Design Thinking as a Research Method: 
An exploratory case study in the context of radon communication

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Awareness

WHY?

HOW?

Remediation
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Design Thinking Method

- Industry
- Developing & designing new and useful outcomes to meaningful challenges
- Practical methodology
- Iteration
- User centered
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Double Diamond

- **Discover**
- **Define**
- **Develop**
- **Deliver**

**Challenge**

**WHY?**

**Problem definition**

**HOW?**

**Outcome**
What we needed...
What we needed...

1.

PROFESSIONALS

Training
Workshop design
What we needed...

1. PROFESSIONALS
   Training
   Workshop design

2. PEOPLE
   Challenging
   Workshop design
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PROFESSIONALS

Training Workshop design

PEOPLE

Challenging Workshop design

PLAN

Online workshops Microsoft Teams
Homeowner journey

- Customer journey
- Different steps
- Barriers, emotional states, touchpoints, …
- Behavioral models:
  - Transtheoretical model of behavior change
  - Precaution adoption process model

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Step 1: The Challenge

Wouldn’t it be nice…

… if all houses in Wallonia were radon-free?
Step 2: Clarity

- Why aren’t houses in Wallonia radon free yet?
  - Online brainstorming tool
  - Thinking in problems
  - “How to…”
Step 2: Clarity

- How to motivate people to test their homes?
- How to find a company that has experience with remediation?
- How to encourage cross-border cooperation?
- How to train the medical profession?
- How to “touch” people?
- How to avoid information fatigue?
- How to find help from the state?
Step 2: Clarity

- **Top 3**
  - How to touch people?
  - How to guarantee positive results?
  - How to facilitate the necessary steps?
  - How to shock people to act?
  - How to motivate people to test their house?
Step 3: Problem Definition

- Core group meeting
- Focus on communication
Step 4: Ideation

● How to communicate about radon?
  • Online brainstorming tool
  • Thinking in solutions
  • Generating ideas
Step 4: Ideation

- A testimonial of someone who easily remediated
- Workshops in primary schools
- A catchy radio spot with humor
- Cinema spots
- A comprehensive website
- Creating a “Radon Safe” label
- Including doctors in the communication
Step 4: Ideation

- Catchy radio spot with humor
- Raising awareness via communities
- Flyers for all households
- TV news report
- Workshops on building fairs
- Integrate radon in building permit
- Small workbook for children

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Step 5: Outcome

- Core group
- Awareness → Remediated
Homeowner Journey

Awareness → Evaluation → Purchase → Delivery → Action → Re-assure → Ambassador

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Homeowner Journey

Awareness, Evaluation, Purchase, Delivery, Action, Re-assure, Ambassador
Homeowner Journey

**Awareness**
- Advertising via social media
- Catchy radio spot with humor
- TV news report
- Flyers in public places
- Press articles
- Workshops in primary schools

**Evaluation**
- Comprehensive website
- Advertising on media channels
- Involve doctors in radon communication
- Information sessions
- Workshops on building fairs
- Flyers with costs and solutions

**Action**
- Testimonial of someone who remediated
- Comprehensive website
- More visibility to remediation companies
- Competition to win remediation reimbursement

**Ambassador**
- Advertising via social media
- Create “Radon Safe” label
- Testimonial of someone who remediated

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Interventions

REGULATIONS

- How to establish an EU standard?
- How to oblige radon measures in new buildings?

ECONOMIC POLICY INSTRUMENTS

- How to find help from the state?
- How to facilitate the necessary steps?

INFORMATION

- How to shock people?
- How to develop a decision tree?
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Interventions

INFORMATION

Traditional media
- Flyers in public places

Social media
- Advertising via social media

Interpersonal communication
- Involve doctors in radon communication

Stakeholder communication
- More visibility to remediation companies
Design Thinking Method

- Participatory approach
- Creative workshop
- Fun to do
- Solution-oriented

- Online: group dynamics
- Importance of facilitator
- Importance of the group
- Focus groups?
So, what now?

- Face to face
- Creative tools

To be continued...
Let’s stay in touch!

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