DESIGN FOR our future

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PROJECT TITLE, INTRODUCTION, PROBLEM DEFINITION and ASSIGNMENT
Complete all fields, keep information clear, specific and concise

Project title Designing a learning tool for crafting a healthy lifestyle

Please state the title of your graduation project (above). Keep the title compact and simple. Do not use abbreviations. The remainder of this document allows you to define and clarify your graduation project.

Introduction

Describe the context of your project here; What is the domain in which your project takes place? Who are the main stakeholders and what interests are at stake? Describe the opportunities (and limitations) in this domain to better serve the stakeholder interests. (max 250 words)

Leading a healthy lifestyle can extend life by up to six years and delay chronic illnesses by nine years (Licher et al., 2019). However, without improvements in prevention, treatment, or support, over half the global population may face obesity within 12 years due to challenges in maintaining long-term lifestyle changes (Worldobesity, 2023). Extrinsic factors can initiate health activities but may, over time, reduce satisfaction by shifting the focus from the process to an external goal (Fishbach & Woolley, 2022; Armenta et al., 2014). Hence, to maintain a healthy lifestyle, it's crucial to foster intrinsic motivation rather than relying on extrinsic factors (Liu et al., 2023).

Boosting intrinsic motivation can be achieved through 'crafting,' which involves altering activity conditions for a more rewarding experience (Tims et al., 2012). By modifying the environment, the health-related activity or oneself, people can increase the person-activity fit, making it easier to maintain long-term health behavior changes (Liu et al., 2023). For example, in order to make taking a walk more rewarding, people can consider buying dedicated hiking boots or exploring new outdoor environments (environmental level). They can extend the walking route or integrate jogging intervals (activity level), or they can include breathing exercises and improve their sleep patterns to boost their energy (self level). When implemented effectively, crafting principles make it easier to experience these rewarding experiences and subsequently foster intrinsic motivation and sustained health behavior.

Vital10 offers a comprehensive health and vitality platform, fostering collaboration between healthcare and service providers to deliver engaging programs and trusted products and services (Vital10, n.d.). Currently, the majority of the company's users are cardiac patients who rely on Vital10's application ("deelnemersportaal") for their rehabilitation process. The application supports patients by offering a clear training program, enabling progress tracking, and facilitating direct communication with healthcare professionals.
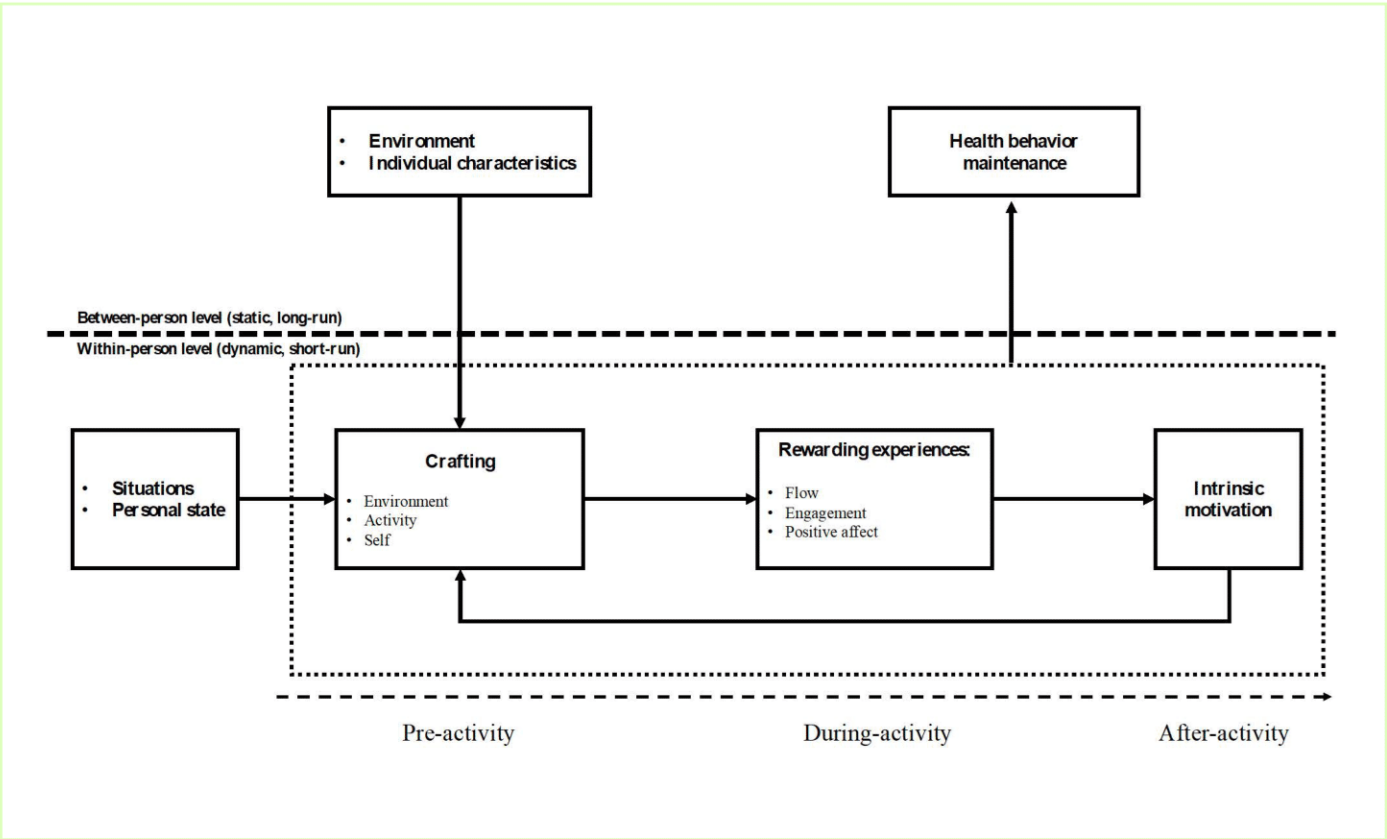
➔ *space available for images / figures on next page*

image / figure 1   Vital10 Application

image / figure 2   Health Crafting Theory Framework by Liu et al. (2023)

Problem Definition

What problem do you want to solve in the context described in the introduction, and within the available time frame of 100 working days? (= Master Graduation Project of 30 EC). What opportunities do you see to create added value for the described stakeholders? Substantiate your choice.
(max 200 words)

The long-term and demanding rehabilitation process can be daunting for cardiac patients, posing challenges in maintaining motivation and tracking progress within the Vital10 application. Equipping patients with crafting theory knowledge empowers them to nurture intrinsic motivation, facilitating their cardiac rehabilitation journey.

However, the current framework of crafting theory, while insightful, remains mostly theoretical and conceptual. To fully exploit the capabilities of "crafting" as a tool for individuals, there's a critical need to bridge the gap between theory and practical application. From an applied user's perspective, the challenge lies in transforming this theoretical knowledge into a user-friendly learning tool that supports individuals in maintaining health behavior changes over time.

From a business perspective, this project streamlines Vital10's support for cardiac patients during rehabilitation. In the long term, this learning tool has the potential for broader application, opening up new markets and broadening the company's customer base.

Assignment

This is the most important part of the project brief because it will give a clear direction of what you are heading for.
Formulate an assignment to yourself regarding what you expect to deliver as result at the end of your project. (1 sentence)
As you graduate as an industrial design engineer, your assignment will start with a verb (Design/Investigate/Validate/Create), and you may use the green text format:

Design a learning tool to educate cardiac patients on the principles of crafting theory, fostering cardiac patients' intrinsic motivation to facilitate their rehabilitation journey.

Then explain your project approach to carrying out your graduation project and what research and design methods you plan to use to generate your design solution (max 150 words)

The project unfolds through different focus areas (see the external plannning). I will begin with defining the crafting theory's core elements through literature reviews and an expert interview with Wei Liu. Subsequently, I will transform these elements into user-centered learning objectives (LO). For example, a LO might be: "By the end of this learning activity, I will be capable to recite the key principles of health crafting theory." The research then focuses on tailoring these LO to the specific needs of cardiac patients, incorporating insights from interviews and literature studies. Next, I will convert these LO into engaging interactive learning activities (LA), considering health education literature and market research on existing applications. With these LA as a foundation, my project advances to structuring the learning content, designing a learning tool and creating a corresponding minimum viable product. Through user testing I will aim to iteratively improve upon this concept.

Project planning and key moments

*To make visible how you plan to spend your time, you must make a planning for the full project. You are advised to use a Gantt chart format to show the different phases of your project, deliverables you have in mind, meetings and in-between deadlines. Keep in mind that all activities should fit within the given run time of 100 working days. Your planning should include a **kick-off meeting, mid-term evaluation meeting, green light meeting** and **graduation ceremony**. Please indicate periods of part-time activities and/or periods of not spending time on your graduation project, if any (for instance because of holidays or parallel course activities).*

Make sure to attach the full plan to this project brief.
The four key moment dates must be filled in below

Kick off meeting	3 Oct 2023

Mid-term evaluation	30 Nov 2023

Green light meeting	

Graduation ceremony	

In exceptional cases (part of) the Graduation Project may need to be scheduled part-time. Indicate here if such applies to your project

Part of project scheduled part-time	
For how many project weeks	
Number of project days per week	

Comments:

Motivation and personal ambitions

Explain why you wish to start this project, what competencies you want to prove or develop (e.g. competencies acquired in your MSc programme, electives, extra-curricular activities or other).

Optionally, describe whether you have some personal learning ambitions which you explicitly want to address in this project, on top of the learning objectives of the Graduation Project itself. You might think of e.g. acquiring in depth knowledge on a specific subject, broadening your competencies or experimenting with a specific tool or methodology. Personal learning ambitions are limited to a maximum number of five.
(200 words max)

This thesis is a result of Wei Liu's theoretical paper, exploring the concept of 'crafting' to maintain health behavior over the long term. The topic has captivated my interest as it presents a promising opportunity to bridge my personal passions in graphic design and promoting a healthy, sustainable lifestyle. The subject aligns perfectly with the IDE Faculty's mission of "Design for Our Future," emphasizing the importance of a healthy world as the central focus of the thesis. Within the domain of Industrial Design Engineering, the thesis will integrate three key pillars: Business (proposing a conceptual digital learning environment for Vital10's product development), Human (fostering cardiac patients' intrinsic motivation to facilitate their rehabilitation journey), and Technology (exploring the design of a interactive learning tool).

In addition to the overall learning objectives, this thesis allows me to pursue the following personal learning ambitions:

- Enhancing my expertise in visual storytelling, a vital skill for my future career. I am eager to delve deeper into graphic design, and animation while exploring how these elements can be used effectively and interactively.

- Acquiring in-depth knowledge of the psychology and strategies behind lifestyle change. This valuable information has wide-ranging applications, relevant to various aspects of life, such as work, leisure, and sports. I believe this knowledge will positively impact my own daily life, promoting personal growth and wellbeing.