### What are Human Sensitivities?

*Human Sensitivities* are instincts that are often vulnerable to new technologies.

### Human Sensitivity

**Emotional**  
What we feel in our body and in our physical health.  
**We are inhibited when**  
We are stressed, low on sleep, afraid or emotionally exhausted.  
**What inhibits**  
- Artificial scarcity
- Urgency signalling
- Constant monitoring
- Optimizing for screentime
  
**We are supported when**  
Design engenders calm, balance, safety, pauses and supports circadian rhythms.

**Attention**  
How and where we focus our attention.  
**We are inhibited when**  
Attention is physiologically drawn, overwhelmed or fragmented.  
**What inhibits**  
- Constant context switching
- Many undifferentiated choices
- Fearful information
- No stopping cues (e.g. infinite scroll)
- Unnecessary movement
  
**We are supported when**  
Enabled to bring more focus and mindfulness.

**Sensemaking**  
How we integrate what we sense with what we know.  
**We are inhibited when**  
Information is fear-based, out of context, confusing, or manipulative.  
**What inhibits**  
- Facts out of context
- Over-personalized filters
- Equating virality with credibility
- Deceptive authority (ads vs. content)
  
**We are supported when**  
Enabled to consider, learn, express and feel grounded.

**Decisionmaking**  
How we align our actions with our intentions.  
**We are inhibited when**  
Intentions and agency are not solicited nor supported.  
**What inhibits**  
- Avatars to convey authority
- Stalking ads and messages
- Push content models
- Serving preference over intent
  
**We are supported when**  
Enabled to gain agency, purpose, and mobilization of intent.

**Social Reasoning**  
How we understand and navigate our personal relationships.  
**We are inhibited when**  
Status, relationships and self-image are manipulated.  
**What inhibits**  
- Quantified social status
- Viral sharing
- Implied obligation
- Enabling impersonation
  
**We are supported when**  
Enabled to connect more safely and authentically with others.

**Group Dynamics**  
How we navigate larger groups, status, and shared understanding.  
**We are inhibited when**  
Excluded, divided and mobilized through fear.  
**What inhibits**  
- Suppressing views and nuance
- Enabling ad hominem or hate speech
- Enabling viral outrage
- Lack of agreed-upon norms
  
**We are supported when**  
Enabled to develop a sense of belonging and cooperation.

Now rank the sensitivities 1-6 based on what you now see as the largest opportunities for Humane Design. Then use the second sheet to develop an action statement.
### Humane Design Guide

Now develop an action statement for Humane Technology using your evaluation and prioritization from the previous sheet.

<table>
<thead>
<tr>
<th>1. In what ways does your product/feature currently engage Human Sensitivities?</th>
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</thead>
<tbody>
<tr>
<td>• Which sensitivities are engaged with which feature?</td>
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<tr>
<td>• How is the value proposition delivered?</td>
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<tr>
<td>• Which specific elements might warrant redesign?</td>
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<tr>
<td>• Are the success criteria in tension with any sensitivities?</td>
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<tr>
<th>2. How might your product/feature support or elevate human sensitivities?</th>
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<tbody>
<tr>
<td>• Where are humans naturally brilliant at manifesting the value proposition?</td>
</tr>
<tr>
<td>• How might a design element change to better support that brilliance?</td>
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<tr>
<td>• With social sensitivities, could the design encourage people to meet the goal in real life?</td>
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<tr>
<td>• Do any success criteria need to shift to support human sensitivities?</td>
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<th>3. Action Statement</th>
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<tbody>
<tr>
<td>• What is one thing you want to learn more about?</td>
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<tr>
<td>• What would you like to discuss with your team?</td>
</tr>
<tr>
<td>• What would you like to design or prototype?</td>
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<tr>
<td>• Are there any new design principles you might employ?</td>
</tr>
</tbody>
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Use extra space for text, diagram, wireframes...