

Design For Change

Mad*Pow leverages strategic design and the psychology of motivation to create innovative experiences and compelling digital solutions that are good for people and good for business.

As a purpose-driven, experience design consultancy, we are on a mission to help our clients solve real world problems that affect people's lives.

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Founder & Chief Experience Officer, Mad*Pow
Director, Health Experience Design Conference
Director, Center for Health Experience Design

@AmyCueva



WE ARE A PURPOSE-DRIVEN ORGANIZATION

Our senior team collaborates with clients to solve real world problems and make a positive impact on people's lives.

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FOCUS



**EXPERIENCE
INNOVATION**



**BEHAVIOR
CHANGE**



**DIGITAL
SOLUTIONS**



EXPERIENCE INNOVATION



Creating:

Empathy

Vision

Alignment

Transformation



WHAT IS MOST IMPORTANT?

Designing for people starts with understanding what drives them, what they value most, what motivates them, and what works for them today (and what doesn't).

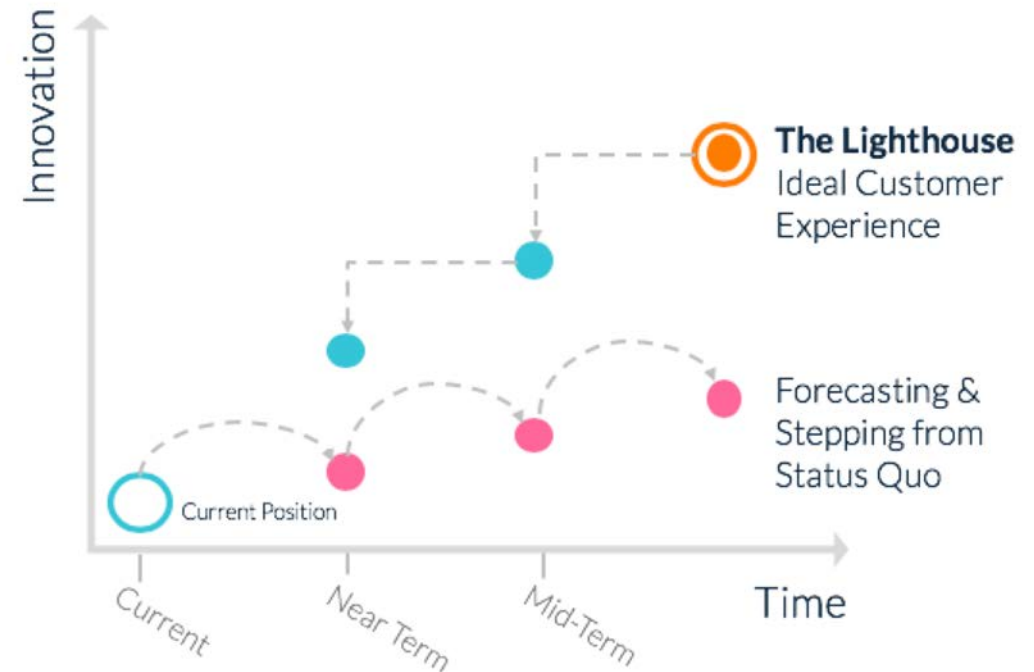
Working collaboratively, we transform identified gaps and opportunities into an experience that:

- ★ delivers value in the context of real life
- ★ supports positive interactions across all touchpoints
- ★ ultimately delivers healing, wellbeing, optimal health, and vibrancy



THE IMPORTANCE OF VISION

Experience Strategy helps teams to envision ideal, differentiating experiences. Setting forth a vision aligned to business goals can motivate and direct a team toward a new, disruptive experience.





Designing for:

Engagement

Uptake

Behavior Change

Impact



**BEHAVIOR
CHANGE**

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HUMAN-CENTERED DESIGN

Understand behaviors in context

MOTIVATION & BEHAVIORAL SCIENCE

Implement person-centered solutions

DATA ANALYTICS

Evaluate effects

BEHAVIOR CHANGE DESIGN



ENGAGEMENT BEYOND THE SCREEN



Joslin Diabetes Center

8% reduction of overall body mass
achieved by 25% of population during
12-week pilot trial

HOTSEAT

66% got up more often compared
to control group in 6 week trial



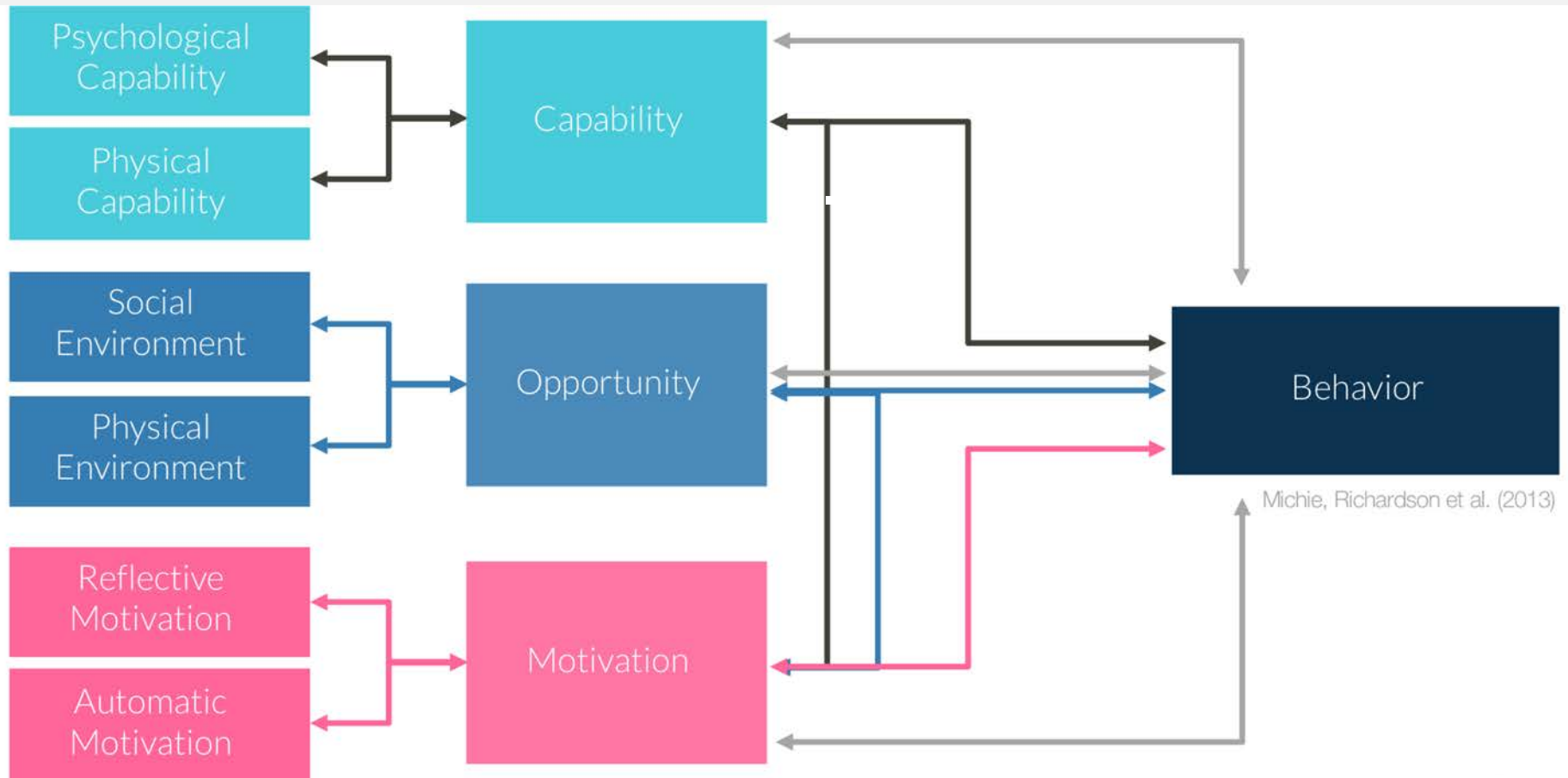
Strength

18X reduction in depressive symptoms
within first 2 weeks of use compared
to control group

medspoon

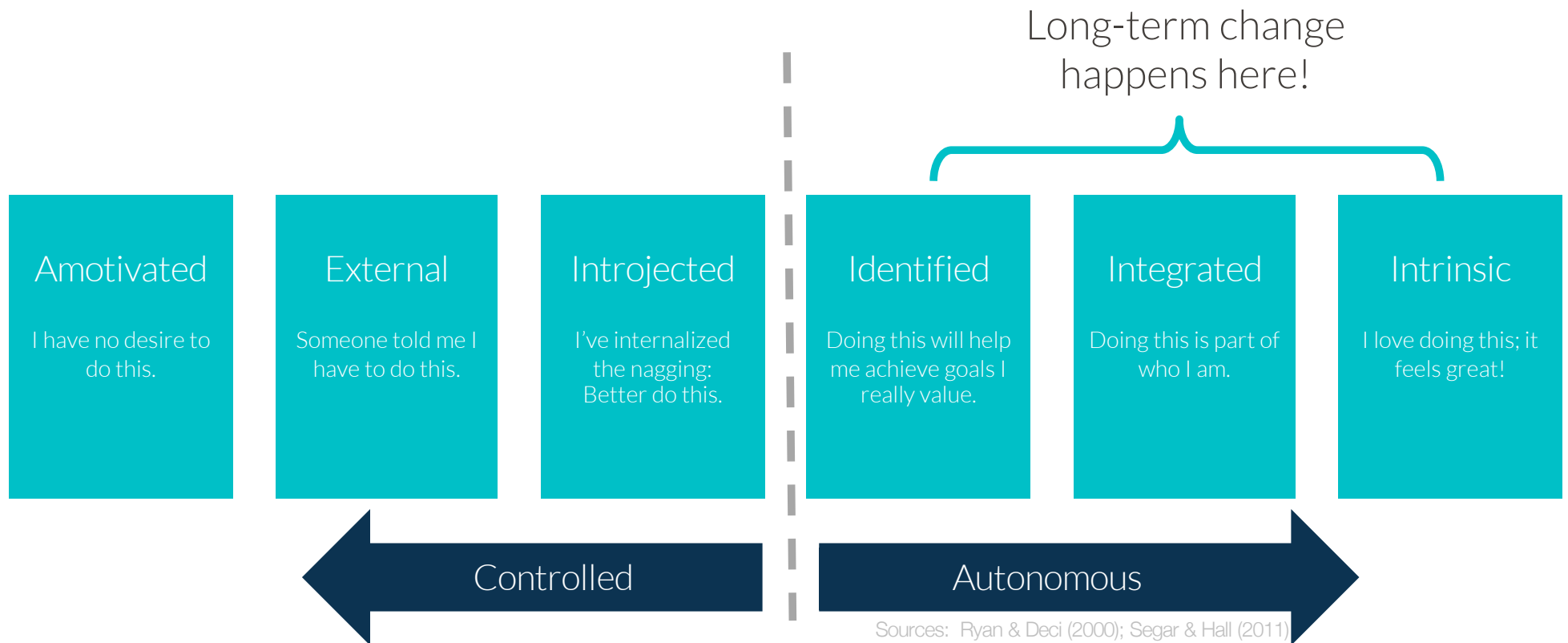


COM B MODEL





SELF DETERMINATION THEORY





THE LEVERS OF MOTIVATION

“I can make my own meaningful choices”

Autonomy

“I’m learning, growing, and succeeding.”

Competence

Motivation

“I’m part of something bigger than myself. I belong.”

Relatedness

Sources: Ryan, R. M., & Deci, E. L. (2000). Self-determination theory and the facilitation of intrinsic motivation, social development, and well-being. *American Psychologist*, 55, 68-78.



CASE STUDY: EXPERIENCE INNOVATION & APPLICATION DEVELOPMENT

Empowering Patients with Behavior Change Science and Advanced Technology

“Imagine this, creating a hospital that doesn’t want you to visit. Not because we don’t care, but because we do.” – Nate Larson

“This is not a technology solution, but really a human solution enabled by technology to help people self-manage.” –
ImagineCare Patient

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WE ARE
THE DESIGN



THANK YOU!