

# Humane Design Guide

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

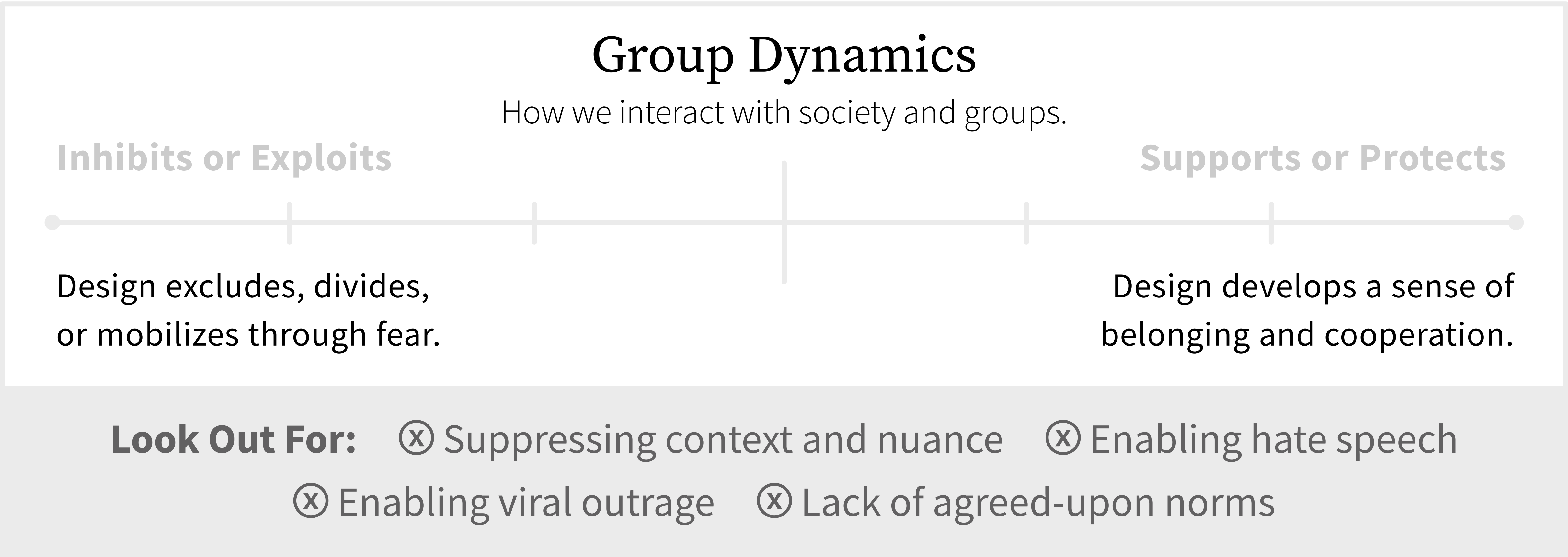
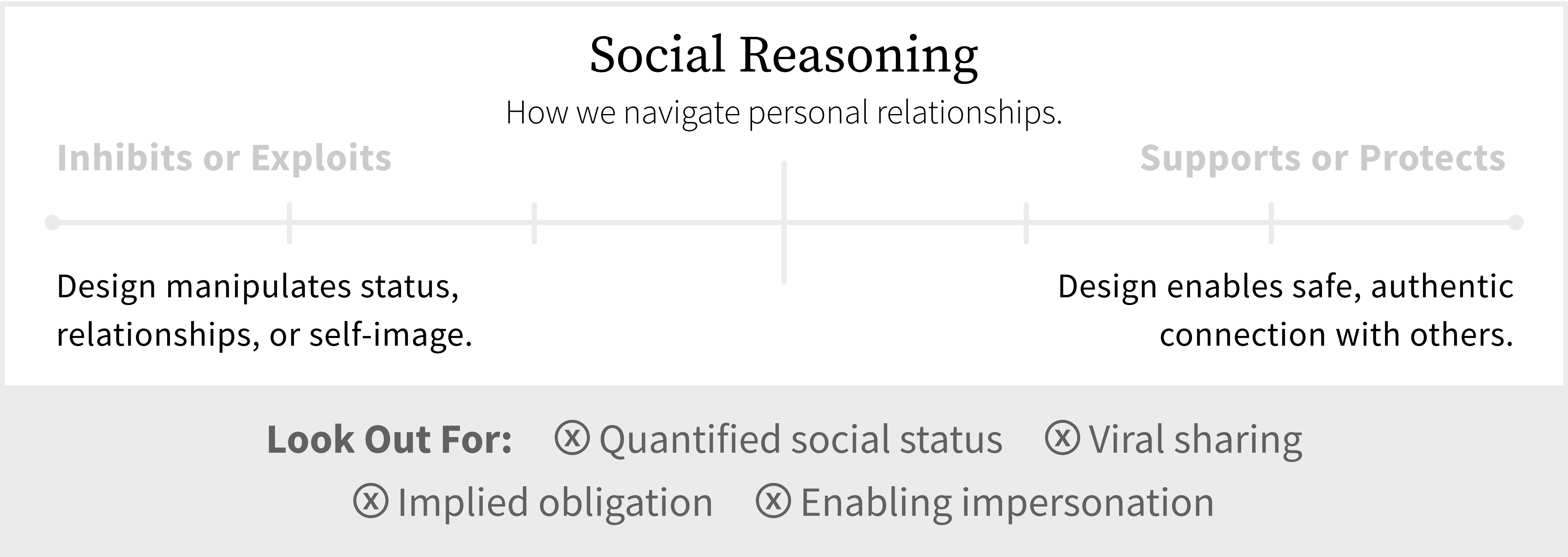
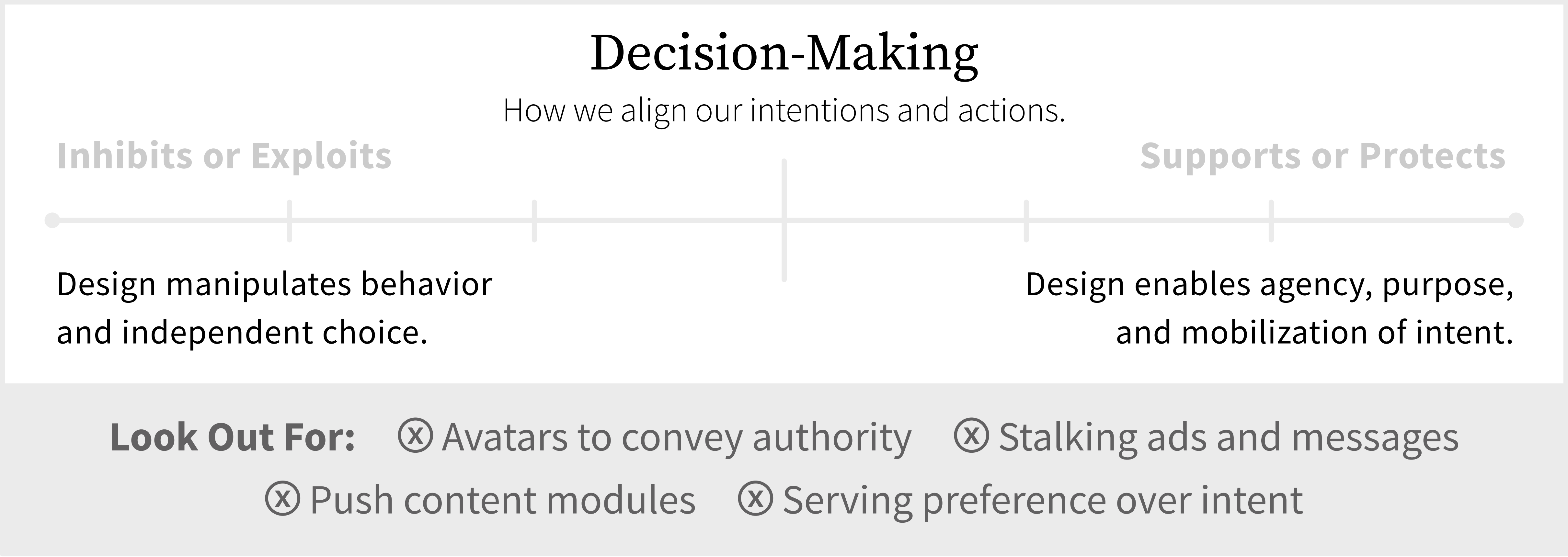
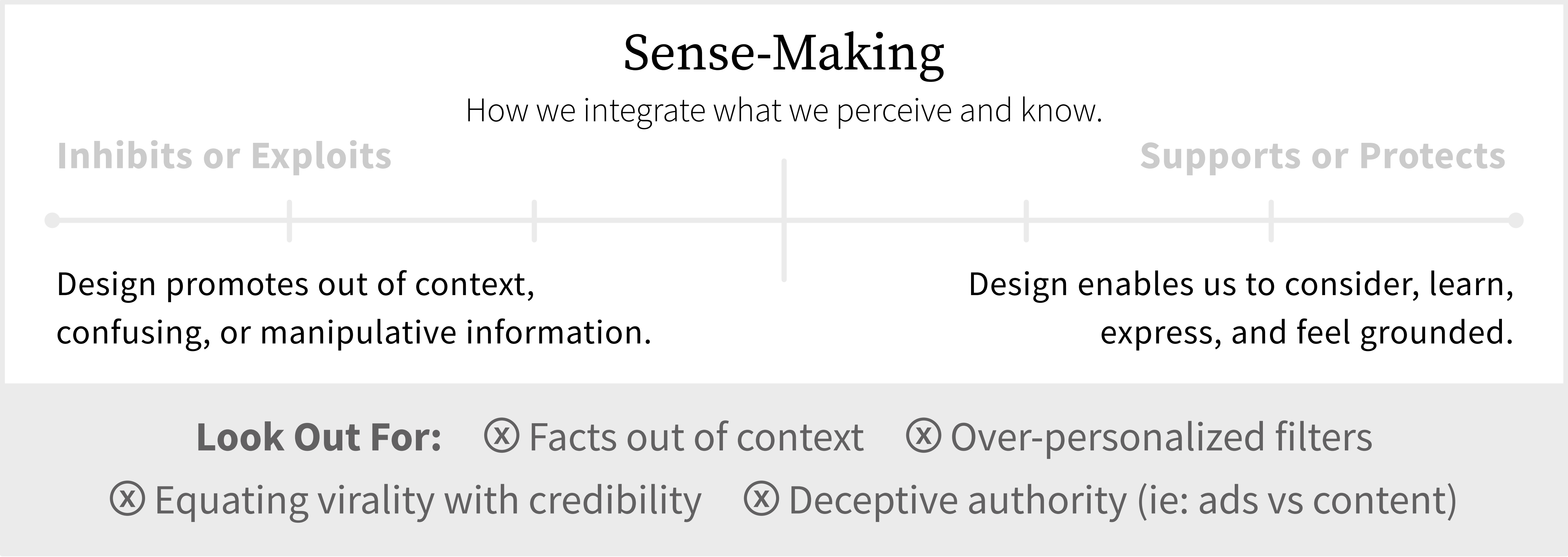
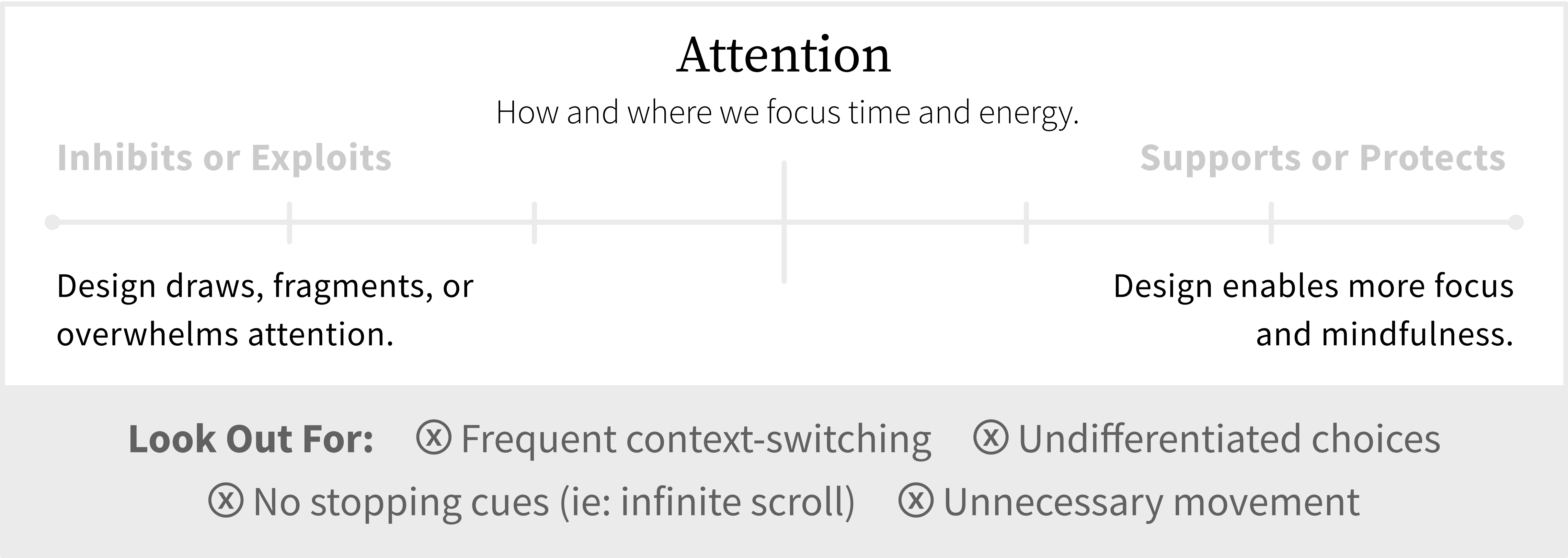
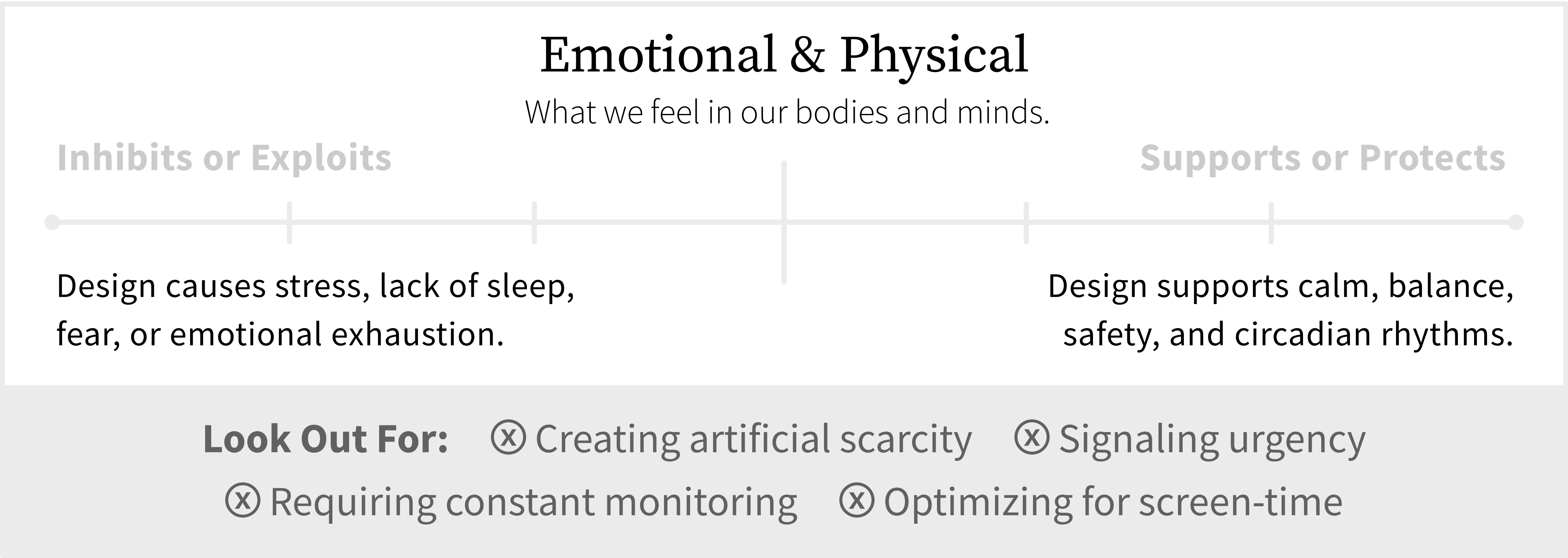
## 1 Identify a product or feature to design:

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...*