

"Just a great book."  
— Tim Wu, *The Attention Merchants*



How Everyday Spaces



Structure Our Lives,



Behavior, and Well-Being

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L I L Y   B E R N H E I M E R

# Behavioral Science & the Built Environment: Environmental Psychology

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@spaceworksco #theshapingofus

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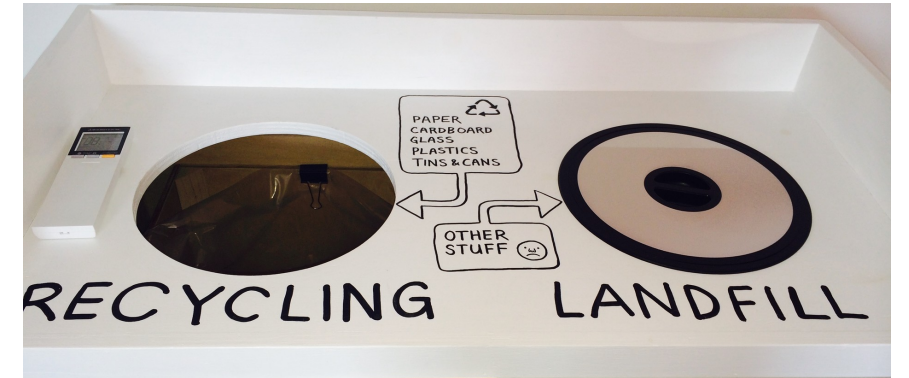
# UX Design for the built environment?



Only **53%** of workers say their workplace enables them to work productively







# Environmental Psychology

How everyday spaces impact our psychology, behavior, & well-being

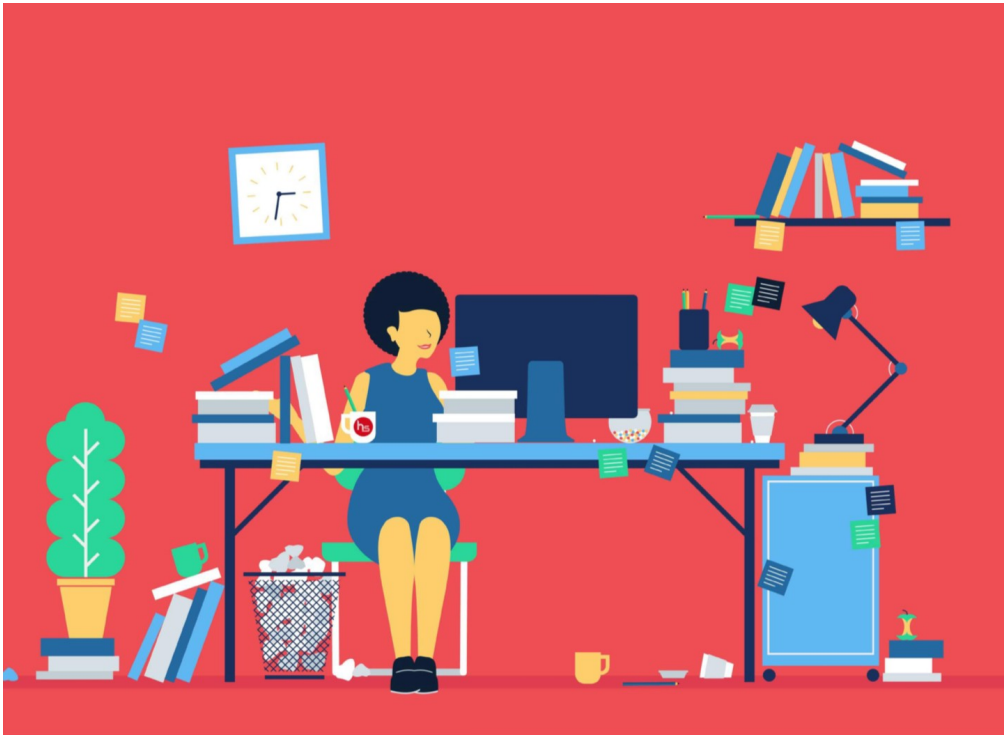


Working with designers & organizations to make spaces work for the **people** and **purposes** they serve.

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# The Shaping of Us



‘What makes **everyday spaces work**, how do they shape us, and what do they say about us?’





# “Shared Space” Streets, Netherlands



## The Laweiplein Principle:

Removing boundaries can ironically encourage us to be more aware and responsible road users







Bristol, UK







## Rosa Parks Lane, Bristol, UK

### Collective Efficacy:

Common sense of agency in a community, involving level of trust, cohesion, & informal social control.



Over **460** people got involved



**46%** felt levels of crime and anti-social behaviour would be improved or much improved



**36%** use the lane more or much more often



**46%** felt levels of crime and anti-social behaviour would be improved or much improved



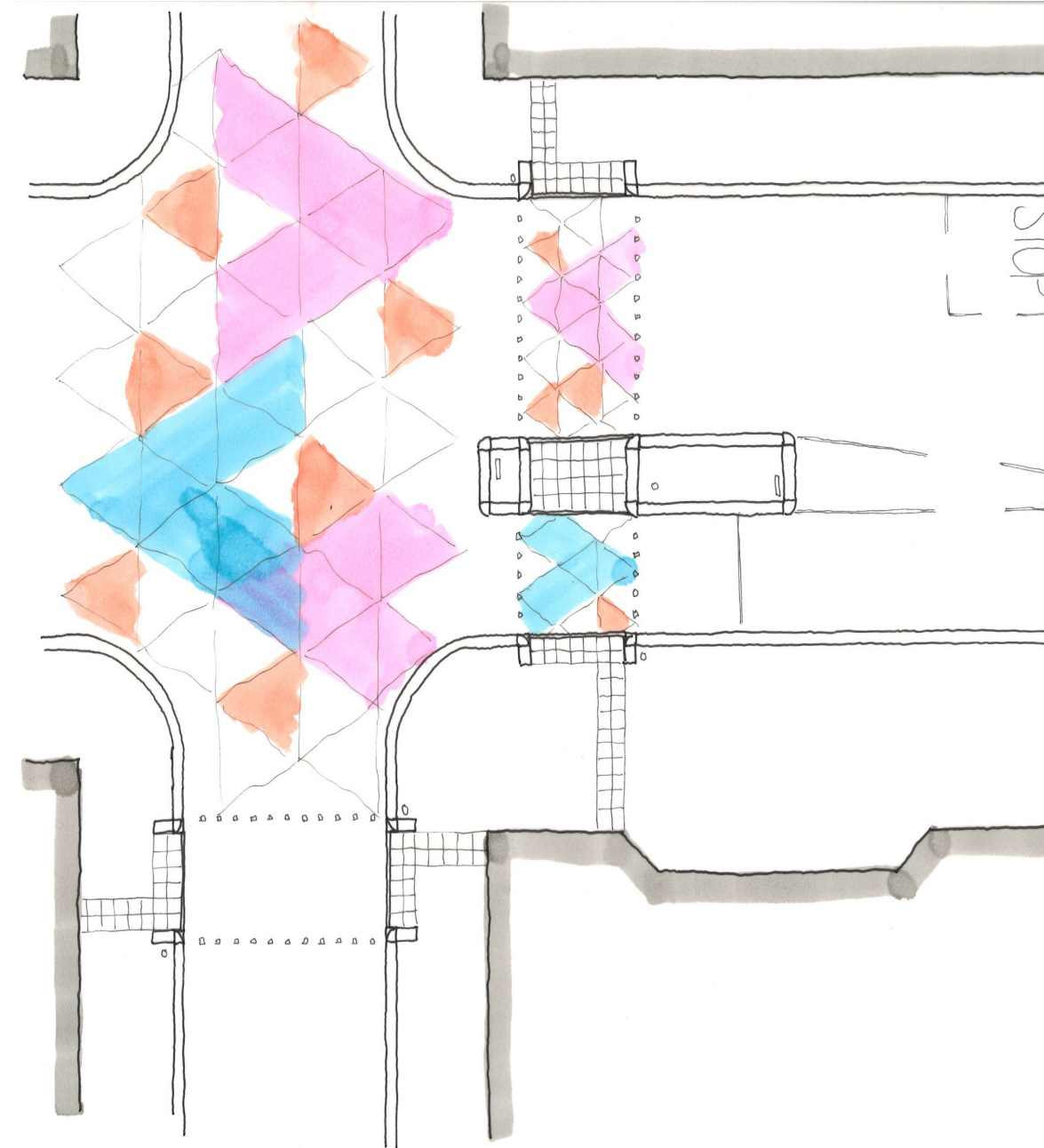
**69%** of people stated they feel safer or much safer





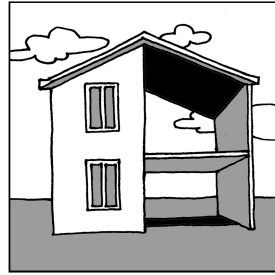


# Transport for London





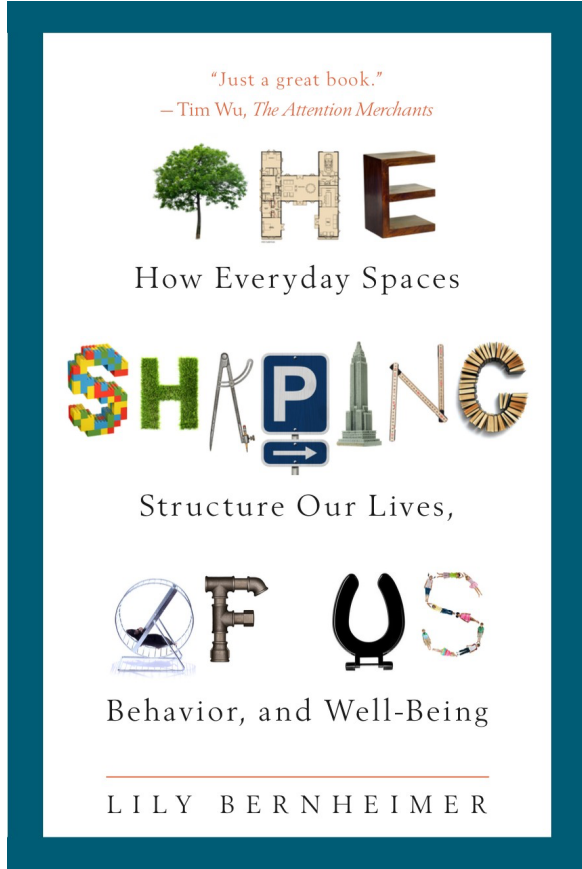
# Collective Efficacy & Ordered Complexity



- Balance order & complexity
- Seed an intermediate amount of structure
- Trust people to follow their instincts
- Balance individual & collective needs
- Learn from local context
- Enable interaction



# How can we foster more iterative design research for the built environment?



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