

Humane Design Guide

How can we design products that are more sophisticated about human nature?

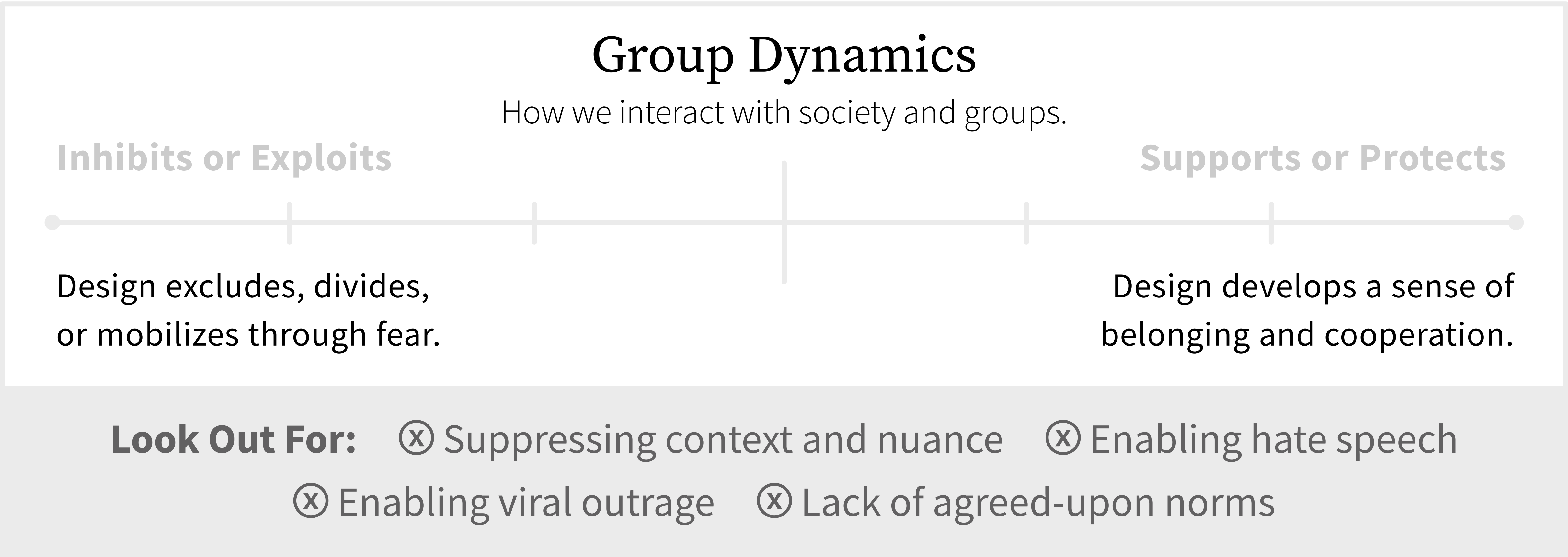
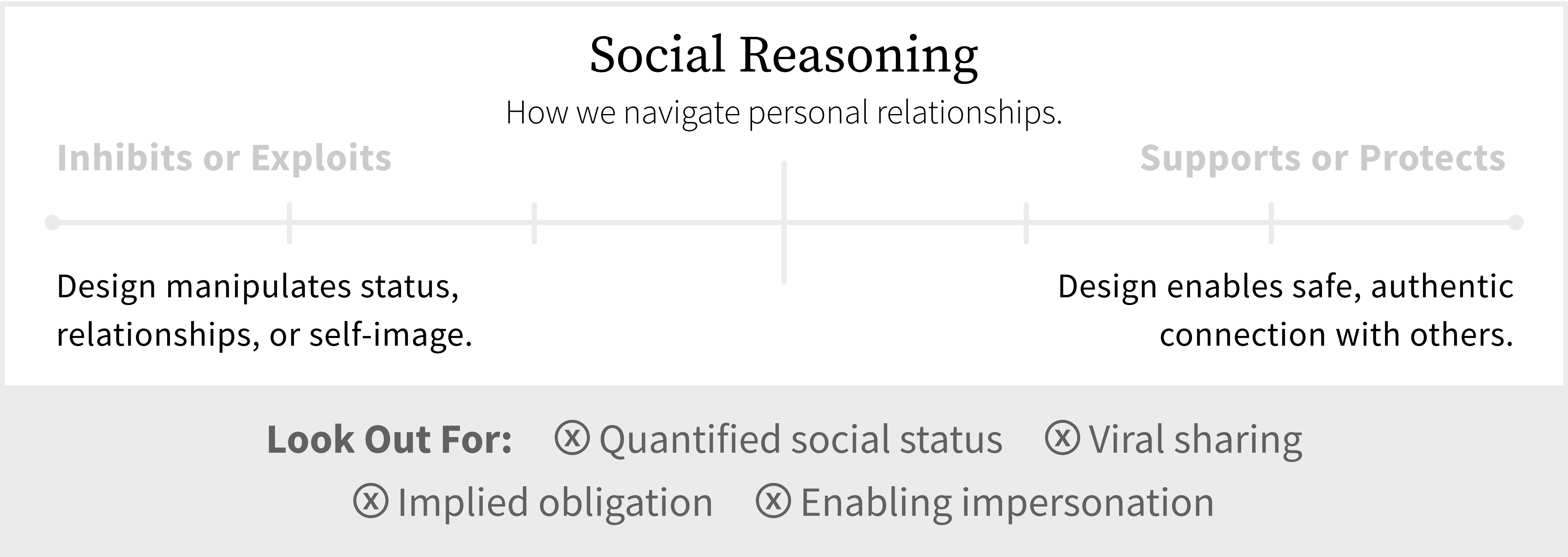
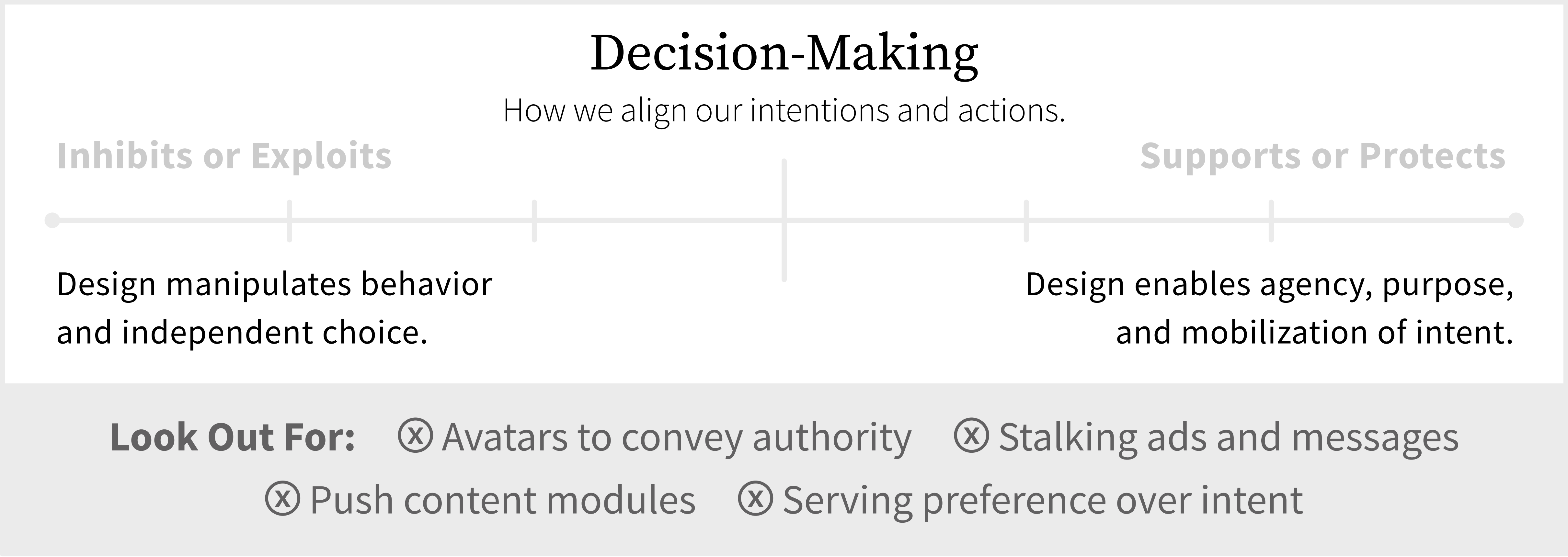
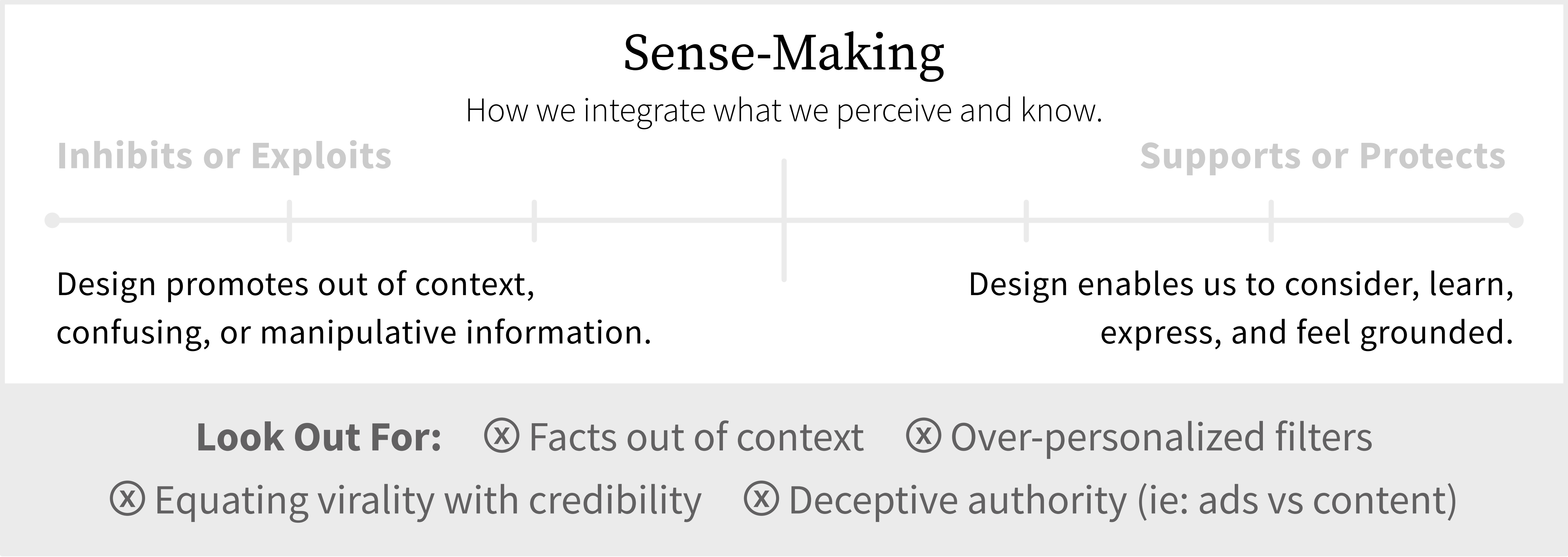
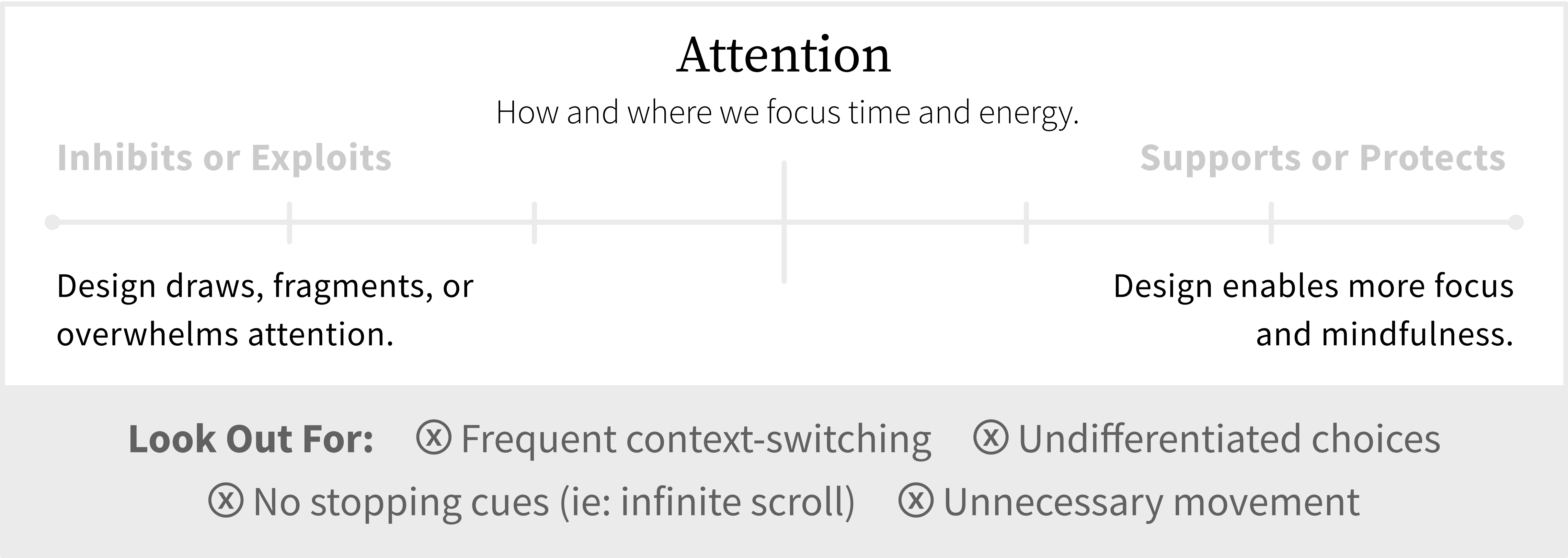
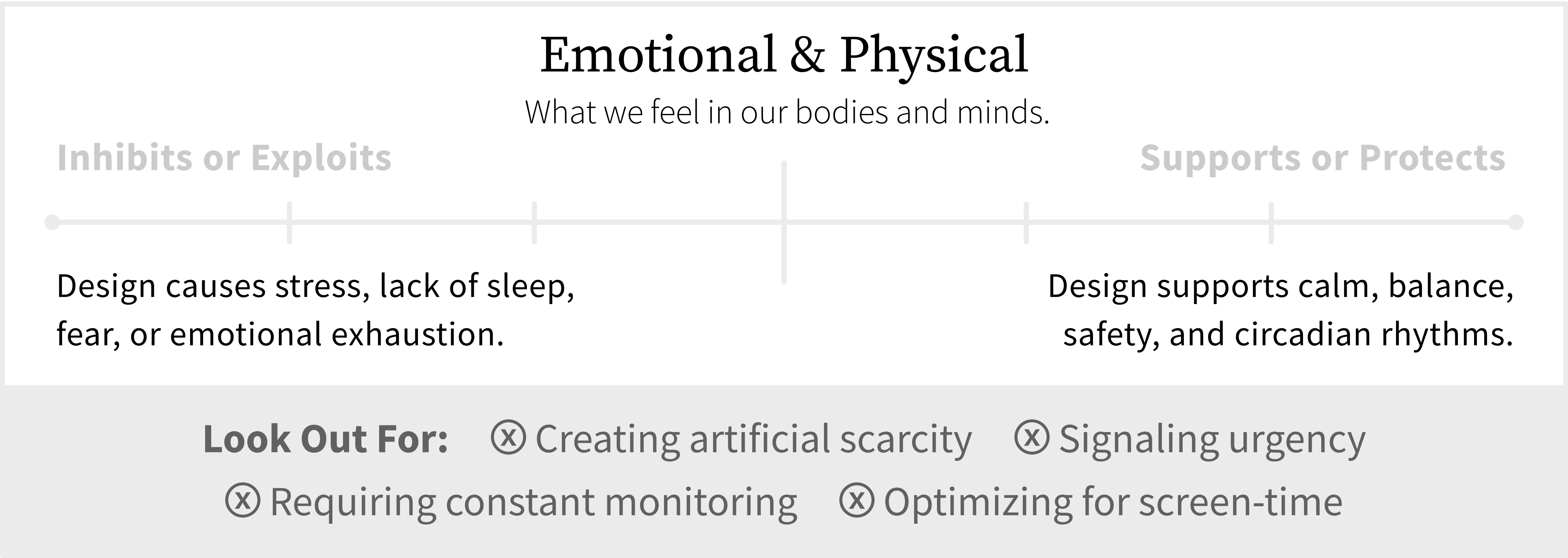
1 Identify a product or feature to design:

What is it? _____

What value should it bring to the user? _____

What is your measure of success? _____

2 For each vulnerability below, plot where your product currently lies on each spectrum of humane design:



③ Develop an action statement for Humane Design using your evaluation from the previous page:

1. In what ways does your product/feature *currently* interact with human vulnerabilities?

Consider:

Which vulnerabilities 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 vulnerabilities?

2. How might your product/feature *protect or support* human vulnerabilities?

Consider:

Where are humans naturally brilliant at manifesting the value proposition?

How might a design element change to better support that brilliance?

With social vulnerabilities, could the design encourage people to meet the goal in real life?

Do any success criteria need to shift to support human vulnerabilities?

3. Write an action statement to guide your product or feature toward humane design.

Consider:

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...