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People Behaviour & Technology Integration Group

Social/Behaviour Scientists

Specialist Engineers

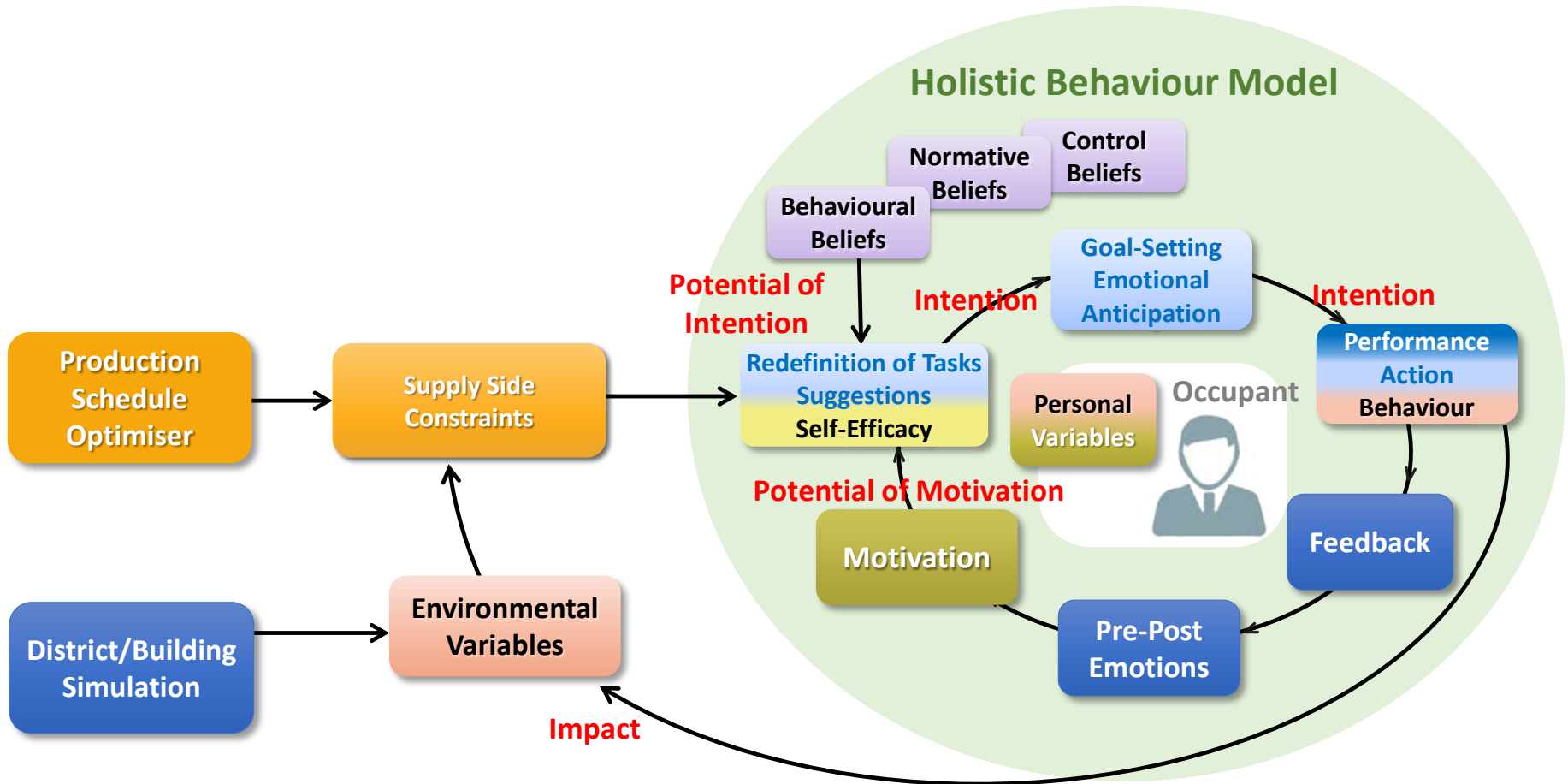


UX/UI Designers

Software Developers



Behaviour Modelling to Enable Optimisation



- High-Performance Cycle
- Action-Regulation Theory
- Theory of Planned Behaviour
- Social-Cognitive Theory
- Self-Efficacy Theory
- Self-Determination Theory