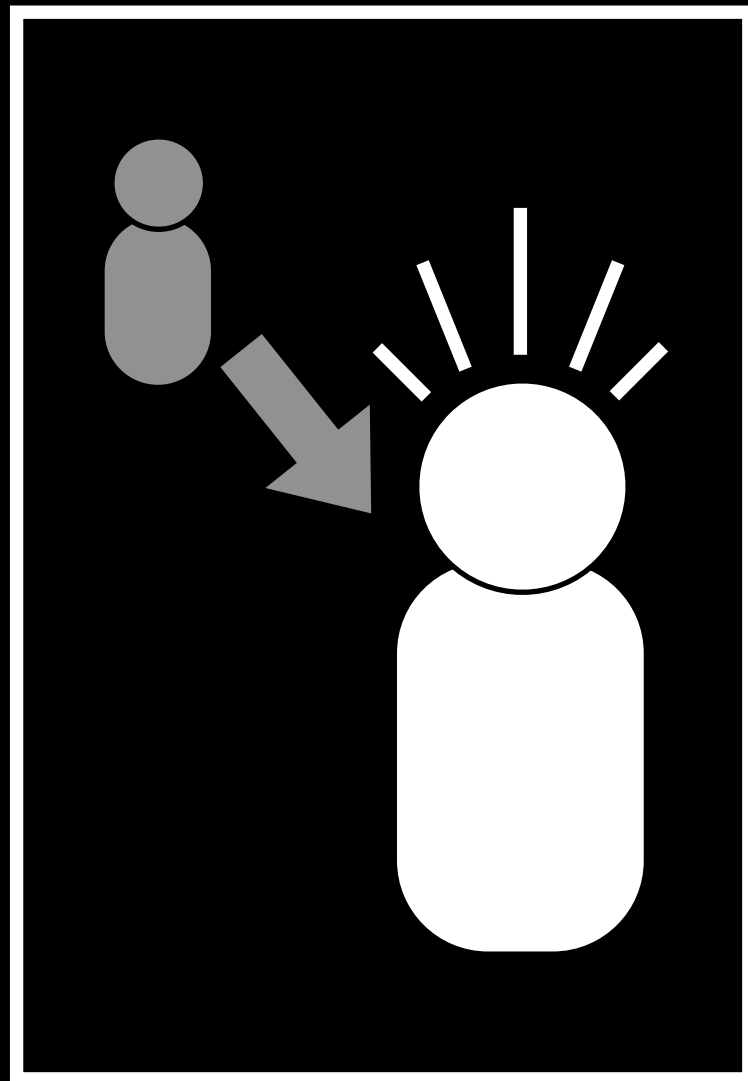
How are we going to make the **change?**



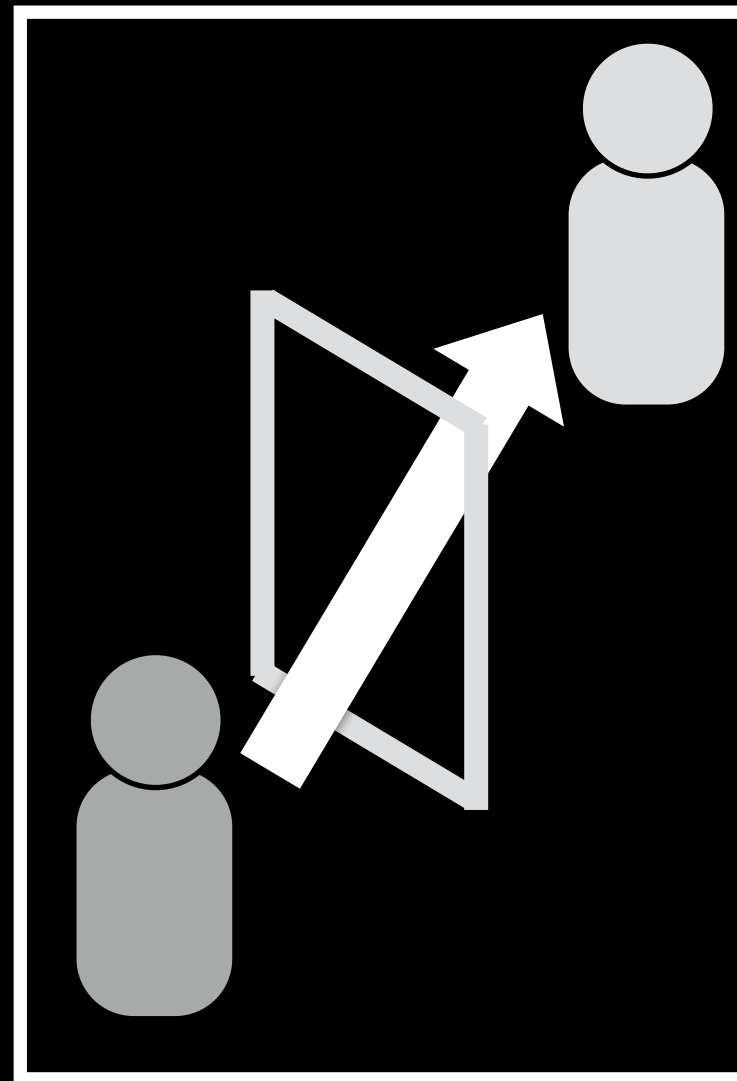
Hello, experts.

- Design **Doc**
- **Agreed Upon** Outcomes
- **Vision** for Potential Product

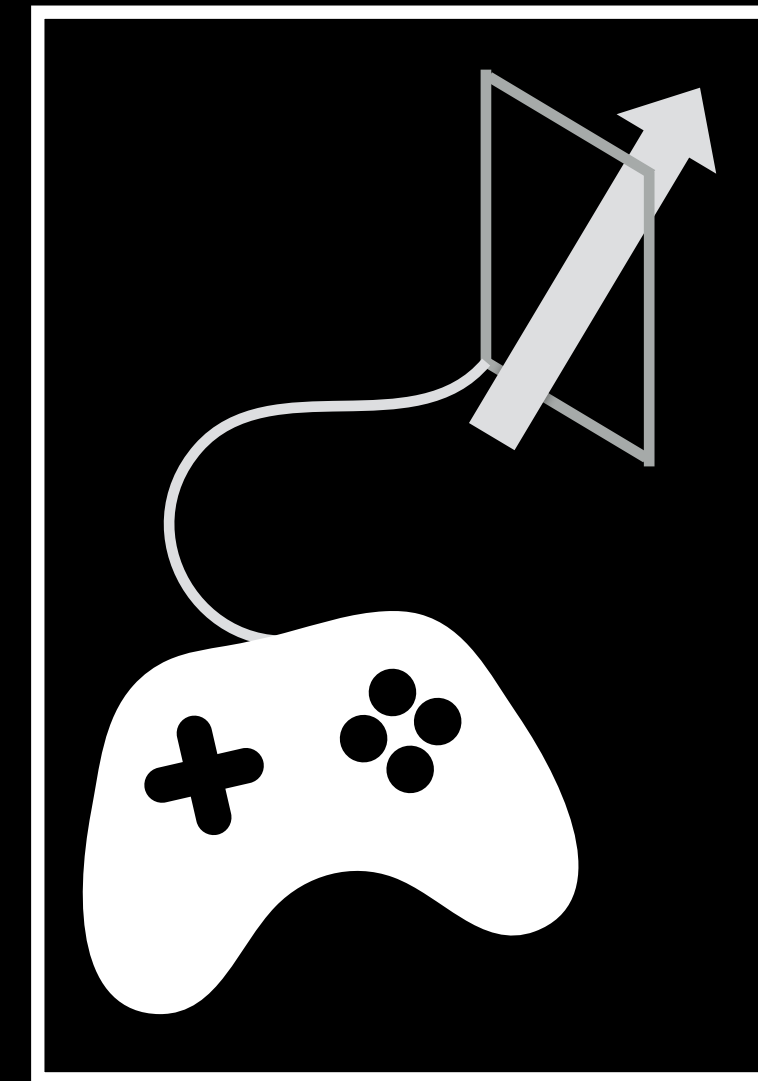
What
change
do I want to see
in the learner?



What
activities
lead to that
change?

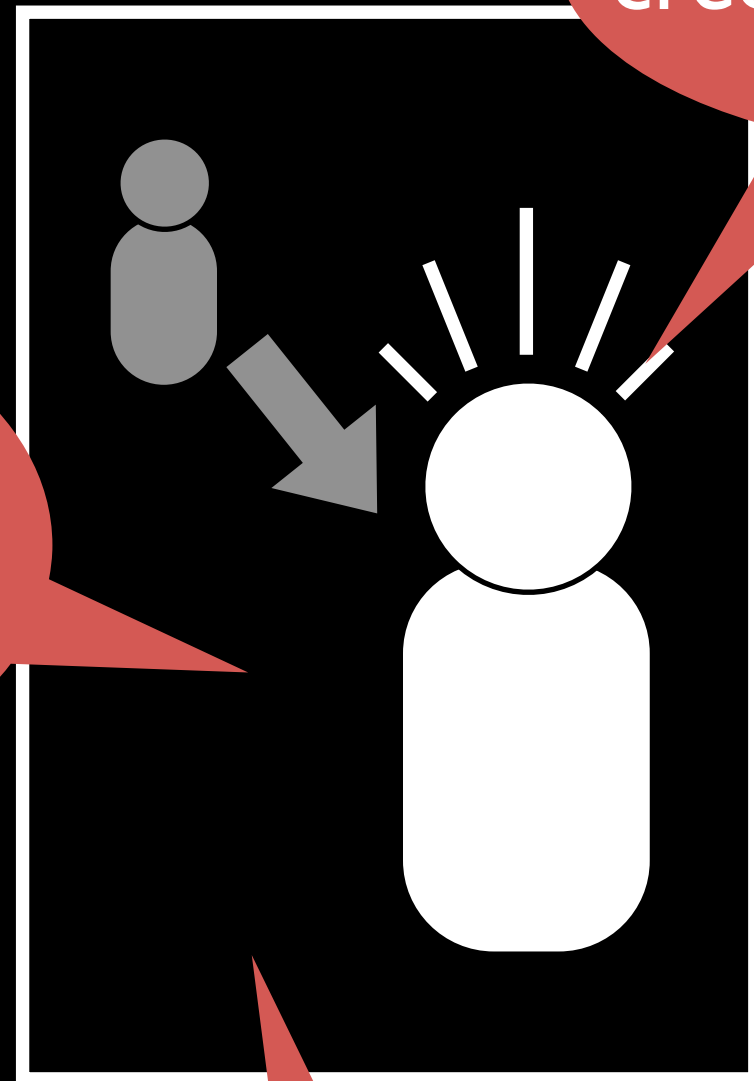


How can
gameplay
facilitate
those activities?



Goal: high school kids maintain good credit score

What **change** do I want to see in the learner?



know how credit score works

make sound decisions

believe it is important

What **activities** lead to that change?



know what impacts credit score

experiment with actions that change credit score

feel impact of credit score

fail safely

How can **gameplay** facilitate those activities?



Night of the Living Debt

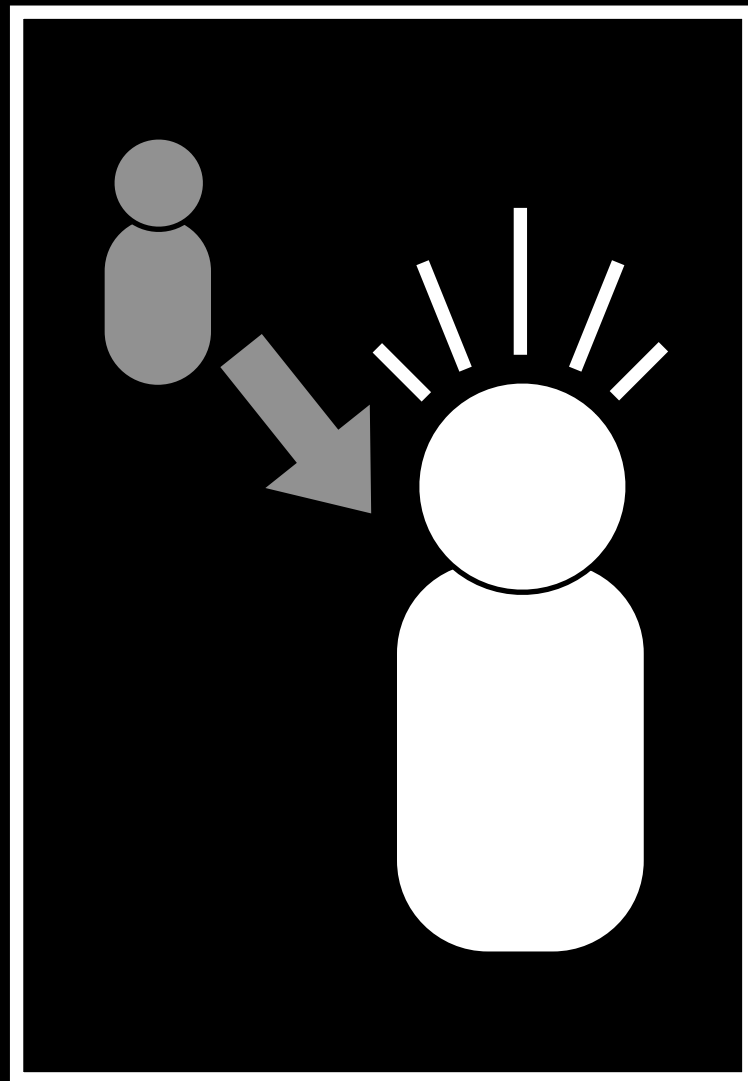
NIGHT OF THE LIVING DEBT



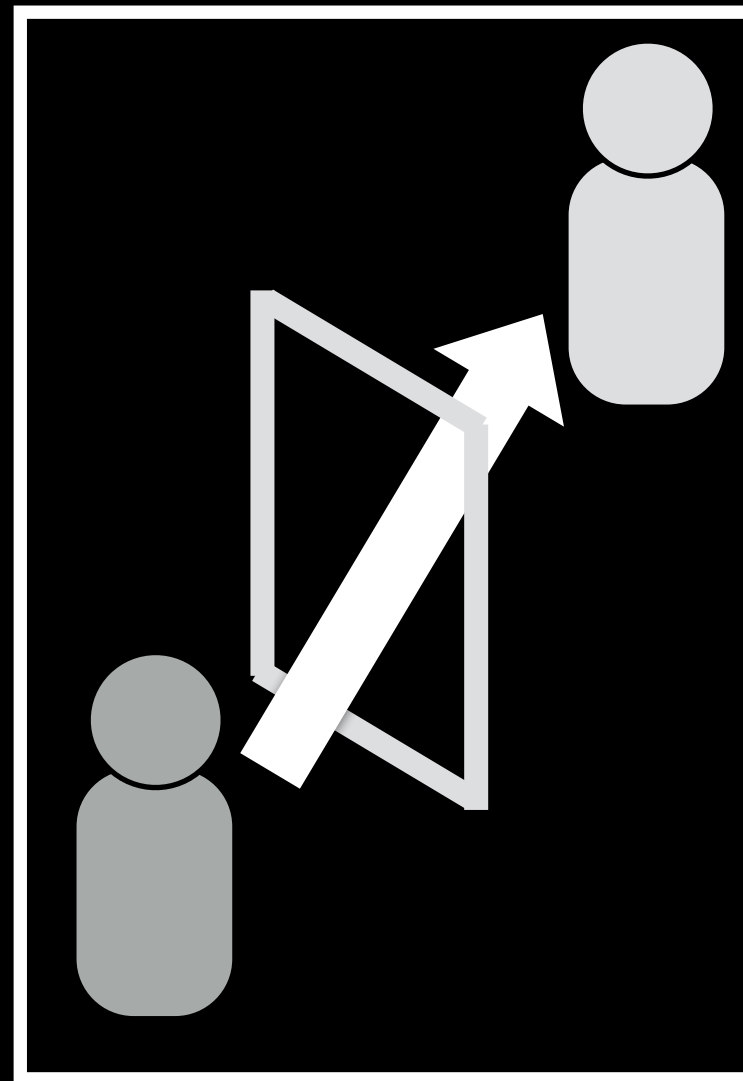
CREDIT SCORE: **680**

Goal:

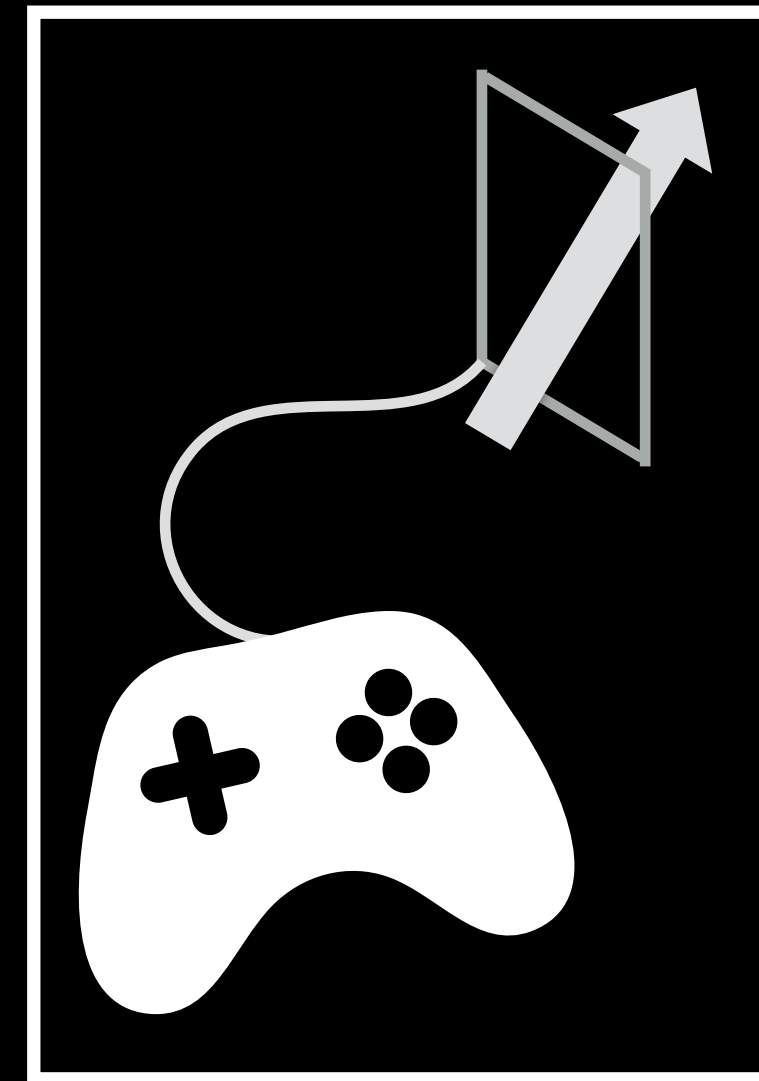
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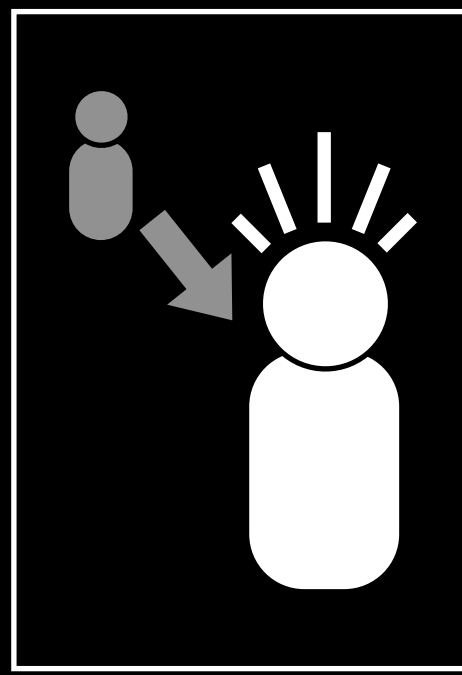


What
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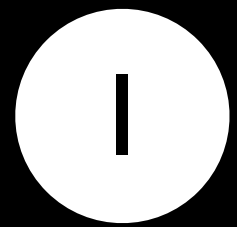


How can
our thing
facilitate
those activities?





What **change** do I want to see in the learner?



knowledge

what they know

skill

what they can do

behavior

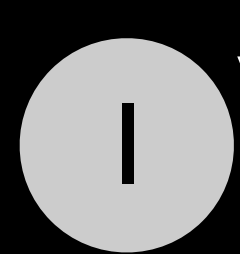
how they act

emotion

how they feel

physiology

how they are



What **change** do I want to see in the learner?

knowledge

what they know

skill

what they can do

behavior

how they act

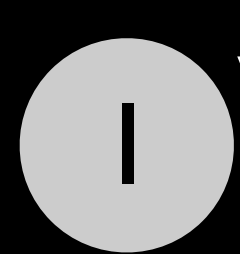
emotion

how they feel

physiology

how they are

After using our game,
the player will...



What **change** do I want to see in the learner?



knowledge

what they know

know what impacts sugar



skill

what they can do

properly test blood sugar



behavior

how they act

test regularly



emotion

how they feel

prioritize health



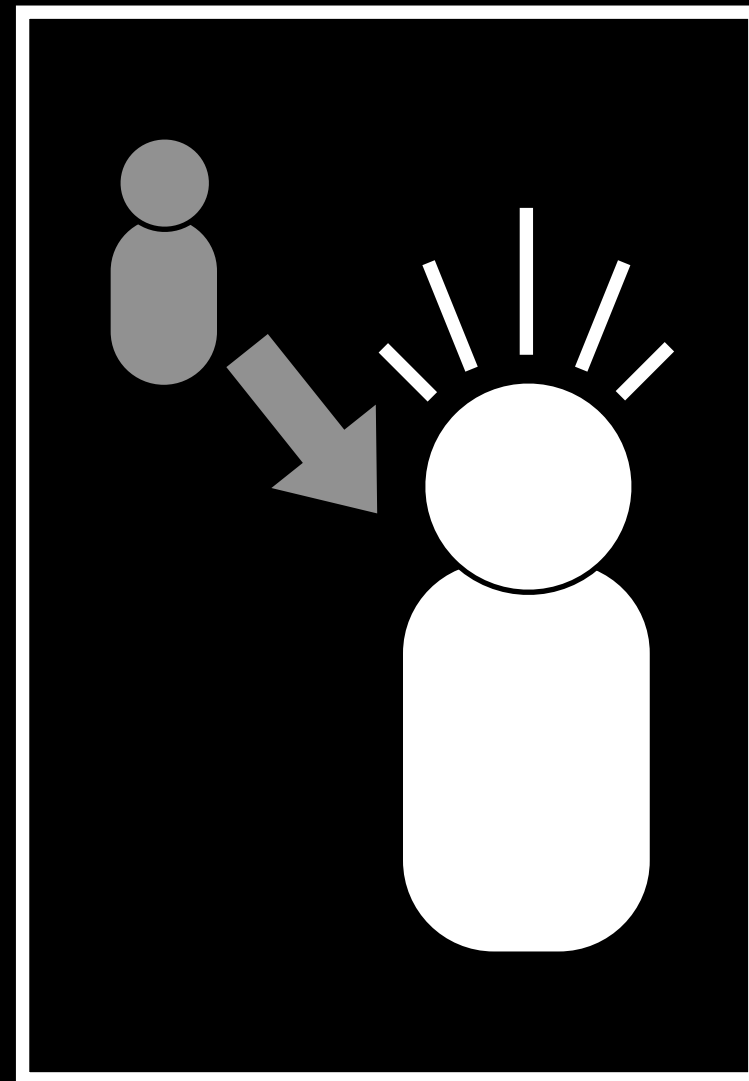
physiology

how they are

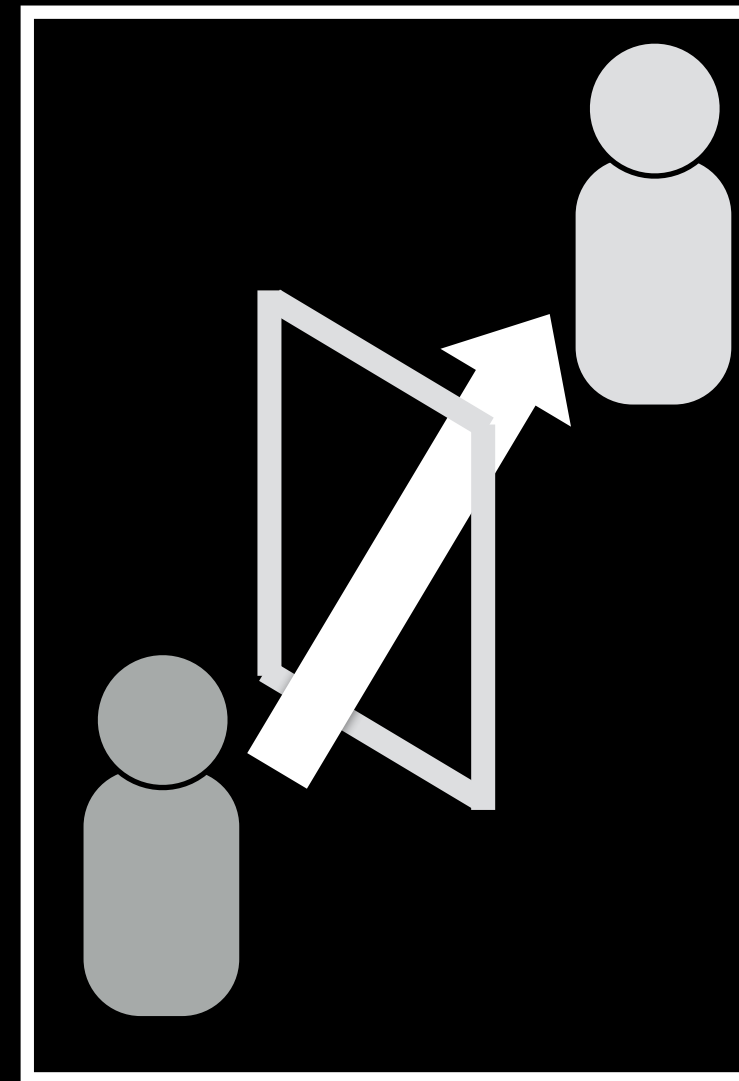
appropriate blood sugar levels

What
change

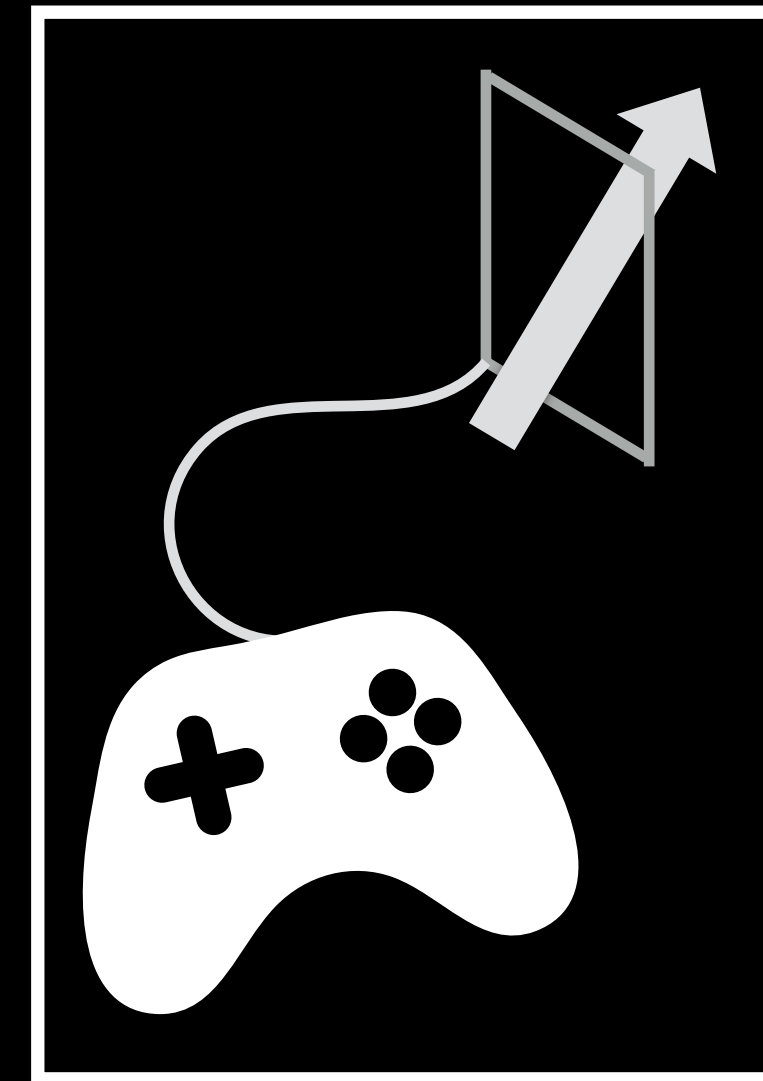
do I want to see
in the learner?

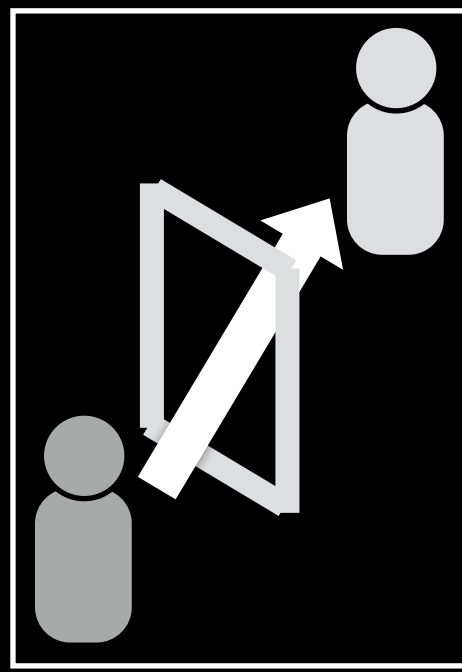


What
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How can
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those activities?



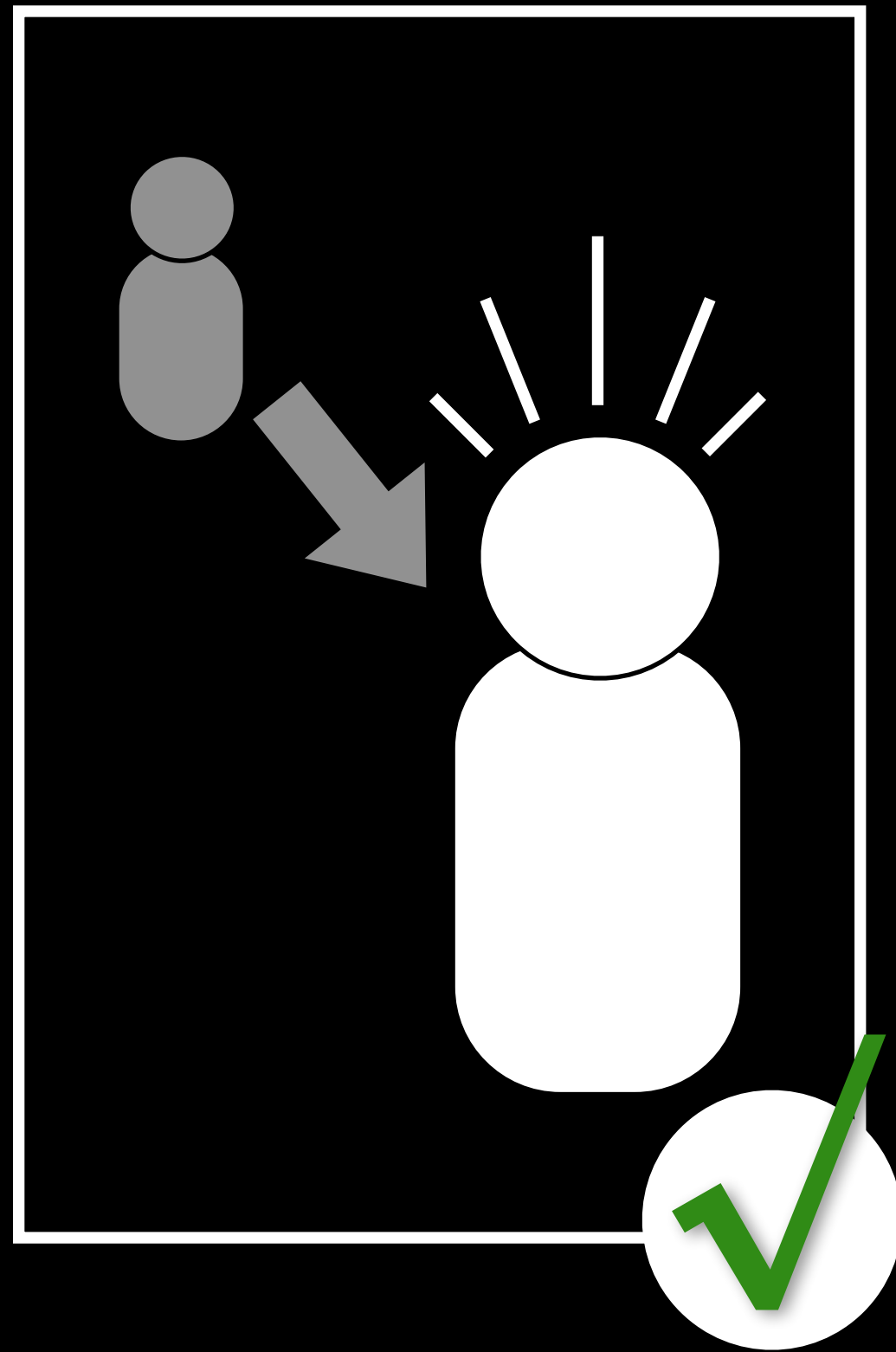


What **activities** lead to that change?

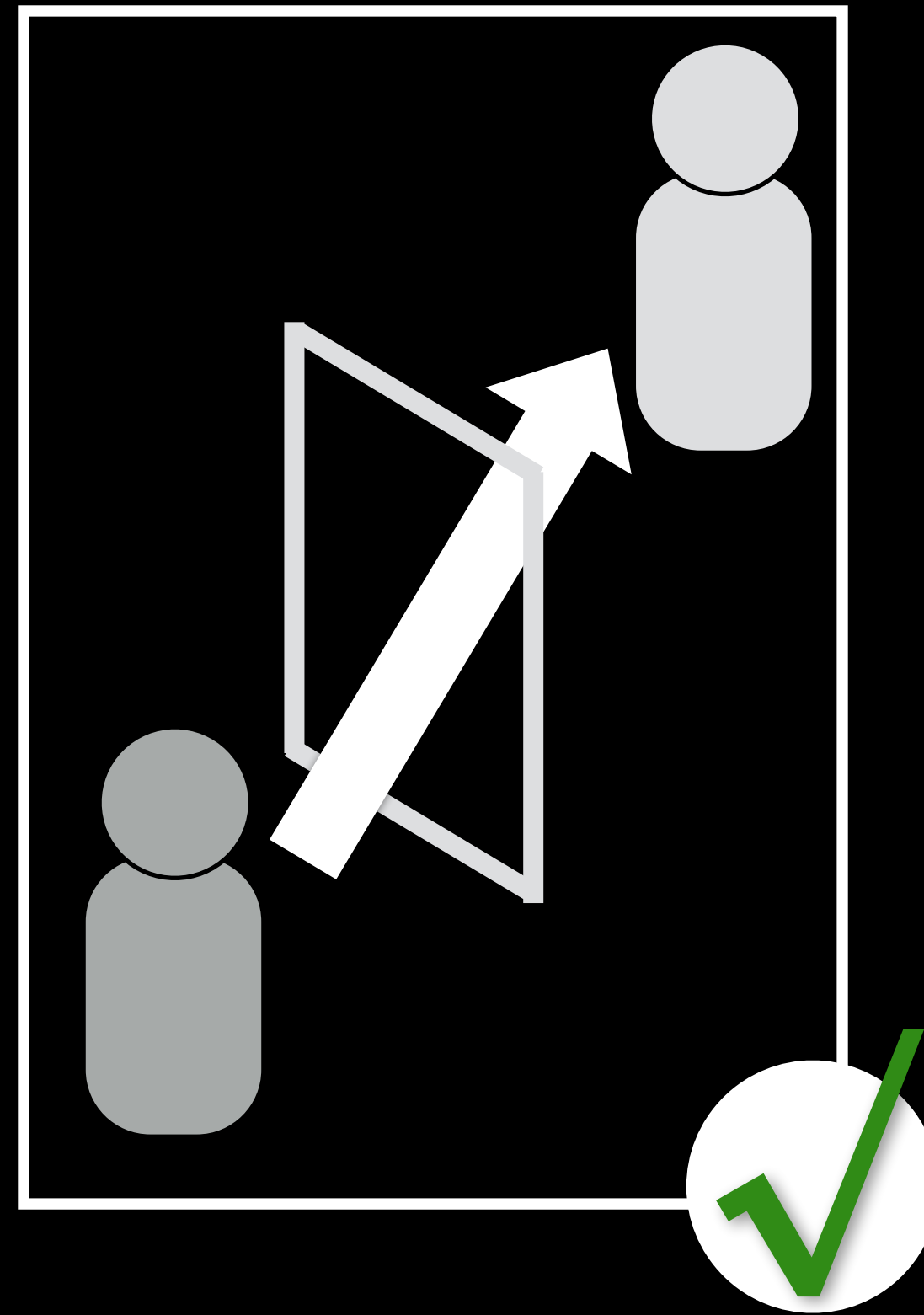
2

Work with Information	Think	Practice
<p>Receive Monitor Consider Question</p>	<p>Imagine Analyze Interpret Reflect Build Mental Model</p>	<p>Exercise Rehearse Memorize Familiarize</p>
Solve Problems	Communicate	Values
<p>Accept Challenge Hypothesize Experiment Solve</p>	<p>Discuss Explain Ask Empathize Build Relationship</p>	<p>Compare Values Test Values Prioritize</p>
Experience Things	Manage Environment	Look to the Future
<p>Be Immersed Be Surprised Be Punished Be Rewarded</p>	<p>Examine Surroundings Alter Surroundings Relocate</p>	<p>Predict Plan Set Goals</p>

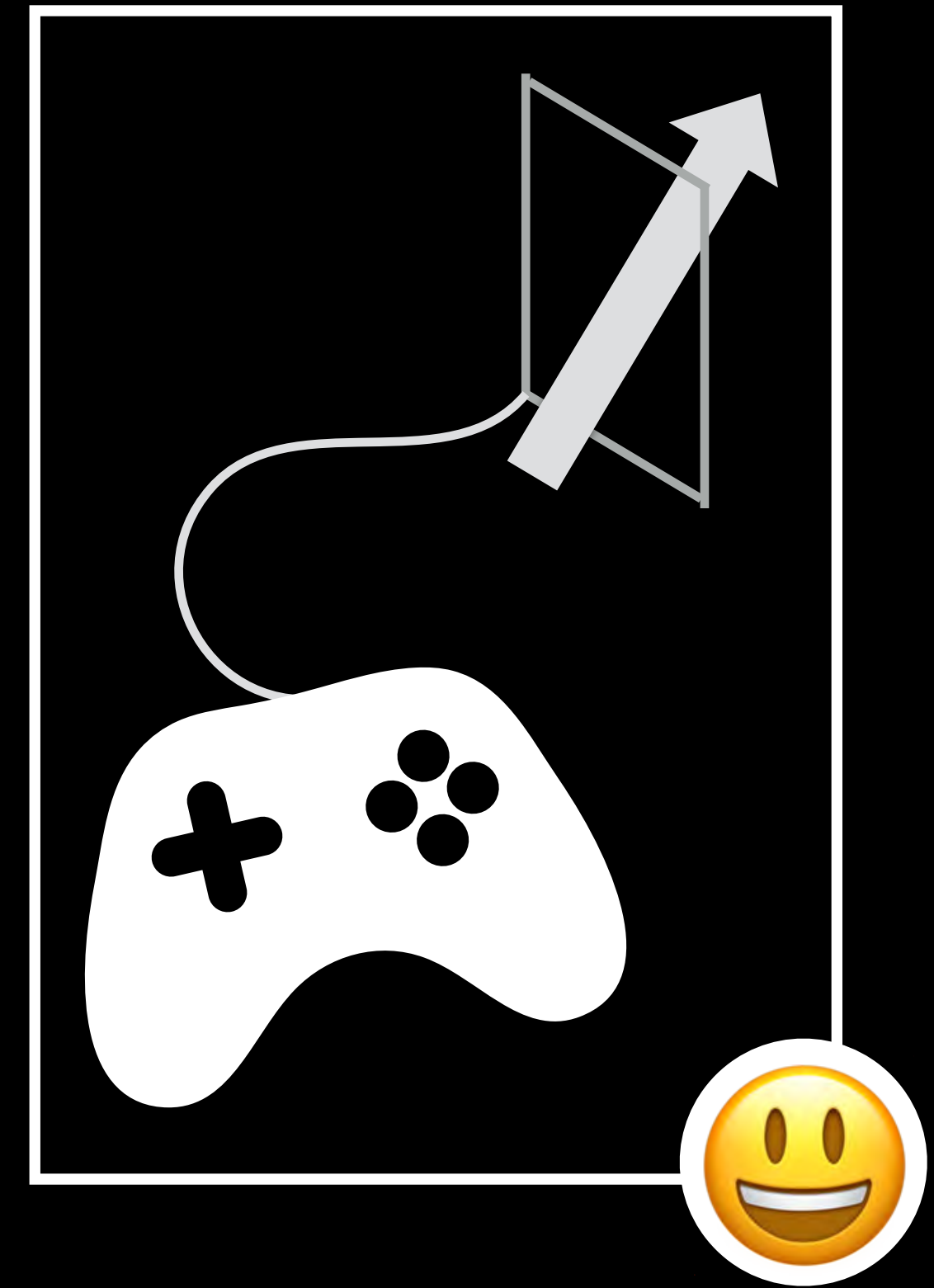
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How can
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facilitate those
activities?



website

social media strategy

interactive

written guide

game

things

videos

curriculum

animations

workshop

app