DESIGNING HUMANS X MERGE 2019

Build the Humans.
The products will follow.

DEAN BROADLEY

FULL-TIME HUMAN

@BROADLEY_SPOKEN

@THESTUDENTSOFDO

Designing Humans

MATURING DESIGN. GLOBALLY.

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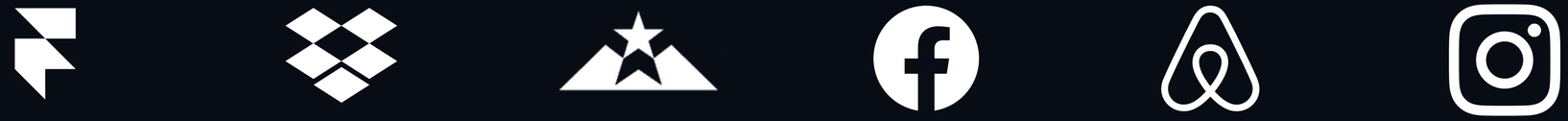

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Pixel Up!

AN INTERNATIONAL AFRICAN DESIGN CONFERENCE

MAY 04 - 06 2020

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A PLAYBOOK ON

Building in the practice of being human

Why should you care?

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From experience.

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SELF AWARENESS

Know thyself

HITCHHIKER'S GUIDE TO THE GALAXY

"If somebody thinks they're a hedgehog, presumably you just give 'em a mirror and a few pictures of hedgehogs and tell them to sort it out for themselves"

- Douglas Adams

COGNITIVE BIAS

Confirmation Bias

Self-awareness

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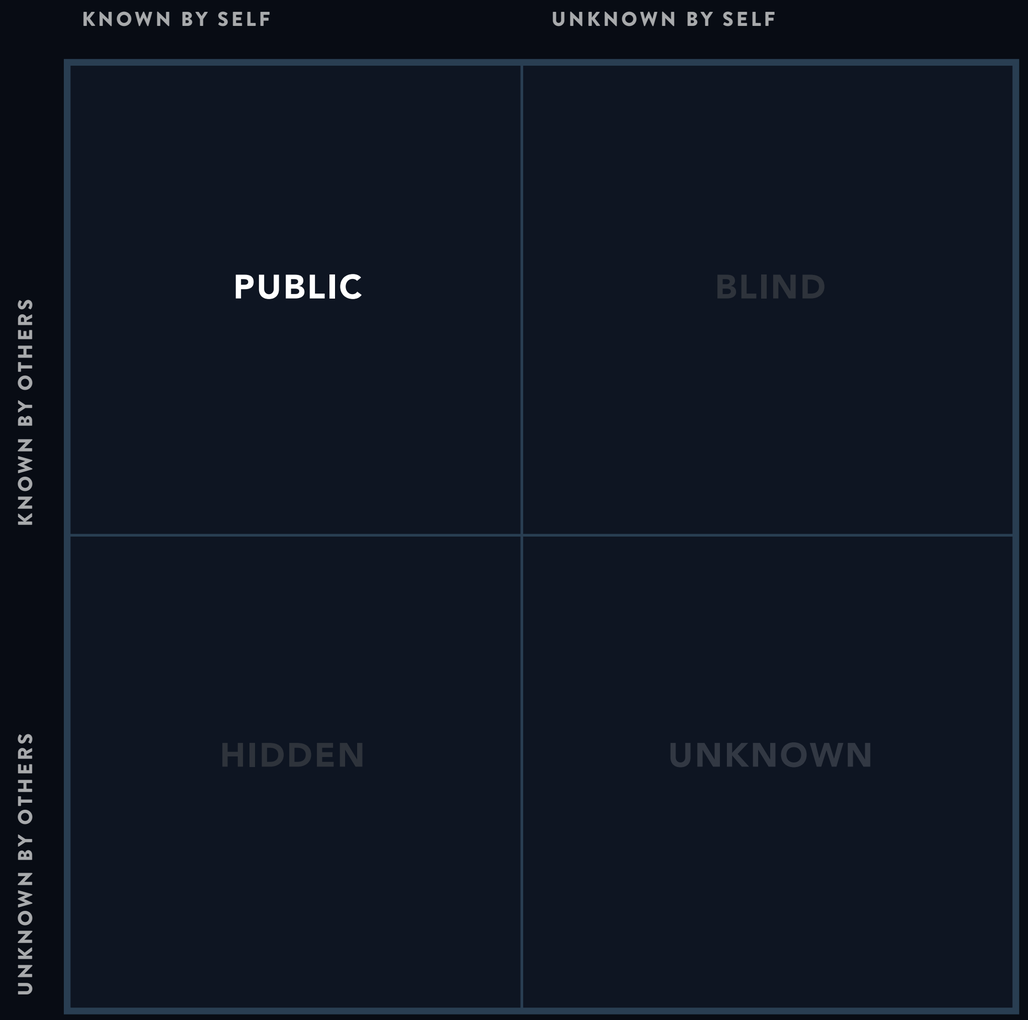

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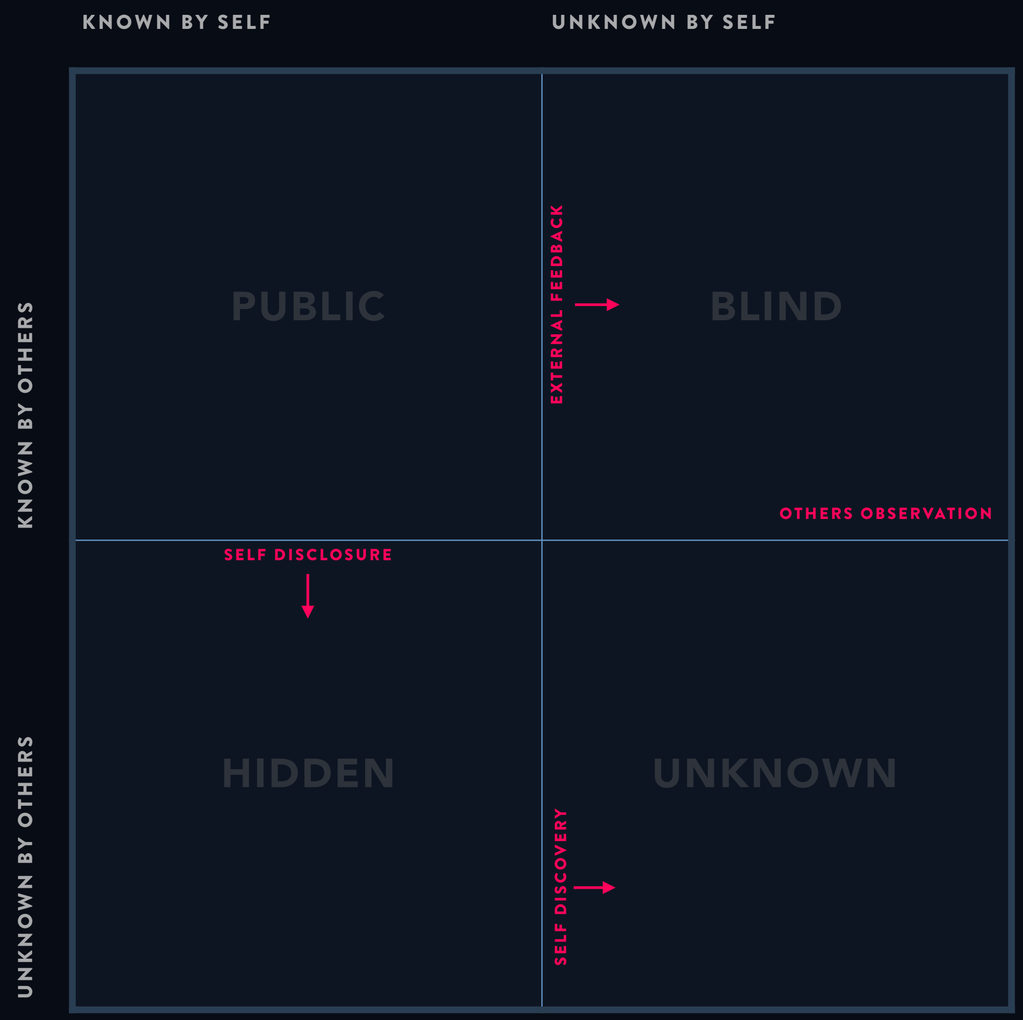

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People are not binary.

0

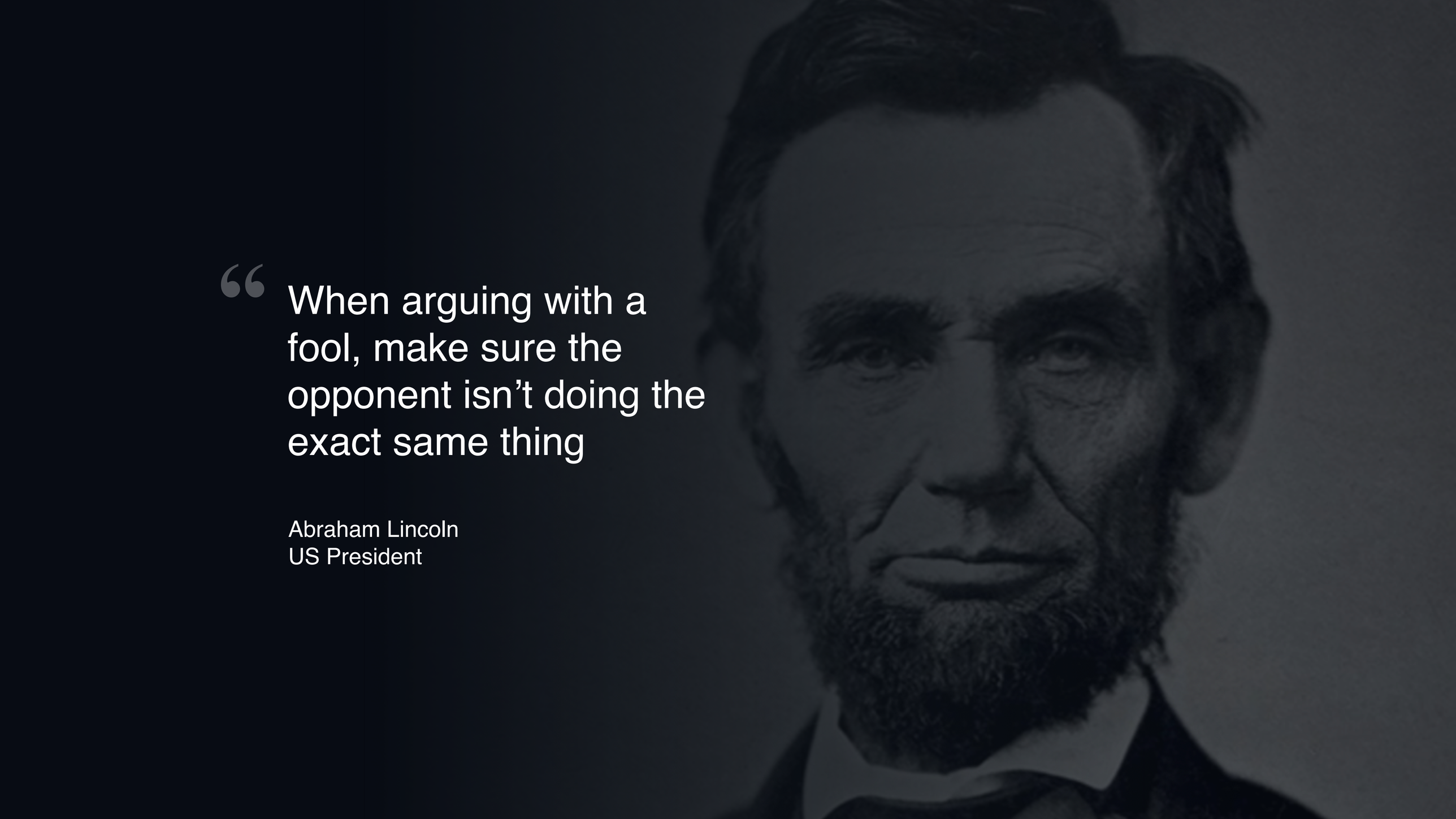
WRONG

1

RIGHT

Q- BIT

Like people, facts are not binary either…


“
When arguing with a fool, make sure the opponent isn’t doing the exact same thing
Abraham Lincoln
US President

COGNITIVE BIAS

The Backfire effect

SKILLS ACQUISITION

Hire people. Not roles.

We hire and build teams people like products

DREAM TEAM

LEVEL 2
JUNIOR

LEVEL 2
JUNIOR

LEVEL 3
COMPETENT

LEVEL 4
EXPERT

LEVEL 4
EXPERT

LEVEL 5
MASTER

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Why do we do this?

Cause School.

Linear skills progression

LEVEL 1

ASSOCIATE

LEVEL 2

JUNIOR

LEVEL 3

COMPETENT

LEVEL 4

EXPERT

LEVEL 5

MASTER

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START

LEVEL 1

GRADE 01

© 2019 Broadley Speaking (Pty) Limited

START

LEVEL 1

GRADE 01

+1

YEAR

LEVEL 2

GRADE 02

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START

LEVEL 1

GRADE 01

+1

YEAR

LEVEL 2

GRADE 02

+6

YEARS

LEVEL 7

GRADE

© 2019 Broadley Speaking (Pty) Limited

START

END

LEVEL 1

GRADE 01

+1

YEAR

LEVEL 2

GRADE 02

+6

YEARS

LEVEL 7

GRADE

+more

YEARS

LEVEL 100

MASTER

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START

END

LEVEL 1

GRADE 01

+1

YEAR

LEVEL 2

GRADE 02

+6

YEARS

LEVEL 7

GRADE

+more

YEARS

LEVEL 100

MASTER

PREDICTABLE LINEAR PROGRESSION

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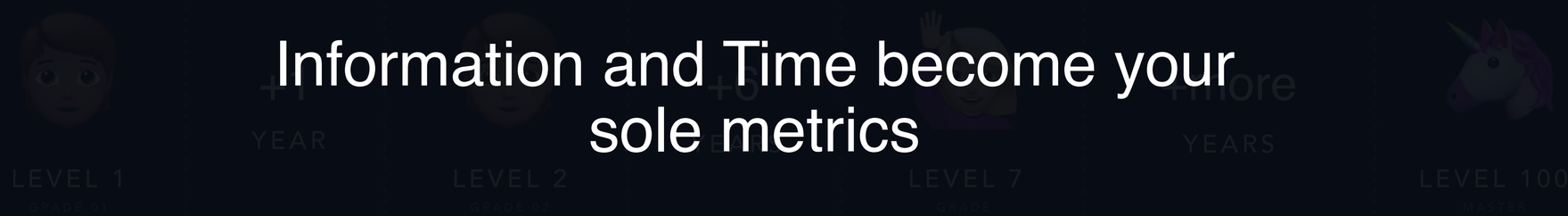
Information and Time become your sole metrics



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In a world where information is free

In a world where information is free

Knowledge is cheap.

PREDICTABLE OUTCOMES

Why do we do this?

You can’t build the future, predictably…

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People learn more like this…

LEVEL 2

LEVEL 5

HOW DO I GET FROM WHERE I AM TO WHERE I WANT TO BE?

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Care less about being certain

and more about being effective

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ENGINEERED ECOLOGY

Create Edge Effects

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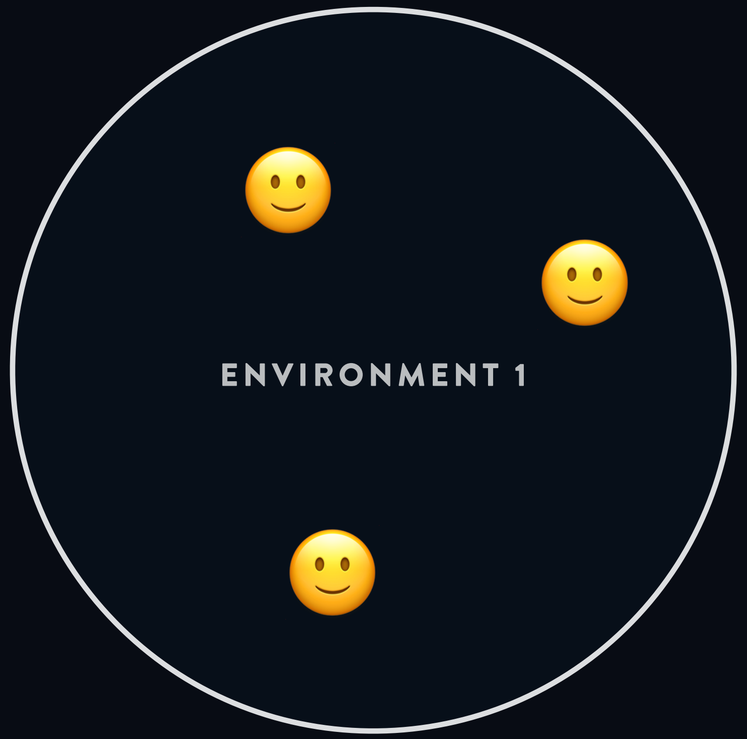

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VS

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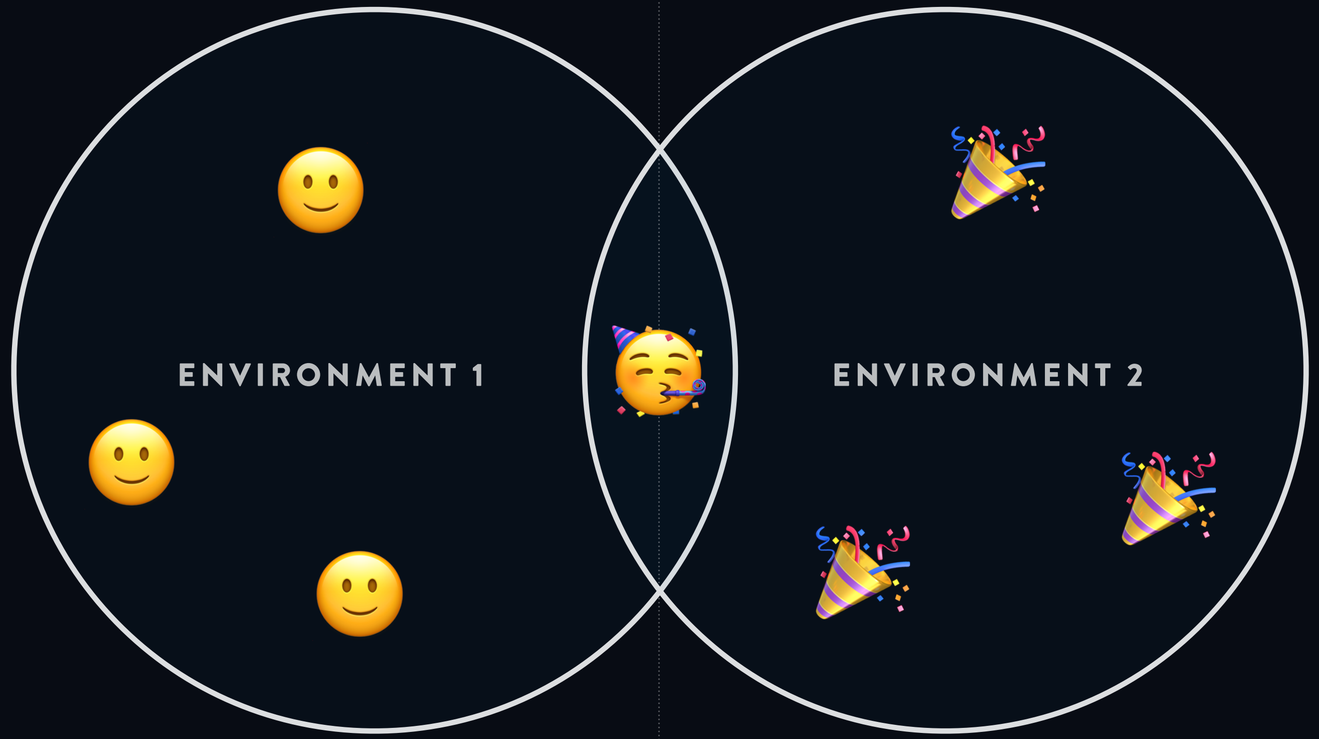

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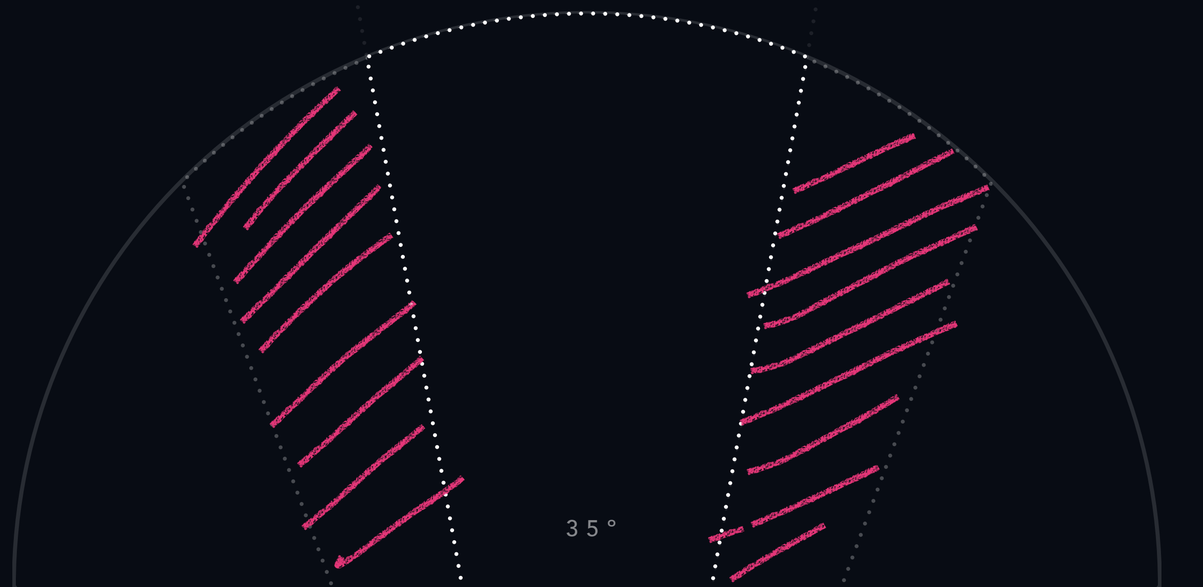
Create Perspective

COGNITIVE EDGE EFFECTS



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Do unto others as you
would have done unto you

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Do unto others as ~~you~~
~~would have done unto you~~

they would have done unto them

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Give a shit. Then Scale

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SUSTAINABILITY

Go together.

If you want to go fast, go alone.

If you want to go far, go together

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South African Design Industry

DIVERSITY IN OUR DESIGN POPULATION

Designing Humans survey 2019

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Thank You