Behavioral Science & the Built Environment: Environmental Psychology

Lily Bernheimer
Space Works Consulting

@spaceworksco #theshapingofus
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.
The Shaping of Us

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

Lily Bernheimer  @spaceworksco  lily@spaceworksco.com