MATURE

Motivational Design for Learning Support Systems

How to ensure acceptance and sustainable success of knowledge tools

Motivation of employees is a key factor for successful implementation of knowledge management and learning support systems, but usually it is only performed with top-down instruments, e.g. by extrinsic monetary instruments that usually motivate people only a very short amount of time. If technology should improve productivity, it needs to become accepted by its employees. Common scientific models trying to predict technology acceptance often only take into account two questions: Is the software easy to use and will it be useful? But this narrow view falls short of the wealth of elements influencing behaviour.

THE CONCEPT
MATURE Motivational Framework

MATURE conducted ethnographically informed workplace learning studies in six different contexts and interviews with experts from 200 companies. Based on this, MATURE has created a motivational framework which considers motivational aspects in a more holistic way: from the **individual**'s interests and capabilities, via the **interpersonal** to the **work context** level. This is done by carefully examining the social proximity and experience on work context level and by supporting facilitating conditions for the employees.

The framework helps to analyze motivational barriers having negative influence on employees daily work as well as positive motivational influences and the effect of measures to overcome those barriers in a structured way.

THE APPROACH
Integrating into the Design Process

Motivational design requires not only the analysis of motivational barriers, but also integrating it into the design process. We are working with the methodology:

- Immersion of technical developers in the workplace guided by the motivational framework

- Derivation of personas, i.e. a precise description of a user's characteristics and what he/she wants to accomplish as a real world person with an explicit consideration of the three aspects of the framework

- Development of use case descriptions for those personas in direct interaction of developments and users (or their representatives), with an explicit section on interventions targeted to motivational aspects

- Deriving functional and non-functional requirements, explicitly focussing on reinforcing the experience of autonomy, competence and social relatedness

- Formative evaluation of early prototypes with end users where different motivational measures are compared to each other