

Being Human: Human Centered Design

**What does it mean to be
Human aka Humanity**

It is all about YOU

The YOU in Anything

- Are you being unrealistic about expected performance?
- How are you feeling towards the individual?
 - Frustrated
 - Angry
- Are you really listening to them, or just going through the motions?
- Do you really want to know what they need?
- Do you really want to know how they use something?
- Are you giving positive feedback when they demonstrate progress?

How do you Walk into Each day

What Kind of Mindset Do You Have?



- I can learn anything I want to
- When I'm frustrated, I persevere
- I want to challenge myself
- When I fail, I learn
- Tell me I try hard
- If you succeed, I'm inspired
- My effort and attitude determine everything



- I'm either good at it, or I'm not
- When I'm frustrated, I give up
- I don't like to be challenged
- When I fail, I'm no good
- Tell me I'm smart
- If you succeed, I feel threatened
- My abilities determine everything

The Importance of a Growth mindset

A growth mindset is the belief that abilities and intelligence can be developed – and that **failure is an opportunity to grow**. This requires individuals to practice emotional intelligence in the feedback they provide

I made a mistake!

Mistakes help us learn

This is too hard!

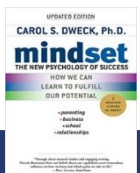
This will take some learning and effort

I give up!

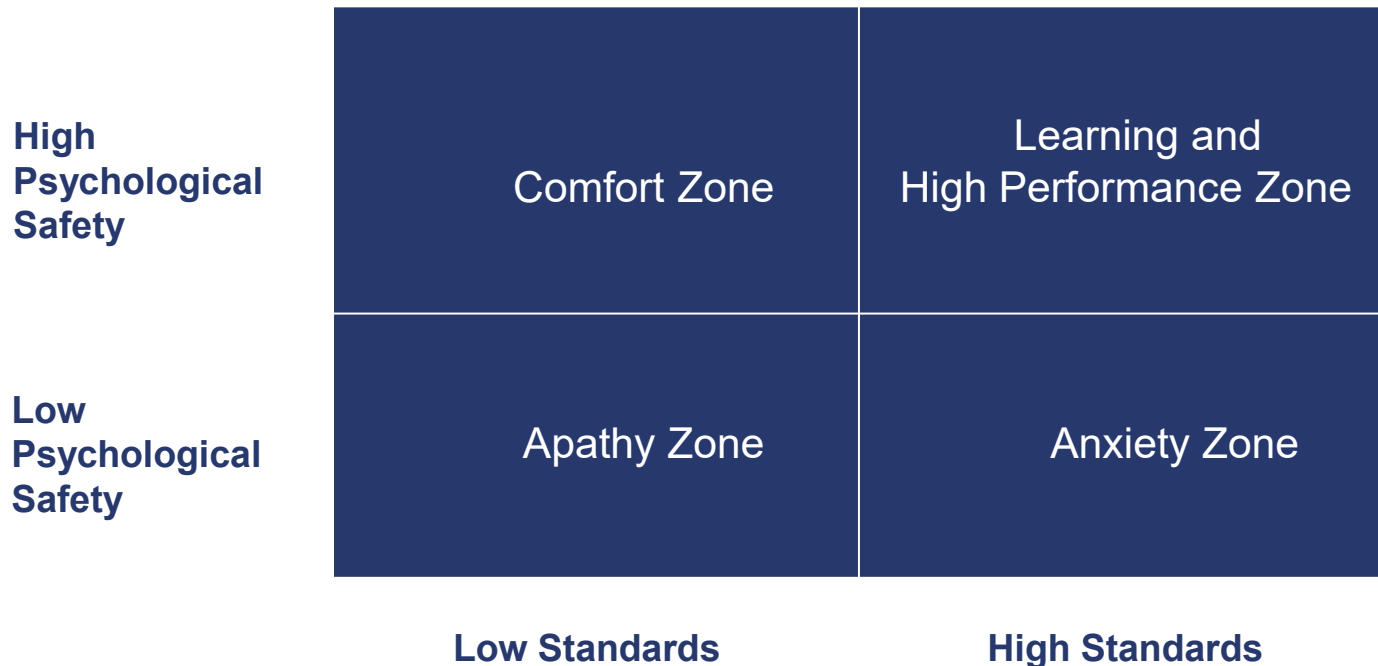
Let's try another way

Learn more...

Carol S. Dweck, *Mindset: The New Psychology of Success*



Psychological Safety



Innovation is critical, continuing to test and practice in safe environment is paramount; building creative solution and problem skills skill imperative

Emotional Intelligence Dimensions

1. Self-awareness: ability to read your emotions and recognize their impact while using gut feelings to guide decisions.
2. Self-management: ability to control your emotions and impulses and adapt to changing circumstances.
3. Social awareness: ability to sense, understand, and react to others' emotions while comprehending social networks.
4. Relationship management: ability to inspire, influence, and develop others while managing conflict.

**Frustration; gateway emotion to
major problems**

You can't change others; you can influence but you can change your actions and reactions

Critical Point

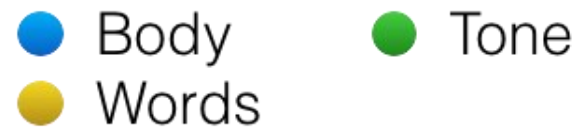
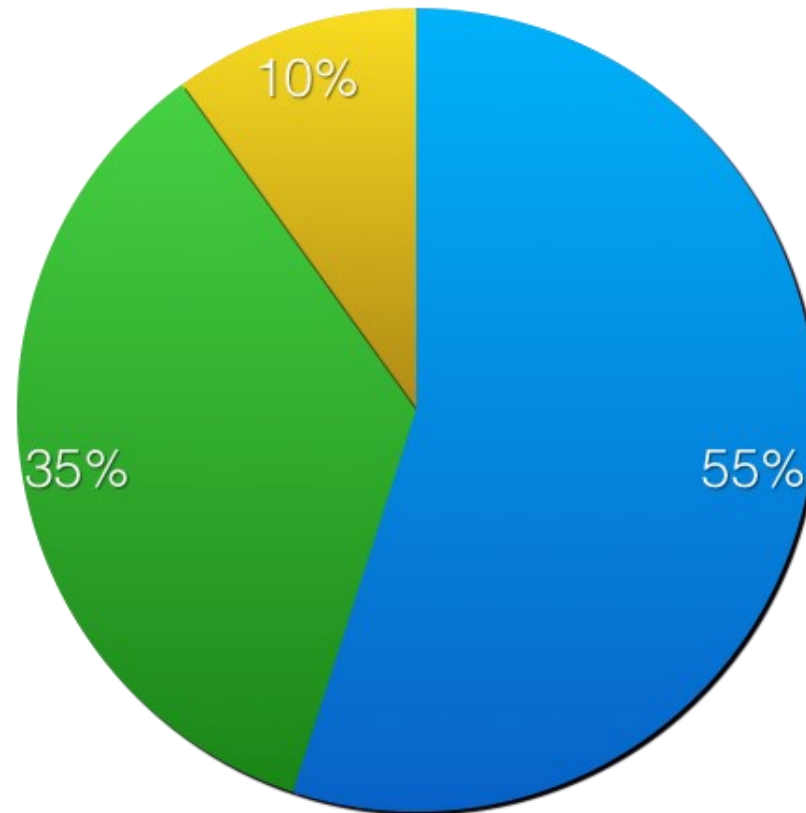
Remember these critical points:

- **Our brains biggest drivers are Survival & Efficiency**
- **Our brain is 2% of our body but consumes 20% of the energy we put into our body**
- **We have not evolved for Office Work so much of our preset wiring sabotages us in that environment**
- **We operate based on our history of assumptions and our beliefs (when not paying attention)**
 - **Beliefs → Thoughts → Feelings → Thoughts and Feelings → Behaviors and Actions**

**Communication is Hard and
Murky**

Communication Channels

- Words
- Tone of Voice
- Body Language



Better Listening

Environment and body language

- Sufficient time
- Non-distracting environment
- Focus on the speaker
- Eye contact

Permission to talk meaningfully

- Encouragement
- The right amount of questions
- Attentive silence

Skills

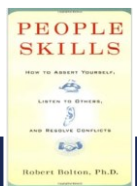
Suspending judgement

- Listening without providing a decision
- Listening without making judgements

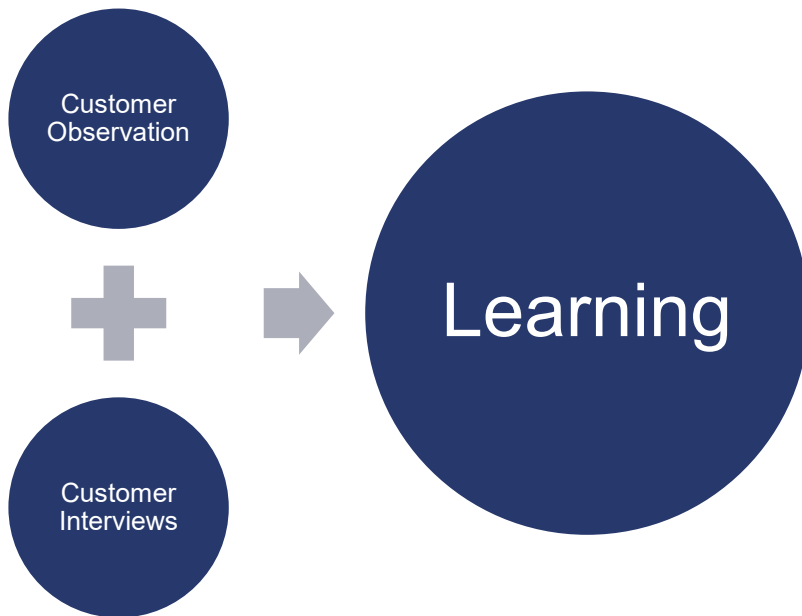
Reflecting

- Paraphrasing
- Reflecting feelings
- Reflecting meaning
- Summing up

Learn more...
Robert Bolton, *People Skills*



Go Meet Your Customers



- What is the customer's current state?
- What is the customer's desired state?
- What challenges are between now and future?
- What have they tried before?
- What limitations do they have (e.g. budget, location, etc.)?

User Personas

USER CHARACTERISTICS TO CONSIDER

General information:

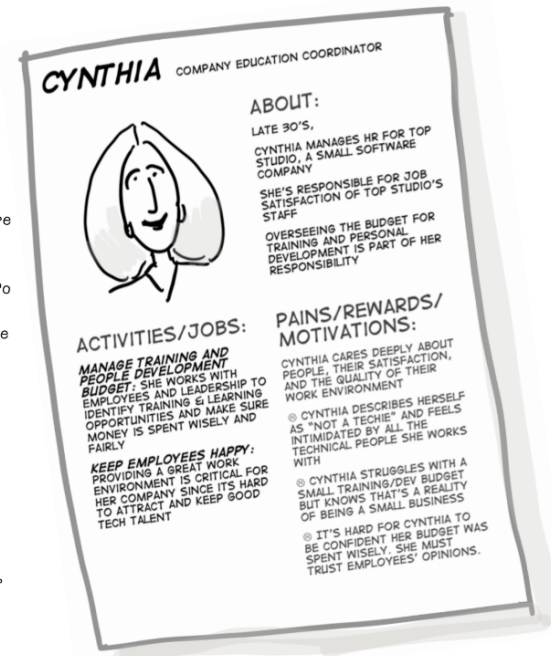
- Age, gender, education, economic background
- Subject matter expertise
- Technology skills

Behavior:

- **Activities or work** which users engage in routinely where your solution is relevant
- **Frequency:** how often might they use your solution?
- **Collaborators:** do they work with others to do the work? To share information?
- **Locations:** where are they when doing things that might use your solution?
- **Other tools** they use in conjunction with your solution, other tools they like using to get things done
- **Alternatives and work-arounds** - the things they use instead of your solution

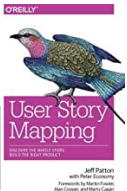
Motivations:

- **Pains:** what pains are your users trying to avoid?
- **Obstacles:** what problems get in the way of users accomplishing their work?
- **Rewards & joys:** what makes your users happy, delighted, pleasantly surprised?



Further Reading

"User Story Mapping: Discover the whole story, build the right product" by Jeff Patton



Jeff Patton
with Greg Costanzo
Foreword by Mike Cohn
Book Cover Art © Jeff Patton

INNOVATION – BREAKTHROUGH OR IMPROVEMENT?

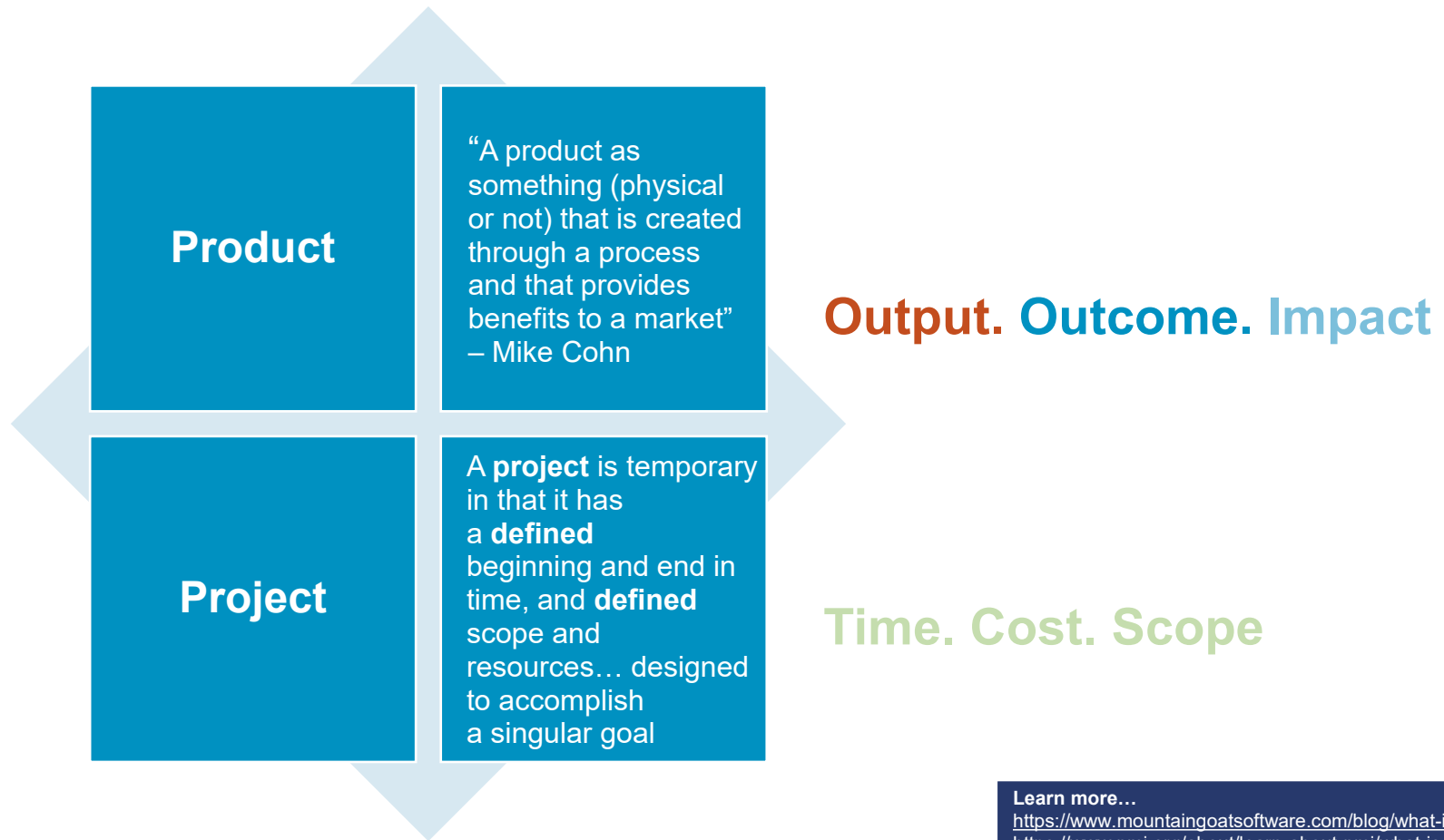
Radical Innovation – know about people

- Change the world or file for bankruptcy
- Or be the First Follower (but be agile & act fast!)
- Or piggyback your strengths on to someone else's radical innovation

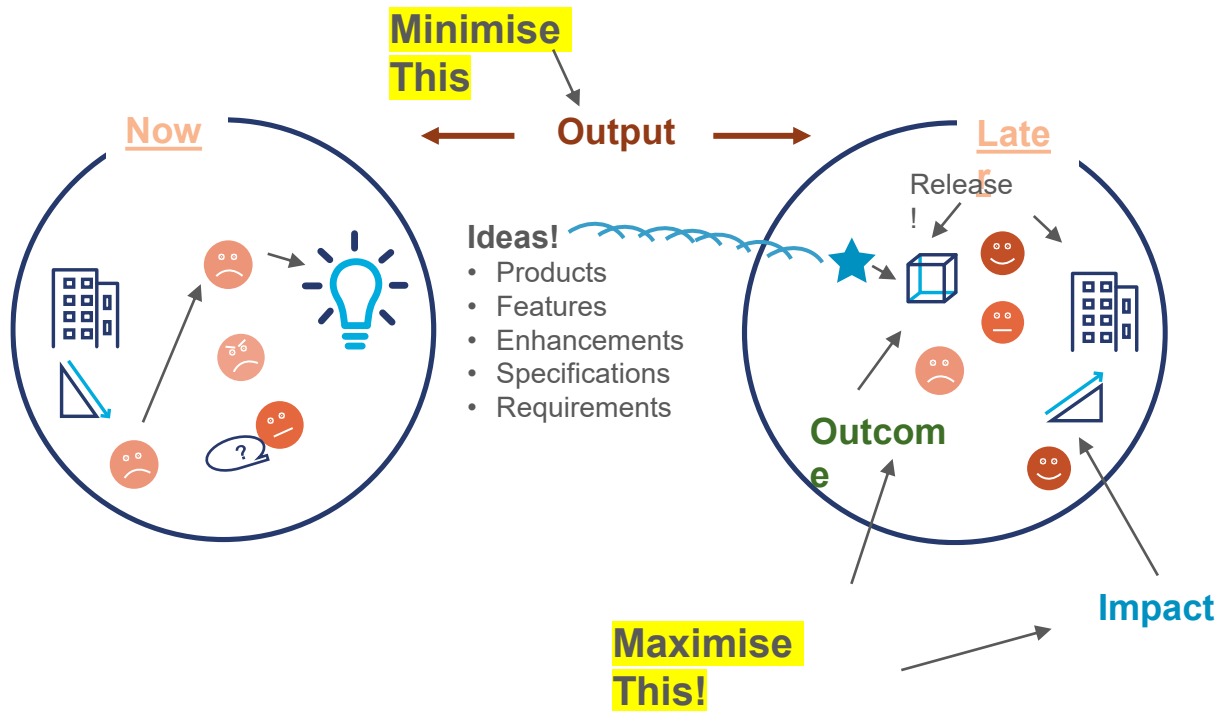
Incremental Improvements – know your customers

- Improve your own offering
- Improve communications strategy to expand customer base
- Expand your product line for customers you already have

Product v. Project



Value and Outcome Focus



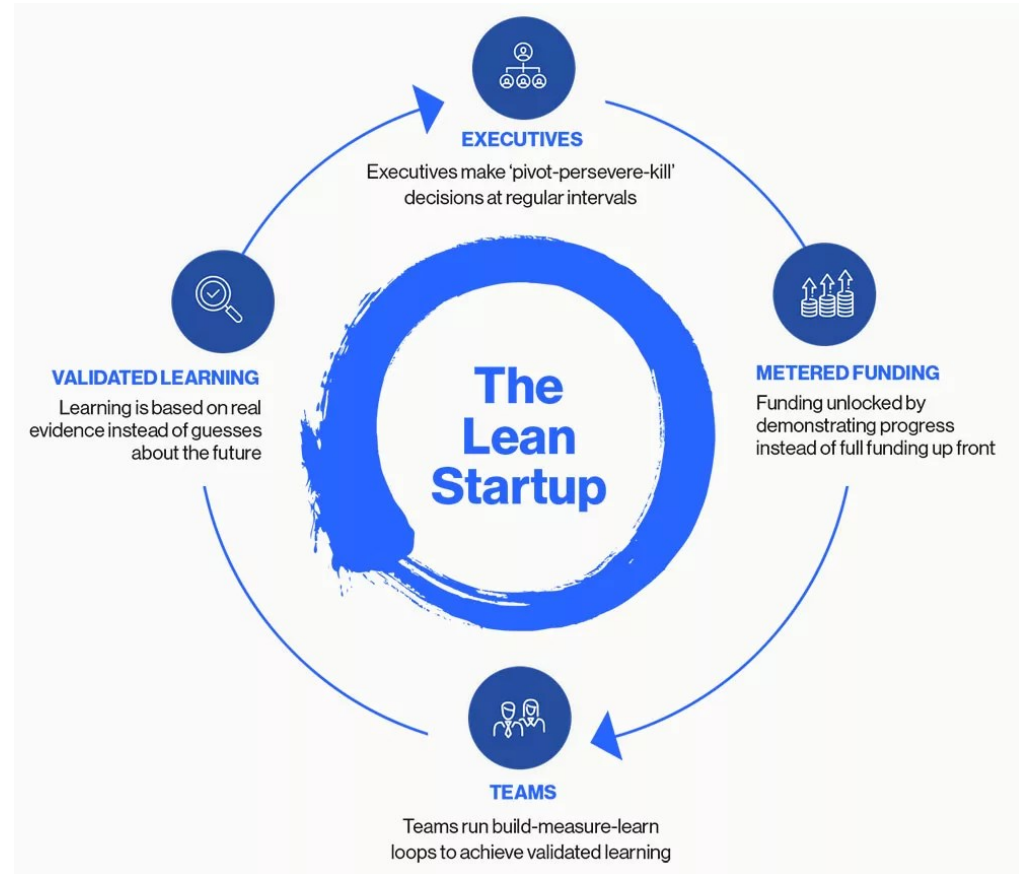
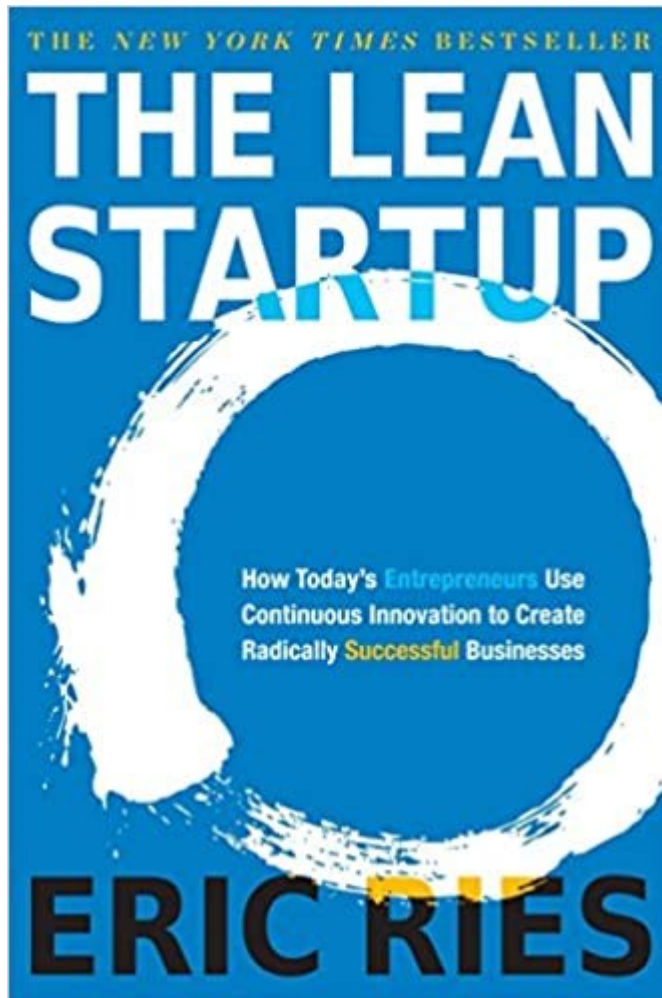
“ Everything between the idea and the delivery is called **output**. It's what we build, but while it's necessary the output isn't the real point; it's not the output that we really wanted. It's what comes after as a result of that. It's called **outcome**. We want to measure what people actually do differently to reach their goals as a consequence of what we've built.

Jeff Patton

Learn more...
<http://sogolfathian.com/how-agile-is-your-team/>

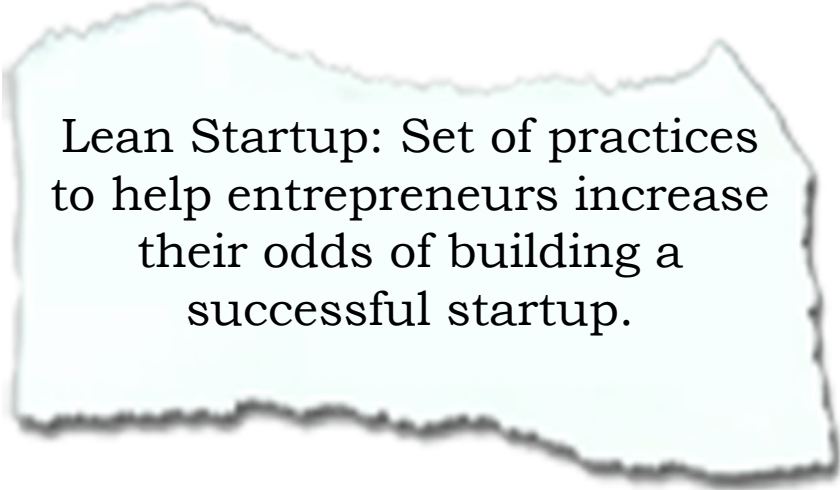
Why Lean Startup

Lean Start-Up



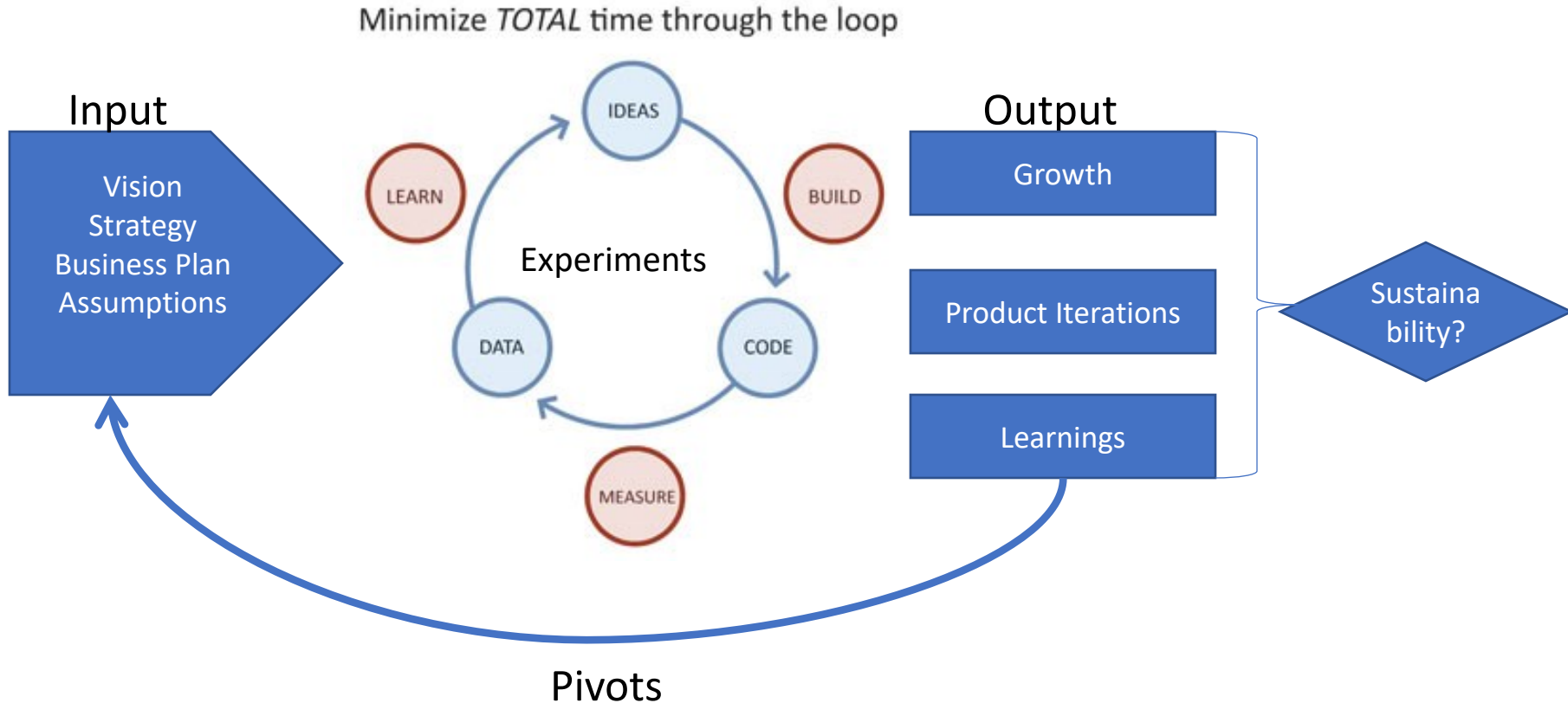
What is Lean Startup?

- Application of Lean thinking to the process of innovation
- Adapts Lean ideas in context of entrepreneurship
- Principled approach to new product development
- Guidance on how to make trade-off decisions
- Focuses on Validated Learning



Lean Startup: Set of practices to help entrepreneurs increase their odds of building a successful startup.

Lean Startup Overview



DESIGN THINKING – EVERYBODY DANCE!

- A mindset and a process
- It is not “designers are in control”
- Facilitate: biz + tech + design + users
- Requirements are co-developed - they emerge as we learn
- As in all good agile projects, the work is team-managed



DESIGN THINKING PERSPECTIVES

- Take all perspectives into account:
 - End users
 - Front line service providers
 - Back-end support providers
 - Tools/processes/systems
- Communication and Planning are key
 - *Workshops – not meetings!*
- Prototyping and validation/learning are key



Being Inspirational

Saying Thank You.. The Right Way



"Make it a habit to tell people
Thank You.

To express your appreciation,
sincerely and without the expectation
of anything in return.

Truly appreciate those around you
and you'll soon find many others
around you.

Truly appreciate life, and you'll find
that you have more of it."

Quote by Ralph Marston

Getting Inspired and Being Inspirational

Getting Inspired

- Hard to make yourself inspired but can prepare for it
 - Walk and think
 - Increase your experiences
 - Listen to ideas & thoughts of others
 - Increase your effort
 - Be open to “other” thoughts & ideas
 - Look to learn
 - Document your achievements and celebrate what you have done
 - Find inspirational people and spend time with them
 - Stay away from energy zappers

Being inspirational

- This can be learned you don't have to be born inspirational
 - Set stretch goals and provide lots of communication and praise
 - Coach and mentor
 - Be collaborative
 - Encourage innovative thinking and celebrate all efforts even fails
 - Let people debt your ideas with you, allow respectful debt
 - Share what you know
 - Always empower
 - Always share in successes
 - Admit when you are wrong
 - Build emotional connects, be authentic in your interactions

Celebrating WINS

- *Can be simple as saying THANK YOU and Great job*
- *IF based on goals, make goals reasonable*
- *Do what you say you would do, or it is worse than doing nothing*
- Acknowledge publicly
- Awards tied to core values
- Use language WE and US not I, Also there is no owner, it isn't YOUR squad or my squad
- Take time and enjoy, just don't say great and immediately push next targets
- Don't try to point out a few issues in celebration
- Make sure your body language and tone are NOT in conflict with your words (words are only 30% of communication)
- Writing a handwritten note!!
- Giving someone a LinkedIn recommendation
- Giving someone a shout out on LinkedIn
- Telling a quick positive story about team or person over Yammer
- Always remember people LOVE food

Thank you!!!

I appreciate your time.

David Mantica

SOFT
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