

Designing for active office work

10 10 10



IDA DAMEN



OFFICE WORK

9.3U

gemiddeld per dag

±50%

van de Nederlandse bevolking beweegt te weinig

4TH CAUSE
OF DEATH



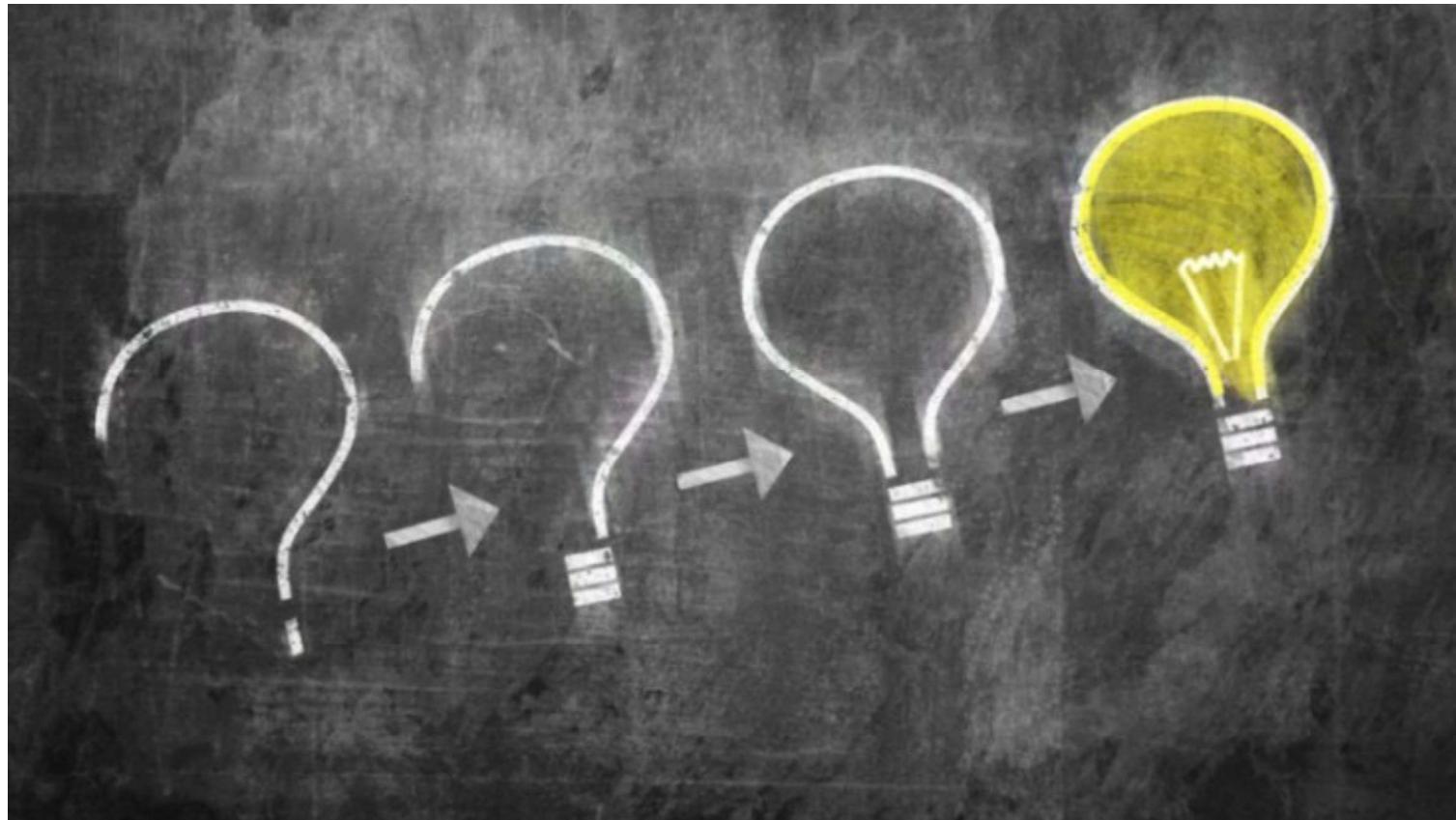
DIGITAL TOOLS

LITTLE SYSTEMATIC RESEARCH

on interaction design strategies

FYSIEKE ACTIVITEIT WORDT GEZIEN ALS
PAUZE MOMENT IN PLAATS VAN EEN
MOGELIJKE MANIER VAN WERKEN

DESIGN THINKING

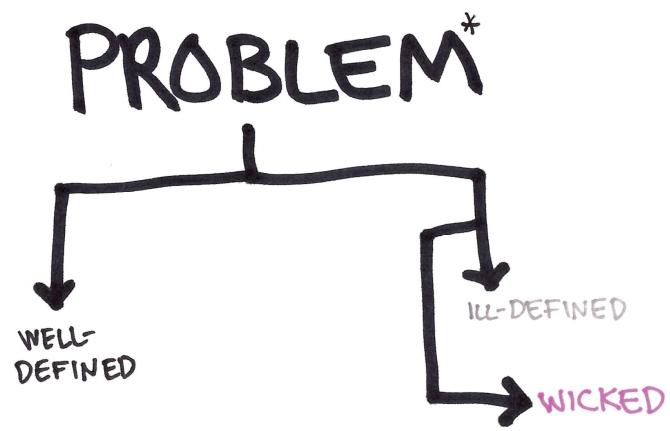


WHAT WHY HOW



WHAT WHY HOW





* THORNDIKE, 1931: PROBLEM = WHERE THE ACTIONS NECESSARY TO ATTAIN GOAL(S) ARE NOT OBVIOUS.

(MARTIN, 2009)



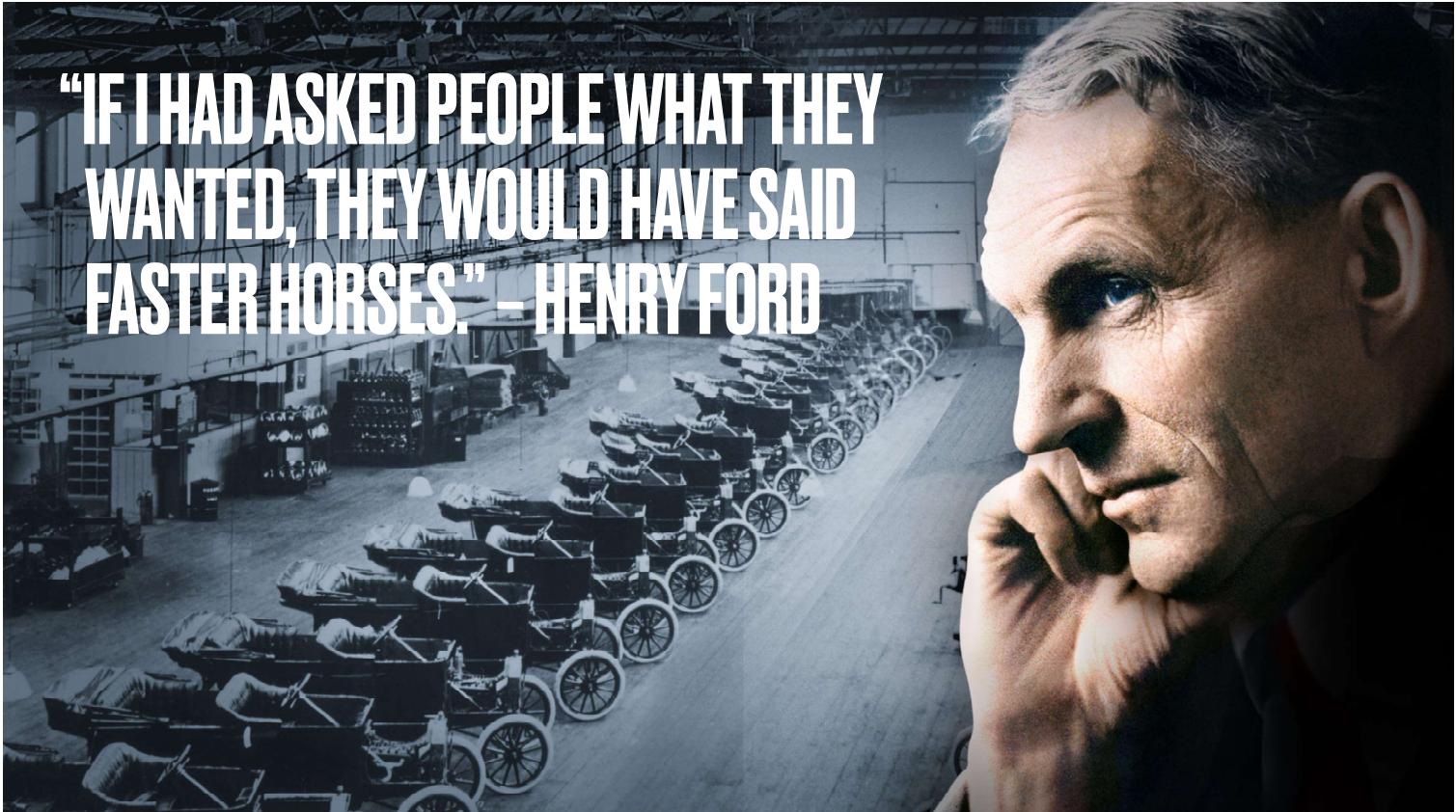
1. HEAR: BEGRIJP DE CONTEXT

(Brown, 2009)



...EN DE LATENTE BEHOEFTÉ





**"IF I HAD ASKED PEOPLE WHAT THEY
WANTED, THEY WOULD HAVE SAID
FASTER HORSES." – HENRY FORD**

WAAROM WALKING MEETINGS?





**DOOR BEWEGEN ONTSTAAN MEER
RECEPTOREN EN MEER
NEUTROTRANSMITTERS**

[Ratey, 2008]

TOT 60% CREATIEVER

[Oppezzo en Schwartz, 2014]

**MENSEN HOUDEN WANDELEN LANGER
VOL DAN ANDERE INTERVENTIES
GERICHT OP BEWEGEN**

[Oppezzo en Schwartz, 2014]

HET BEVORDEREN VAN SAMENWERKING

[McKinney, B. L. 2013. Revell, S., & McLeod, J. 2016]

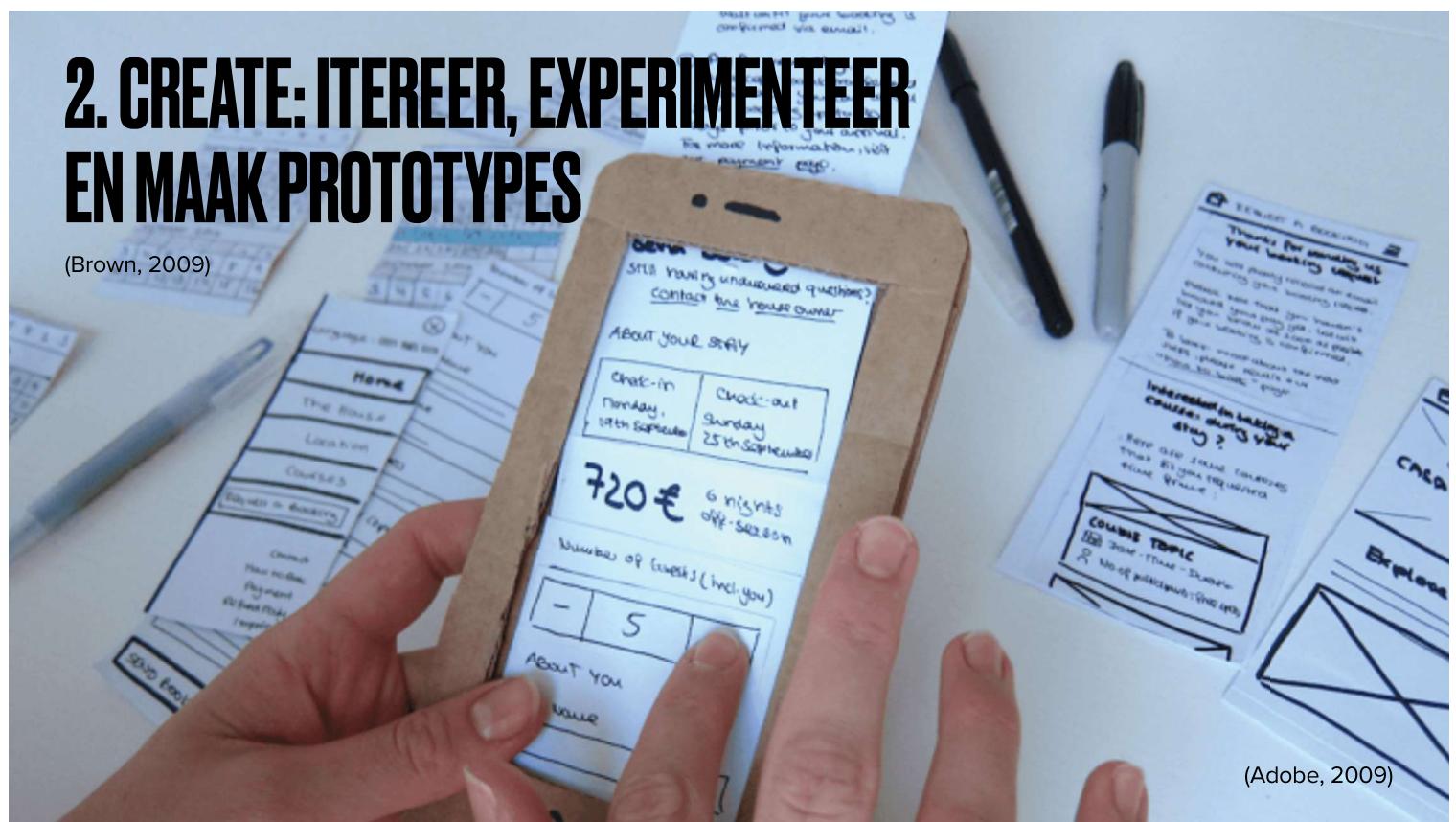
**EN VOOR JOU?
EFFECT VAN GROEN EN LICHT..**

[McKinney, B. L. 2013. Revell, S., & McLeod, J. 2016]

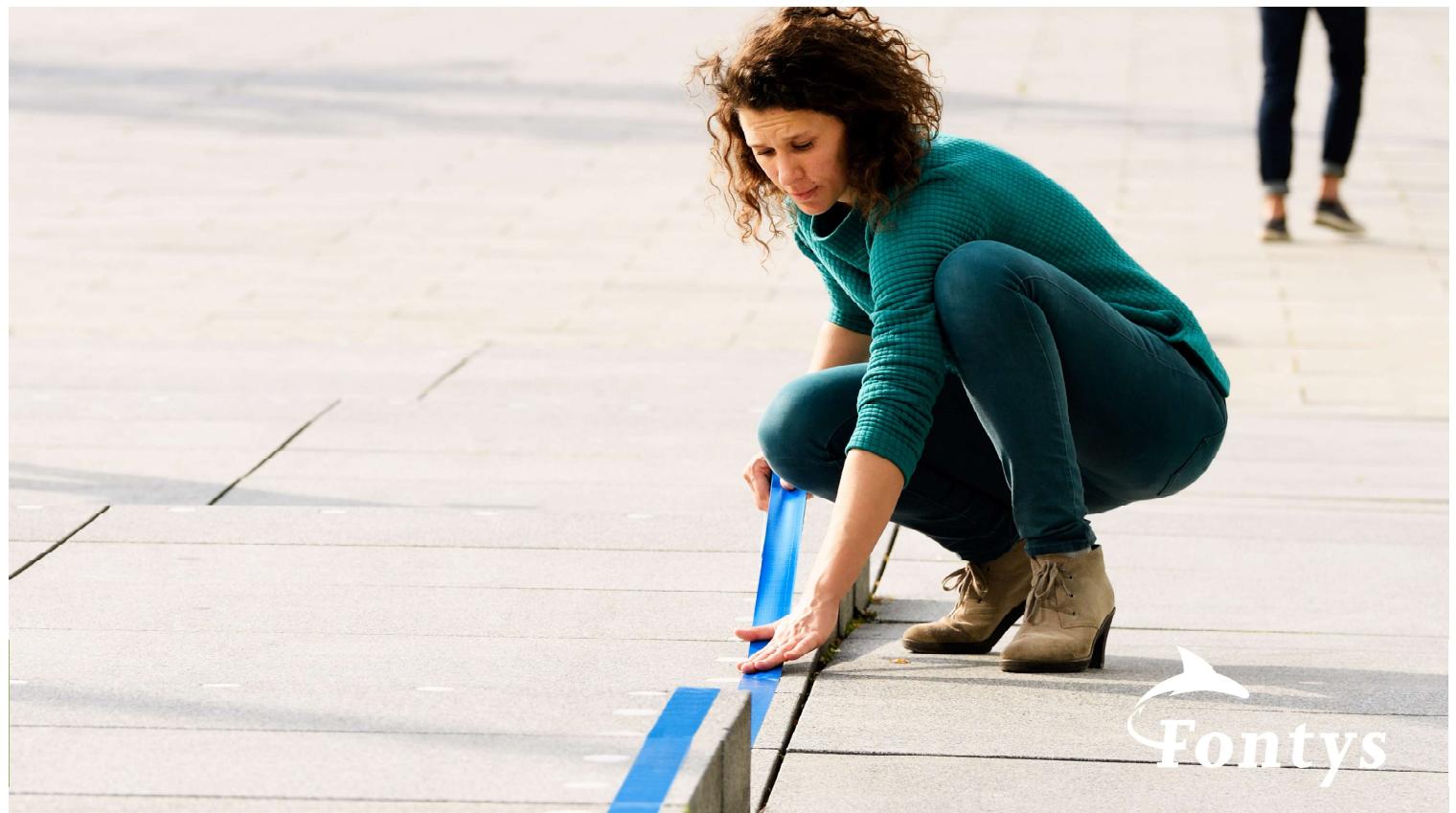
.. OF TIME MANAGEMENT?

2. CREATE: ITEREER, EXPERIMENTEREN EN MAAK PROTOTYPES

(Brown, 2009)



(Adobe, 2009)



3. DELIVER: WERK SAMEN EN LEER

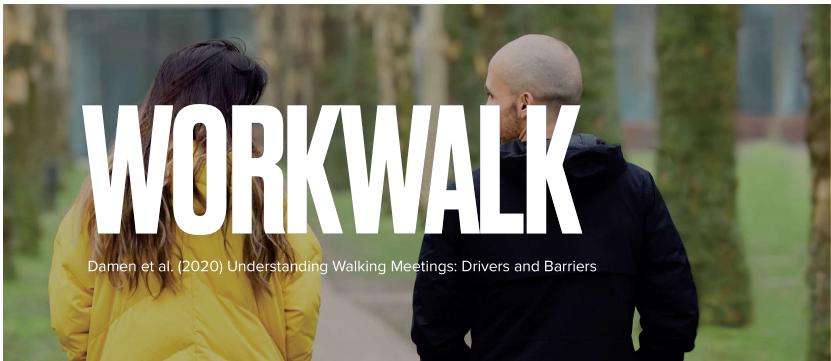
(Brown, 2009)



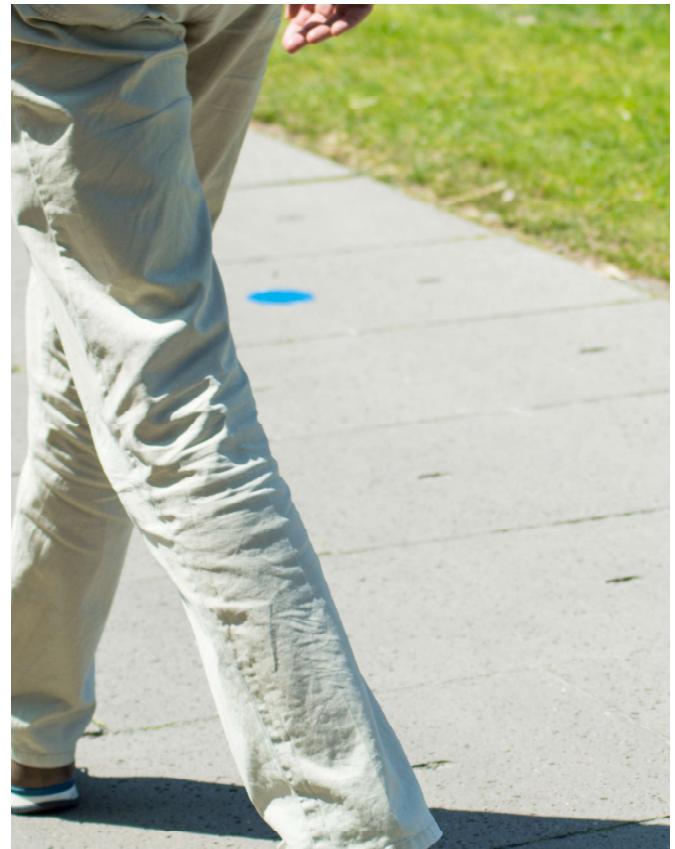
Fontys



HOE IMPLEMENTEREN WE WALKING MEETINGS?



Damen et al. (2020) Understanding Walking Meetings: Drivers and Barriers



WORKWALK



Damen et al. (2018) Let's Walk and Talk: A Design Case to Integrate an Active Lifestyle in Daily Office Life

WORKWALK



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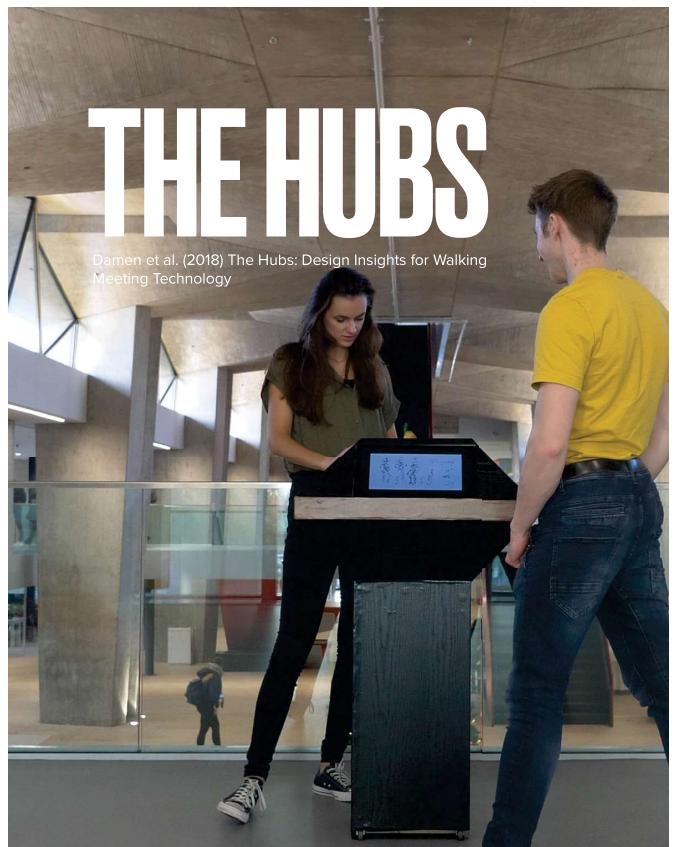
VOLGENDE STAP

Damen et al. (2018) The Hubs: Design Insights for Walking Meeting Technology

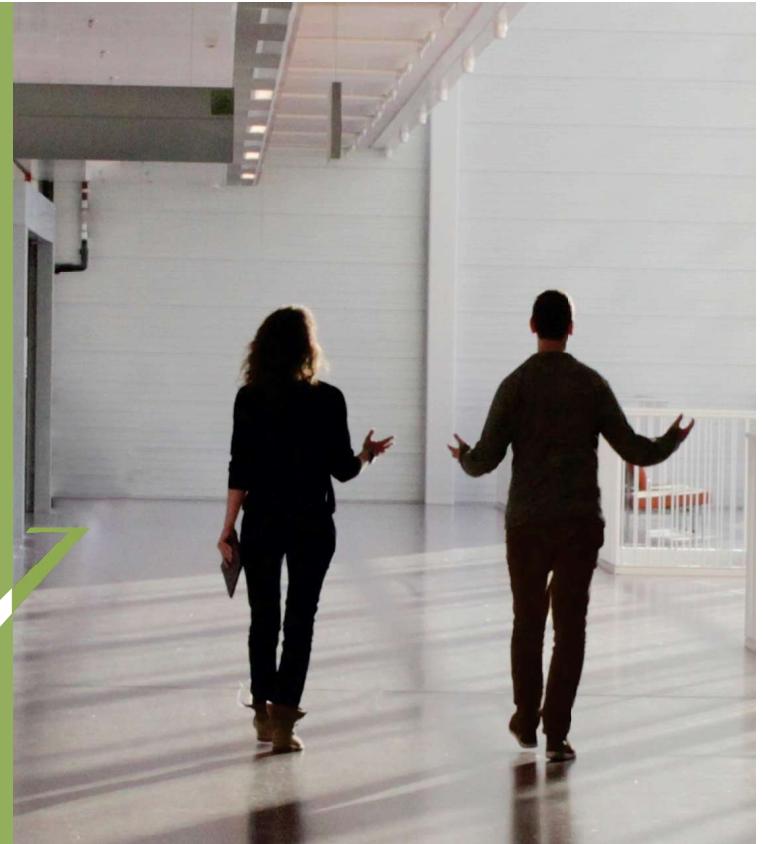


THE HUBS

Damen et al. (2018) The Hubs: Design Insights for Walking Meeting Technology



AANBEVELINGEN



1

**AIM FOR INTEGRATION
OF PHYSICAL ACTIVITY
THROUGHOUT THE WORKDAY.**

2

CONSIDER PHYSICAL ACTIVITY
AS SOMETHING MORE THAN
A BREAK FROM WORK.



3

GO BEYOND CREATING AWARENESS
AND PROVIDE A MOTIVATION TO BE
PHYSICALLY ACTIVE.



4 MAKE USE OF EXISTING OFFICE SYSTEMS, TOOLS AND/OR INFRASTRUCTURE.



5 MAKE THE INTERVENTION VISIBLE TO INCREASE SOCIAL ACCEPTANCE.



6

TARGET BOTH LONG TERM
HEALTH EFFECTS AS WELL
AS SHORT TERM BENEFITS.



BEDANKT!

