

Don Norman



SEVEN QUESTIONS

What do I want to accomplish?

What are my alternatives?

What can I do now?

How do I do it?

What happened?

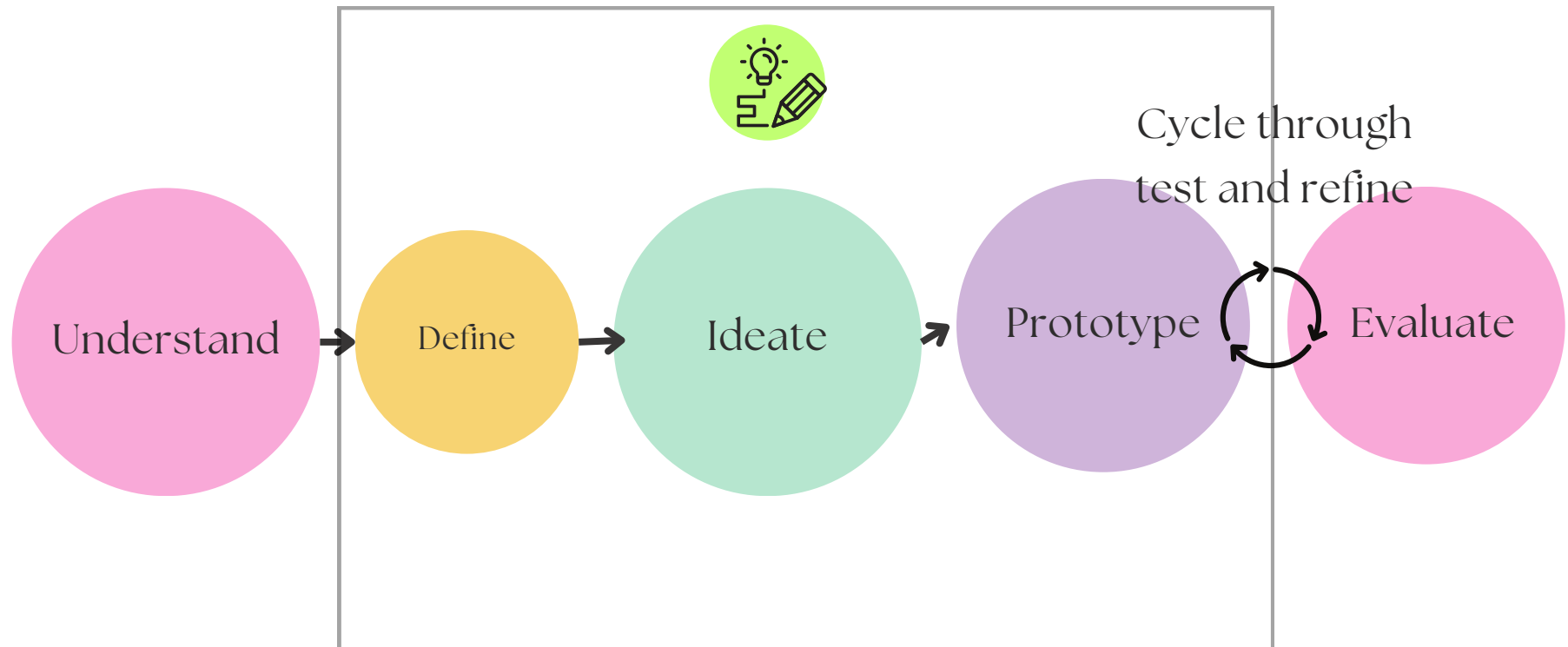
What does it mean?

Is it OK? Have I accomplished my goal?





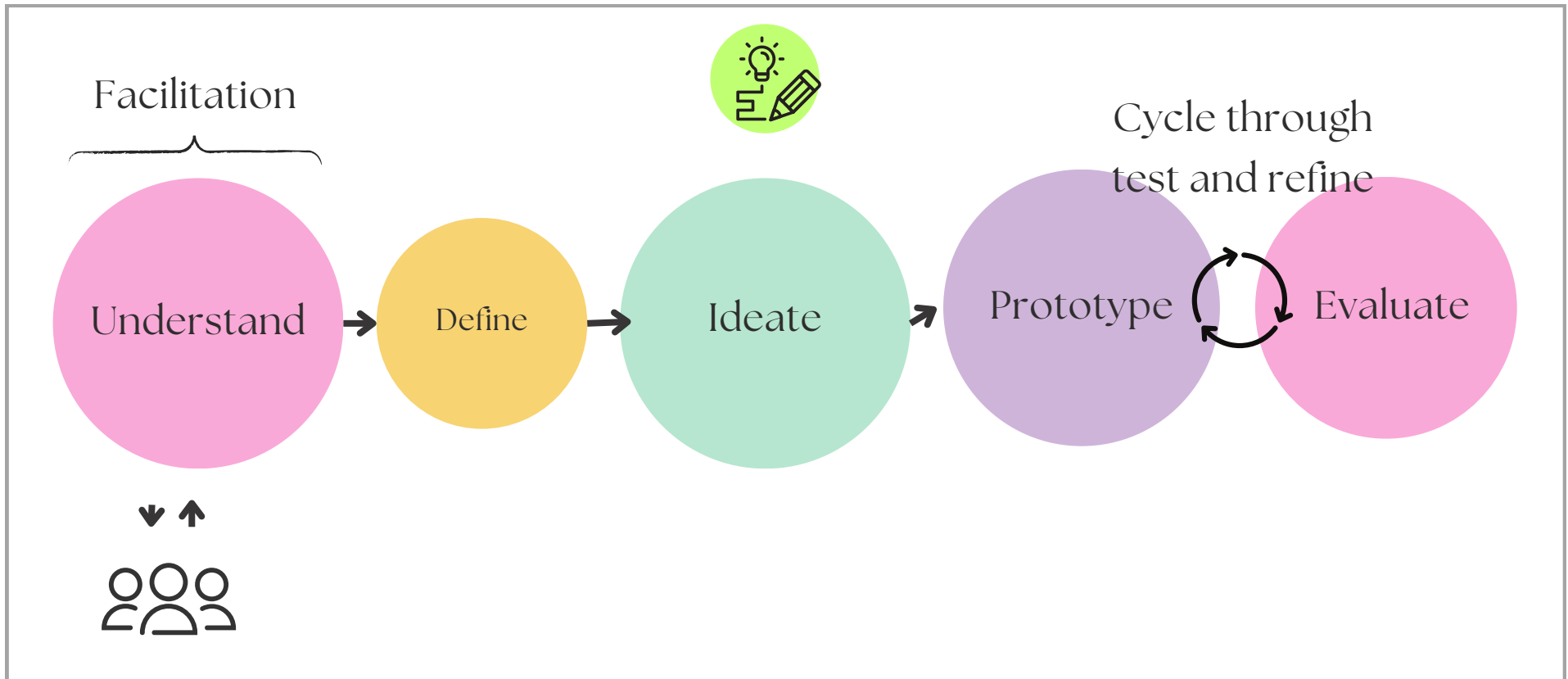
Conventional design



Trwun Du Lighthouse path



Human-centred design



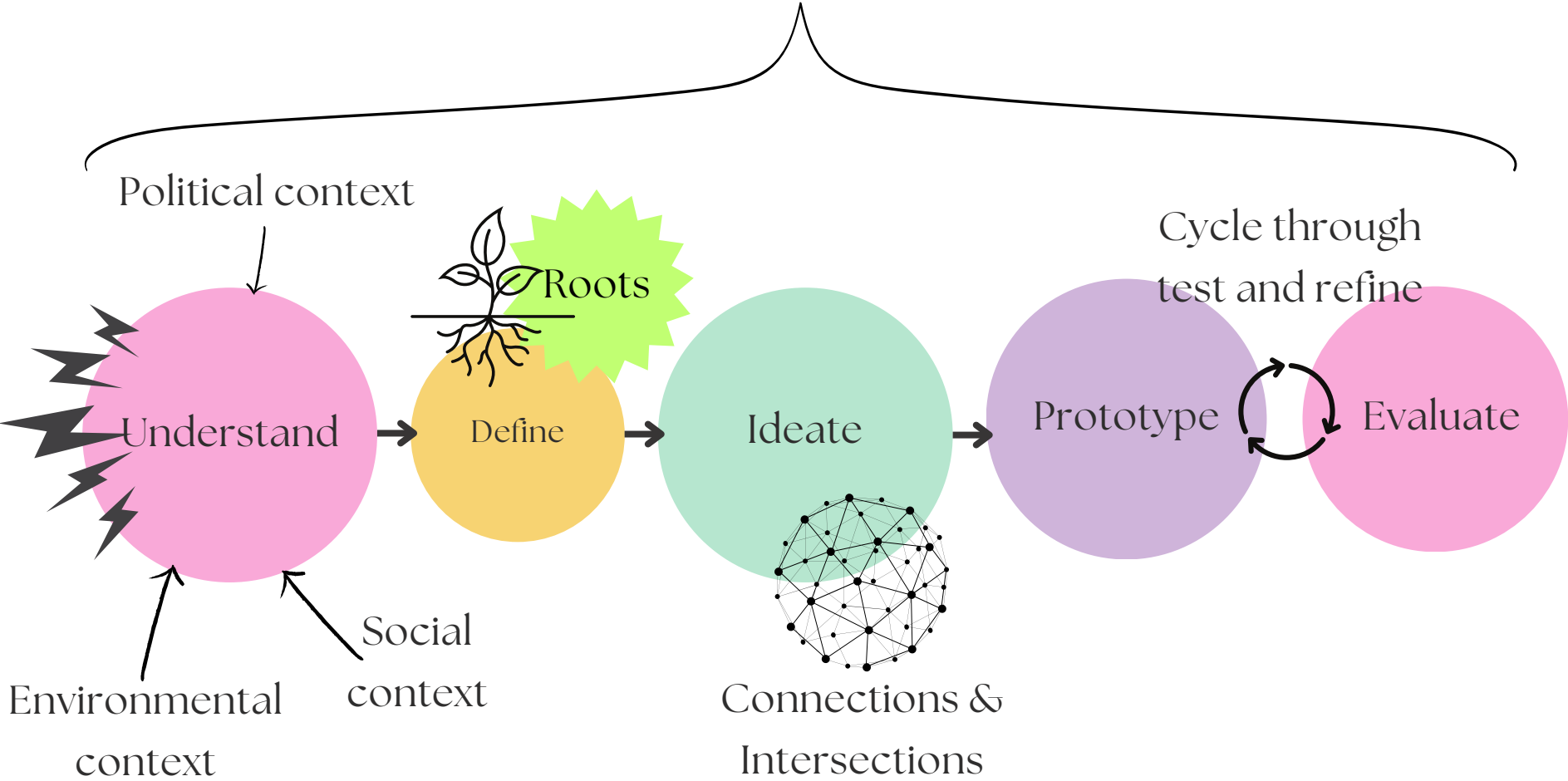
Tyddewi Tidal Energy



Humanity-centred design



facilitation



Pillars of Humanity-centred design

1. Expand Focus to All of Humanity
2. Solve Core Issues
3. Consider the Entire Ecosystem
4. Adopt a Long-term Perspective
5. Iterative Testing and Refinement
6. Community-driven Design



Surfers against sewage Penzance

Seagrass Ocean Rescue Penrhyn Llŷn



Climavore CIC Isle of Skye



Fisher Community Teesport

