## Human Sensitivity

**Emotional**
What we feel in our body and in our physical health.

- We are stressed, low on sleep, afraid or emotionally exhausted.
- We are supported when: Design engenders calm, balance, safety, pauses and supports circadian rhythms.

**Attention**
How and where we focus our attention.

- Attention is physiologically drawn, overwhelmed or fragmented.
- Enabled to bring more focus and mindfulness.

**Sensemaking**
How we integrate what we sense with what we know.

- Information is fear-based, out of context, confusing, or manipulative.
- Enabled to consider, learn, express and feel grounded.

**Decisionmaking**
How we align our actions with our intentions.

- Intentions and agency are not solicited nor supported.
- Enabled to gain agency, purpose, and mobilization of intent.

**Social Reasoning**
How we understand and navigate our personal relationships.

- Status, relationships or self-image are manipulated.
- Enabled to connect more safely and authentically with others.

**Group Dynamics**
How we navigate larger groups, status, and shared understanding.

- Excluded, divided or mobilized through fear.
- Enabled to develop a sense of belonging and cooperation.

## What are Human Sensitivities?

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

## Use this worksheet to identify opportunities for Humane Technology.

<table>
<thead>
<tr>
<th>Product or feature:</th>
<th>Value proposition:</th>
<th>Measure of success:</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Human Sensitivity</th>
<th>We are inhibited when</th>
<th>What inhibits</th>
<th>We are supported when</th>
<th>Opportunity to improve</th>
</tr>
</thead>
</table>
| Emotional         | We are stressed, low on sleep, afraid or emotionally exhausted. | • Artificial scarcity  
• Urgency signalling  
• Constant monitoring  
• Optimizing for screentime | Design engenders calm, balance, safety, pauses and supports circadian rhythms. | High |
| Attention         | Attention is physiologically drawn, overwhelmed or fragmented. | • Constant context switching  
• Many undifferentiated choices  
• Fearful information  
• No stopping cues (e.g. infinite scroll)  
• Unnecessary movement | Enabled to bring more focus and mindfulness. |        |
| Sensemaking        | Information is fear-based, out of context, confusing, or manipulative. | • Facts out of context  
• Over-personalized filters  
• Equating virality with credibility  
• Deceptive authority (ads vs. content) | Enabled to consider, learn, express and feel grounded. |        |
| Decisionmaking     | Intentions and agency are not solicited nor supported. | • Avatars to convey authority  
• Stalking ads and messages  
• Push content models  
• Serving preference over intent | Enabled to gain agency, purpose, and mobilization of intent. |        |
| Social Reasoning   | Status, relationships or self-image are manipulated. | • Quantified social status  
• Viral sharing  
• Implied obligation  
• Enabling impersonation | Enabled to connect more safely and authentically with others. |        |
| Group Dynamics     | Excluded, divided or mobilized through fear. | • Suppressing views and nuance  
• Enabling ad hominem or hate speech  
• Enabling viral outrage  
• Lack of agreed-upon norms | 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.

[Center for Humane Technology] www.humanetech.com
## 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>
</tr>
</thead>
<tbody>
<tr>
<td>• Which sensitivities are engaged with which feature?</td>
</tr>
<tr>
<td>• How is the value proposition delivered?</td>
</tr>
<tr>
<td>• Which specific elements might warrant redesign?</td>
</tr>
<tr>
<td>• Are the success criteria in tension with any sensitivities?</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2. How might your product/feature support or elevate human sensitivities?</th>
</tr>
</thead>
<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>
</tr>
<tr>
<td>• With social sensitivities, could the design encourage people to meet the goal in real life?</td>
</tr>
<tr>
<td>• Do any success criteria need to shift to support human sensitivities?</td>
</tr>
</tbody>
</table>

### 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...