

(Post) Human Centered Design

John Payne

The profession of design is increasingly focused on complex socio-technical systems. Existing human-centered approaches are not adequate to responsibly address emerging situations. We need new practices for designing technology at a societal scale.

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We are using computers to use the world.

Designers of complex adaptive systems are not strictly designing systems themselves. They are hinting those systems towards anticipated outcomes, from an array of existing interrelated systems.

— **Kevin Slavin**

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6 shifts toward a (Post) Human Centered Design approach

1. **From needs to aspirations and goals**
2. **From the user to their activities and network**
3. **From existing to new meanings**
4. **From problem-solving to cultural invention**
5. **From experiences to memories**
6. **From human to societal scale**

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We are all cyborgs now.

Humans are inextricably imbedded in systems alongside built objects, ideas and beliefs. Most of modern human life plays out as networks of human and non-human objects.

The proper object of study should be “cyborgs” rather than humans.

— **Amber Case**

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(p) **HCD**

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John Maeda's 3 categories of design

1. **classical designers:** who create physical objects or products;
 2. **commercial designers:** who innovate by seeking deep insights into how customers interact with products and services; and
 3. **computational designers:** who use programming skills and data to satisfy millions or even billions of users instantaneously.
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We have never been modern.

You are different with a gun in hand; the gun is different with you holding it. You are another subject because you hold the gun; the gun is another object because it has entered into a relationship with you.

The combination of people and tech creates a new subject of study.

– Bruno Latour

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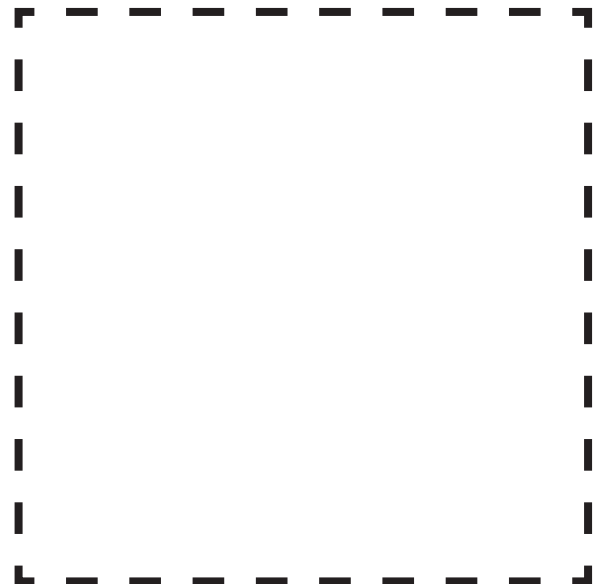
We were always post-human.

McLuhan famously compared all media to extensions of human capabilities—the eye, the ear, the hand, the skin. Finally, through information technologies, we [can] extend our cognitive and social capabilities and do so in a networked manner.

— Zeynep Tufeki

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“Wild card” suggestions



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5 levels of cultural alignment necessary for societal scale

1. **Inner life:** resonant with existing beliefs, values and mental models
 2. **Symbolism:** communicative of value proposition, utility or outcome
 3. **Interaction:** relationship with body, behavioral patterns, or operation
 4. **Sociality:** effect on identity, role and/or contribution to group cooperation
 5. **Externalities:** secondary outcomes and long-term impacts that may result
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4 questions toward a (Post) Human Centered Design approach

1. How can we expand our purview beyond the user and their problems?
 2. How can we help our audience make sense of that which is new?
 3. How do we create something for people who don't yet have a need to find?
 4. How do we build empathy for every participant in a complex system?
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Observations: +/-

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Unintended consequences

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