

# Humane Design Guide

Use this worksheet to identify opportunities for Humane Technology.

Product or feature:

Value proposition:

Measure of success:

|  |
|--|
|  |
|  |
|  |

## What are Human Sensitivities?

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

| Human Sensitivity   | We are inhibited when  | What inhibits   | We are supported when  | Opportunity to improve |
|---|--|---|--|------------------------|
| <b>Emotional</b><br>What we feel in our body and in our physical health.                  | We are stressed, low on sleep, afraid or emotionally exhausted.        | <ul style="list-style-type: none"> <li>• Artificial scarcity</li> <li>• Urgency signalling</li> <li>• Constant monitoring</li> <li>• Optimizing for screentime</li> </ul>   | Design engenders calm, balance, safety, pauses and supports circadian rhythms. |                        |
| <b>Attention</b><br>How and where we focus our attention.                                 | Attention is physiologically drawn, overwhelmed or fragmented.         | <ul style="list-style-type: none"> <li>• Constant context switching</li> <li>• Many undifferentiated choices</li> <li>• Fearful information</li> <li>• No stopping cues (e.g. infinite scroll)</li> <li>• Unnecessary movement</li> </ul> | Enabled to bring more focus and mindfulness.                                   |                        |
| <b>Sensemaking</b><br>How we integrate what we sense with what we know.                   | Information is fear-based, out of context, confusing, or manipulative. | <ul style="list-style-type: none"> <li>• Facts out of context</li> <li>• Over-personalized filters</li> <li>• Equating virality with credibility</li> <li>• Deceptive authority (ads vs. content)</li> </ul>                              | Enabled to consider, learn, express and feel grounded.                         |                        |
| <b>Decisionmaking</b><br>How we align our actions with our intentions.                    | Intentions and agency are not solicited nor supported.                 | <ul style="list-style-type: none"> <li>• Avatars to convey authority</li> <li>• Stalking ads and messages</li> <li>• Push content models</li> <li>• Serving preference over intent</li> </ul>   | Enabled to gain agency, purpose, and mobilization of intent.                   |                        |
| <b>Social Reasoning</b><br>How we understand and navigate our personal relationships.     | Status, relationships and self-image are manipulated.                  | <ul style="list-style-type: none"> <li>• Quantified social status</li> <li>• Viral sharing</li> <li>• Implied obligation</li> <li>• Enabling impersonation</li> </ul>   | Enabled to connect more safely and authentically with others.                  |                        |
| <b>Group Dynamics</b><br>How we navigate larger groups, status, and shared understanding. | Excluded, divided and mobilized through fear.                          | <ul style="list-style-type: none"> <li>• Suppressing views and nuance</li> <li>• Enabling ad hominem or hate speech</li> <li>• Enabling viral outrage</li> <li>• Lack of agreed-upon norms</li> </ul>                                     | Enabled to develop a sense of belonging and cooperation.                       |                        |

# Humane Design Guide

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

## 1. In what ways does your product/feature currently engage Human Sensitivities?

- Which sensitivities are engaged with which feature?
- How is the value proposition delivered?
- Which specific elements might warrant redesign?
- Are the success criteria in tension with any sensitivities?

## 2. How might your product/feature support or elevate human sensitivities?

- Where are humans naturally brilliant at manifesting the value proposition?
- How might a design element change to better support that brilliance?
- With social sensitivities, could the design encourage people to meet the goal in real life?
- Do any success criteria need to shift to support human sensitivities?

## 3. Action Statement

- What is one thing you want to learn more about?
- What would you like to discuss with your team?
- What would you like to design or prototype?
- Are there any new design principles you might employ?

Use extra space for text, diagram, wireframes...