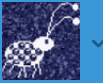




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


Embed

stress case


AEASEA 2016 - Compassionate Design

Notes from Eric Meyer's presentation covering how we can show compassion to our users, and why it's important. TW: some may be disturbed by some of the stories in this one. Presented at An Event Apart Seattle 2016.

by  Anne Gibson a year ago 6 Views

Trigger warning: some content in this presentation may be difficult for some users. Also, I've added links to three articles -- two at the beginning, written by Eric when Year in Review launched in 2014, and one that was published the day after An Event Apart by Eric and Sara Wachter-Boettcher, which covers recent events and also summarizes

compassionate design.






Anne Gibson
@perpendicularme

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The context for this part of the talk is the death of Eric's daughter, Rebecca. [#AEASEA](#)


6:47 PM - 5 Apr 2016



Inadvertent Algorithmic Cruelty

I didn't go looking for grief this afternoon, but it found me anyway, and I have designers and programmers to thank for it. In this case, the designers and programmers are somewhere at Facebook.

 MEYERWEB



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Facebook's New Years "Year In Review" then posted his daughter surrounded by a clip-art *party* at the end of the year she died. [#AEASEA](#)

6:48 PM - 5 Apr 2016

Day: December 27, 2014

This post is probably going to be a little bit scattered, because I'm still reeling from the overwhelming, unexpected response to the last post. I honestly expected " Inadvertent Algorithmic Cruelty " to be read by maybe two or three hundred people over the next couple of weeks, all of them friends, colleagues, and friends who are colleagues.

 MEYERWEB



Scott Moffat

@rsmoffat

Follow

#aeasea Eric. 😊 @ Bell Harbor International Conference Center [instagram.com/p/BD1ftmzk6kw/](https://www.instagram.com/p/BD1ftmzk6kw/)

6:47 PM - 5 Apr 2016 · Seattle, WA

1



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Who was this feature for? The idealized user who had a great year & wants to look back on it. Year in Review was fantastic for that #AEASEA

6:49 PM - 5 Apr 2016



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It is the easiest and most human thing to focus on the idealized outcome of where we want things to be #AEASEA

6:50 PM - 5 Apr 2016



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what gender is your ideal user? Race? Age? What do they want? How do they feel? What if you're *wrong*? #AEASEA

6:51 PM - 5 Apr 2016

2 6



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We tend to envision ourselves or the stereotyped ideal of what we think users are [#AEASEA](#)

6:51 PM - 5 Apr 2016



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Thinking fast and slow - system 1 thinking is the hare, system 2 is the tortoise: Analytical, attention to detail, mental energy [#AEASEA](#)

6:52 PM - 5 Apr 2016



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System 1 thinking: If you don't know anyone with vision problems, you underestimate that use case; know them and overestimate [#AEASEA](#)

6:53 PM - 5 Apr 2016



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System 1 and System 2 thinking aren't completely separate. If you do System 2 thinking long enough it will be System 1. Driving! [#AEASEA](#)

6:54 PM - 5 Apr 2016





Christa Dickson

@IowaCodeNinja

 Follow

If you practice slow, careful, analytical thinking enough, it can become your default mechanism. [@meyerweb](#) [#aeasea](#)

6:54 PM - 5 Apr 2016



Christa Dickson

@IowaCodeNinja

 Follow

Our brains tend to default to decision-making processes that conserve the most energy, which leads to faulty assumptions.

[@meyerweb](#) [#aeasea](#)

6:53 PM - 5 Apr 2016



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We think we can drive and text at the same time because driving is so instinctual. We can't, but we think we can [#AEASEA](#)

6:54 PM - 5 Apr 2016



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When you're around a student driver, you suddenly become a System 2 driver because you know of their lack of instinct

[#AEASEA](#)

6:55 PM - 5 Apr 2016





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What you are assuming about a set of people — what would it mean to be utterly and completely wrong about assumptions?

[#AEASEA](#)

6:55 PM - 5 Apr 2016



Christa Dickson

@IowaCodeNinja

 Follow

We should always question our assumptions, since snap instincts are most likely wrong. [@meyerweb](#) [#aeasea](#)

6:55 PM - 5 Apr 2016



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We need to plan for the worst. We're like automobile designers 50 years ago, with no protections in cars [#AEASEA](#)

6:56 PM - 5 Apr 2016



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Seat belts, air bags, crumple zones, safety glass: the auto industry has learned a lot. Plan for the worst. [#AEASEA](#)

6:57 PM - 5 Apr 2016





terryfritsch

@terryfritsch

 Follow

Classic steel car vs. a modern plastic car... design with compassion. youtube.com/watch?v=joMK1W... #aeasea

6:59 PM - 5 Apr 2016

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Eric's showing a series of news articles with extremely inappropriate ads. Ad networks not trying to avoid it. #AEASEA

6:59 PM - 5 Apr 2016



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Ad systems aren't being built with humans in mind. They're being built with consumers in mind. [#AEASEA](#)

7:00 PM - 5 Apr 2016



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A photo of a Dachau gate. Flickr tried to autotag it. "Building, chain link. Sport. Jungle gym." [#AEASEA](#)

7:01 PM - 5 Apr 2016



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Auto tagging of images, where black man and women get auto tagged as "animal" or "gorilla". Both on Flickr and on Google. [#AEASEA](#)

7:02 PM - 5 Apr 2016



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We need to ask ourselves: what are we missing? What are we assuming? What could go wrong? What's the worst outcome of that? [#AEASEA](#)

7:02 PM - 5 Apr 2016





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Not only is it auto tagged, the person in the photo doesn't know it. Someone else sees it. Hate mobs form. #AEASEA

7:03 PM - 5 Apr 2016



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How do we do auto tagging ethical? Opt-in? Or only on new photos? Planning for the worst might prevent these problems #AEASEA

7:04 PM - 5 Apr 2016



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Big box home store: planned for happy, upbeat folks. But when your toilet just leaked all over the place, you're not happy. #AEASEA

7:06 PM - 5 Apr 2016



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Designing with stress cases like "toilet just exploded" leads to a guide for both situations of leisure and urgency. #AEASEA

7:06 PM - 5 Apr 2016





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Example:

- Prioritize helpful, realistic estimates
- Provide at-a-glance help
- Use plain language
- Write for the urgent case [#AEASEA](#)

7:07 PM - 5 Apr 2016



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How does your children's hospital site help you find the emergency department? Dozens of hospital websites like this [#AEASEA](#)

7:07 PM - 5 Apr 2016



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They have a department named "emergency" in their building and they don't have any content for people in crisis [#AEASEA](#)

7:08 PM - 5 Apr 2016



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We talk about these like they're edge cases. "Edge case" is who you're willing to write off. It's a problematic term. [#AEASEA](#)

7:08 PM - 5 Apr 2016





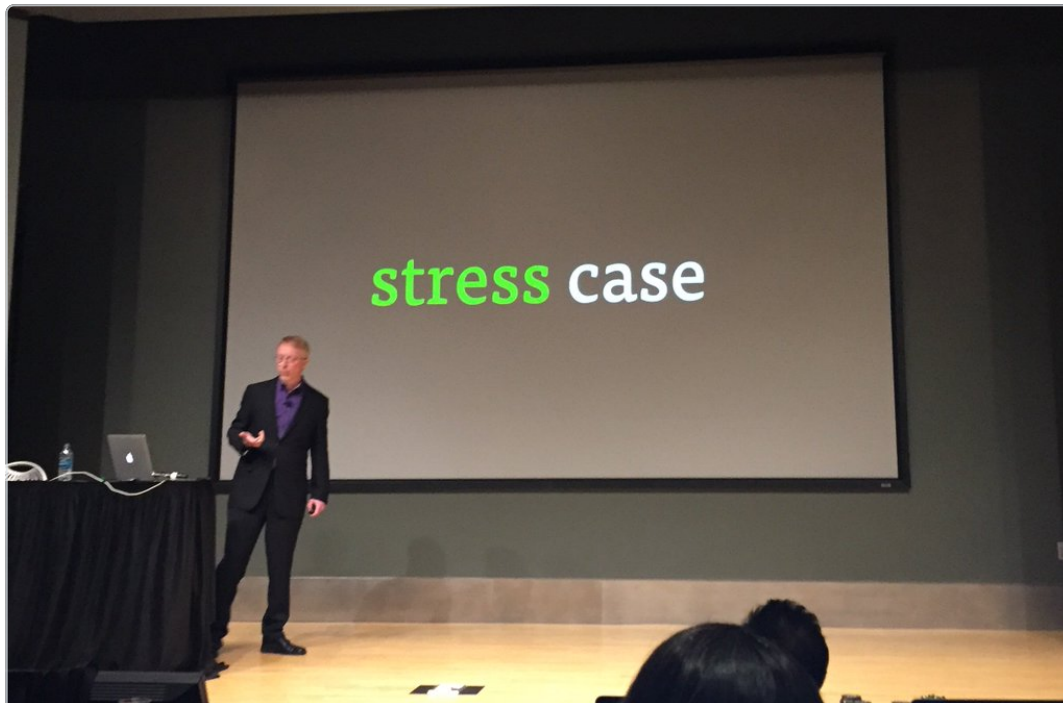
""-(๖ಃಃ)-""
@whozzawuzza

Follow

Edge cases define the boundaries of what/who you care about
[#aeasea](#)

7:08 PM - 5 Apr 2016

1



James Cliburn
@JCFGD

Follow

"edge case" means to push people and their situations aside,
"stress case" is inclusive [@meyerweb](#) [#aeasea](#) [#aea16](#)

7:11 PM - 5 Apr 2016

13 18



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What happens in a stress case? You can't ignore those. How does my site help? How does my site hinder? #aeasea

7:09 PM - 5 Apr 2016



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It's not our choice to decide whether people in stressful situations will use our tools. We can't stop them. #AEASEA

7:09 PM - 5 Apr 2016



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The Apple Health Kit didn't provide anything for women to track their period. They did fix it a year later... But a year? #AEASEA

7:10 PM - 5 Apr 2016



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What health metrics are we not thinking about because they're gross or scary or taboo? #AEASEA

7:11 PM - 5 Apr 2016





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Glow app - "personal health tracking from period to parenting" is really well designed for only that [#AEASEA](#)

7:11 PM - 5 Apr 2016



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Nothing for women who want to track for nonfertility reasons. "Choose your journey!" It isn't a journey! [#AEASEA](#)

7:12 PM - 5 Apr 2016



Christa Dickson
@IowaCodeNinja

 Follow

Re: Glow. "Maybe I'm not on a 'journey.' Maybe I just want to know when my next period is going to start." [@meyerweb](#) [#aeasea](#)

7:12 PM - 5 Apr 2016



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 Follow

Perform a premortem - what ways can this fail? Write down every reason they can think of for failure [#AEASEA](#)

7:13 PM - 5 Apr 2016





Anne Gibson
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 Follow

Technical reasons, accessibility reasons, tone reasons, entire concept, etc. Premortem why you will fail [#AEASEA](#)

7:13 PM - 5 Apr 2016



""-(๖಼಼)~""
@whozzawuzza

 Follow

At every step, find the assumptions and subvert them
[@meyerweb](#) [#aeasea](#)

7:14 PM - 5 Apr 2016



Jessica Tate
@missjessicatate

 Follow

We keep designing for a perfect world yet our world is imperfect.
Let's plan imperfection. [@meyerweb](#) [#aeasea](#)

7:14 PM - 5 Apr 2016



Christa Dickson
@IowaCodeNinja

 Follow

Premortems are an interesting counterpoint to
[@gerrymcgovern](#)'s focus on post-mortem user testing. (Both are useful.) [@meyerweb](#) [#aeasea](#)

7:14 PM - 5 Apr 2016





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 Follow

Designated Dissenter: designate a devil's advocate who will subvert every assumption in the project. "What about...?"

[#AEASEA](#)

7:15 PM - 5 Apr 2016



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Every project, someone else needs to be the designated dissenter. It has to rotate so everyone gets a turn w/System 2 thinking. [#AEASEA](#)

7:15 PM - 5 Apr 2016



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 Follow

Communicate intent. [#AEASEA](#)

7:16 PM - 5 Apr 2016



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Twitter adds little stormtrooper icons to all the [#MayThe4th](#) tweets - even the ones about Kent State. Changes the meaning w/o asking [#AEASEA](#)

7:17 PM - 5 Apr 2016





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If Twitter had just asked about adding the image first, it would have been a better experience than the hashflag [#AEASEA](#)

7:19 PM - 5 Apr 2016



Christa Dickson

@IowaCodeNinja

 Follow

Always communicate intent. Don't auto-apply 'enhancements' without giving the user the chance to opt-out. [@meyerweb](#)
[#aeasea](#)

7:19 PM - 5 Apr 2016



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It gets worse: Twitter retroactively add the hashflags to old tweets too, so you never know what will display [#AEASEA](#)

7:19 PM - 5 Apr 2016



Christa Dickson

@IowaCodeNinja

 Follow

Facebook excels at signaling intent by marking which parts of your profile are public (esp. sensitive ones like gender pronouns) [#aeasea](#)

7:22 PM - 5 Apr 2016





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Facebook does a good job of signaling intent for gender identification. You can choose custom. You can choose from what others have [#AEASEA](#)

7:20 PM - 5 Apr 2016



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Follow

When you're done, it asks who will see it - it tells you that your preferred pronoun will be seen by everyone [#AEASEA](#)

7:21 PM - 5 Apr 2016



Anne Gibson
@perpendicularme

Follow

Patients Like Me is a social network that connects patients. It's a great example of what to do right. They put people first [#AEASEA](#)

7:21 PM - 5 Apr 2016



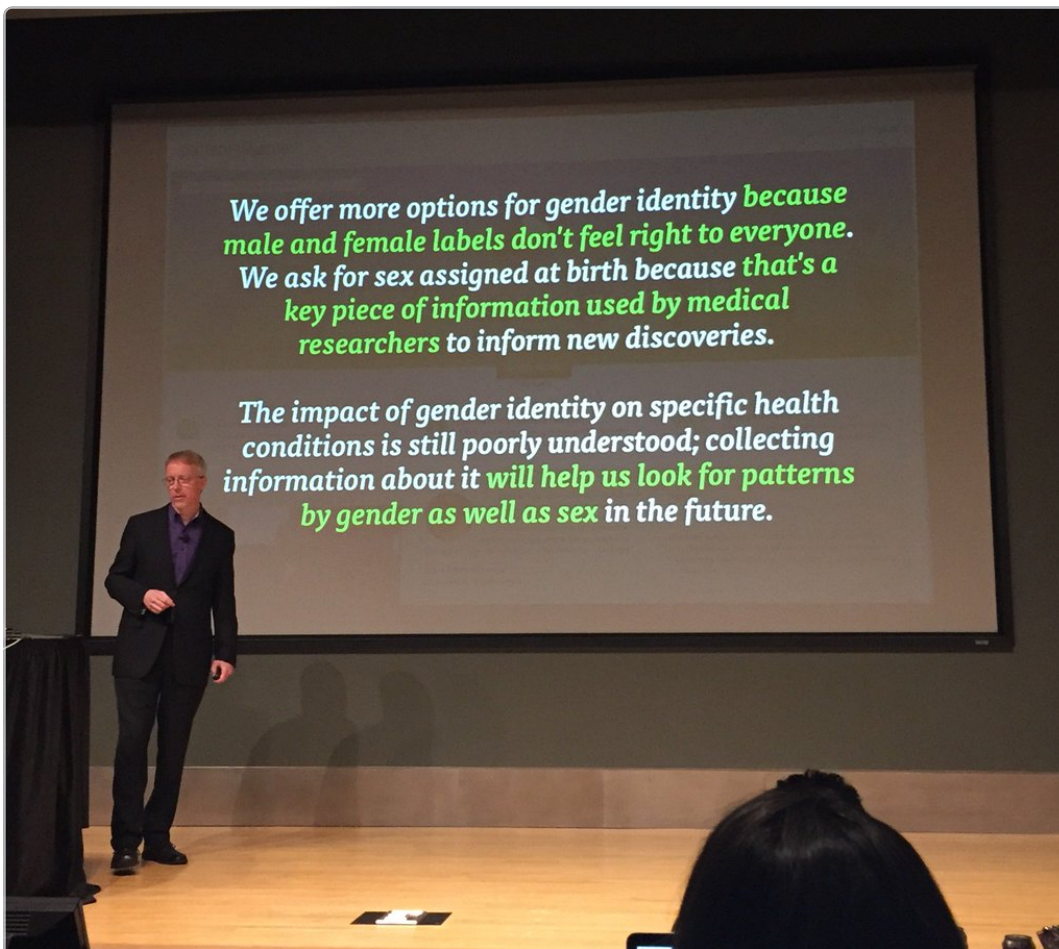
Anne Gibson
@perpendicularme

Follow

Patients Like Me asks for both gender and sex assigned at birth — and then explains why in clear simple language [#AEASEA](#)

7:22 PM - 5 Apr 2016





James Cliburn
@JCFGD

 Follow

Was really happy to see gender identity addressed in
[@meyerweb](#)'s talk today [#aeasea](#) [#aea16](#)

7:50 PM - 5 Apr 2016

   3



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People at Patients Like Me are often there because of a recent diagnosis. They're looking for help from real people. [#AEASEA](#)

7:23 PM - 5 Apr 2016



Anne Gibson

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Patients Like Me chose to be kind and compassionate. It was a design decision. [#AEASEA](#)

7:24 PM - 5 Apr 2016



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 Follow

GMail's "mic drop" button caused some people to lose their jobs, get yelled at, etc. [#AEASEA](#)

7:25 PM - 5 Apr 2016



Christa Dickson

@IowaCodeNinja

 Follow

Google Mic Drop was a result of not thinking through worst case scenarios + not signaling intent. [@meyerweb](#) [#aeasea](#)

7:25 PM - 5 Apr 2016



Anne Gibson

@perpendicularme

 Follow

Gmail: "we should have signaled intent. We didn't anticipate accidental clicks." They didn't think about the worst. [#AEASEA](#)

7:25 PM - 5 Apr 2016





Anne Gibson

@perpendicularme

 Follow

Consider the context. Simple, banking app, very hip and breezy.
[#AEASEA](#)

7:27 PM - 5 Apr 2016



Christa Dickson

@IowaCodeNinja

 Follow

"Design as slick as Jonny Ives' scalp" is my new favorite phrase.
[@meyerweb](#) [#aeasea](#)

7:28 PM - 5 Apr 2016



Anne Gibson

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 Follow

If you lose your card, they don't try to be hip. Neutral, to the point. "This is a reversible process". [#AEASEA](#)

7:28 PM - 5 Apr 2016



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 Follow

Simple is willing to drop their brand entirely to make it clear what happens if you block your card. [#AEASEA](#)

7:28 PM - 5 Apr 2016





Anne Gibson

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 Follow

“Be straightforward. Don’t joke around with people who are frustrated”, from MailChimp’s content style guide [#AEASEA](#)

7:30 PM - 5 Apr 2016

  1 



Anne Gibson

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 Follow

“Fun but not childish. Clever but not silly. Cool but not alienating.” A guide that helps to identify and maintain compassion [#AEASEA](#)

7:30 PM - 5 Apr 2016

   1



Anne Gibson

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 Follow

Read your content aloud. Does that sound like something you would say - or even a person would say? What would a human do? [#AEASEA](#)

7:31 PM - 5 Apr 2016

  8  11



Christa Dickson

@IowaCodeNinja

 Follow

What would a human do? is a good litmus test. [@meyerweb](#) [#aeasea](#)

7:32 PM - 5 Apr 2016

  1 



Anne Gibson

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 Follow

Value people, not users. People like me's sign-up form says what they get and what they do with that info. Very few required [#AEASEA](#)

7:32 PM - 5 Apr 2016



Anne Gibson

@perpendicularme

 Follow

even though people like me's revenue comes from selling aggregated data, they don't force sign up. [#AEASEA](#)

7:33 PM - 5 Apr 2016



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 Follow

"People get incredibly frustrated if they feel like they have to lie"
- Kate Brigham, People Like Me [#AEASEA](#)

7:34 PM - 5 Apr 2016



Anne Gibson

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 Follow

Even though it directly threatens their primary source of revenue to be kinder and more compassionate [#AEASEA](#)

7:34 PM - 5 Apr 2016





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the Question Protocol, from Forms that Work by Caroline Jarrett and Gerry Gaffney [#AEASEA](#)

7:34 PM - 5 Apr 2016



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Who within the organization uses the answer?

What do they use it for?

Is it required or optional?[#AEASEA](#)

7:35 PM - 5 Apr 2016



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If an answer is required what happens if a user lies just to get through the form? [#AEASEA](#)

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Christa Dickson

@IowaCodeNinja

 Follow

If you don't care if your users lie to you, do you really need the input? Users' time is valuable; don't waste it. [@meyerweb](#)

[#aeasea](#)

7:36 PM - 5 Apr 2016





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There's a cost to collecting data on your users. You need to measure it against the business value. #AEASEA

7:36 PM - 5 Apr 2016

   1



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Facebook: "Your name violates our name standards". They rejected peoples' personal identities. #AEASEA

7:38 PM - 5 Apr 2016



Andrea 🦄🎨 & 🐕🖼️

@amcvittie

 Follow

SO many friends use fake last names on FB to avoid being found by employers, exes, etc. #AEASEA

7:39 PM - 5 Apr 2016

  1  1



Anne Gibson

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 Follow

The new message is "we could be wrong about this, so help us." More human, more compassionate. #AEASEA

7:38 PM - 5 Apr 2016

   2



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 Follow

Making the case. Invoke Postel's Law when talking to developers, etc. Be liberal in what you accept, conservative in what you send [#AEASEA](#)

7:39 PM - 5 Apr 2016

   1



Christa Dickson
@IowaCodeNinja

 Follow

Acknowledge the complexity of real people's existences.
[@meyerweb](#) [#aeasea](#)

7:39 PM - 5 Apr 2016

  3  2



mike
@mandrewnz

 Follow

Be human, be compassionate [#aeasea](#)

7:39 PM - 5 Apr 2016

   1



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If you need to make a business case

- It will make money
- It will save money
- It will decrease risk [#AEASEA](#)

7:40 PM - 5 Apr 2016

   1



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Slack is winning out by being more empathetic. Really simple to report issues. Everyone at slack is required to look at feedback
[#AEASEA](#)

7:41 PM - 5 Apr 2016



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empathy and compassion built directly into the company culture. Being better than competitors makes money [#AEASEA](#)

7:42 PM - 5 Apr 2016



Christa Dickson

@IowaCodeNinja

 Follow

Empathy is courtesy... not just being polite, but anticipating user's needs in advance.

[@meyerweb](#) [#aeasea](#)

7:42 PM - 5 Apr 2016



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Save money: if you avoid 150,000,000 calls that's 4 billion pounds in savings at Gov.uk [#AEASEA](#)

7:43 PM - 5 Apr 2016





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Risk aversion: Year in Review problems went viral. More common risk, losing trust, fail to win trust [#AEASEA](#)

7:44 PM - 5 Apr 2016



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@perpendicularme

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It's hard to go wrong being respectful to people, but we don't always consciously make these assumptions [#AEASEA](#)

7:44 PM - 5 Apr 2016



Christa Dickson
@IowaCodeNinja

 Follow

If you lose the trust of your current users, you lose the trust of future users as well. (Risk avoidance) [@meyerweb](#) [#aeasea](#)

7:44 PM - 5 Apr 2016



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Actual video and audio clips of users struggling with forms - never occurred to stakeholders that this experience could be unkind [#AEASEA](#)

7:45 PM - 5 Apr 2016





Anne Gibson
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 Follow

Make a habit of being compassionate in our design. We are what we repeatedly do. [#AEASEA](#)

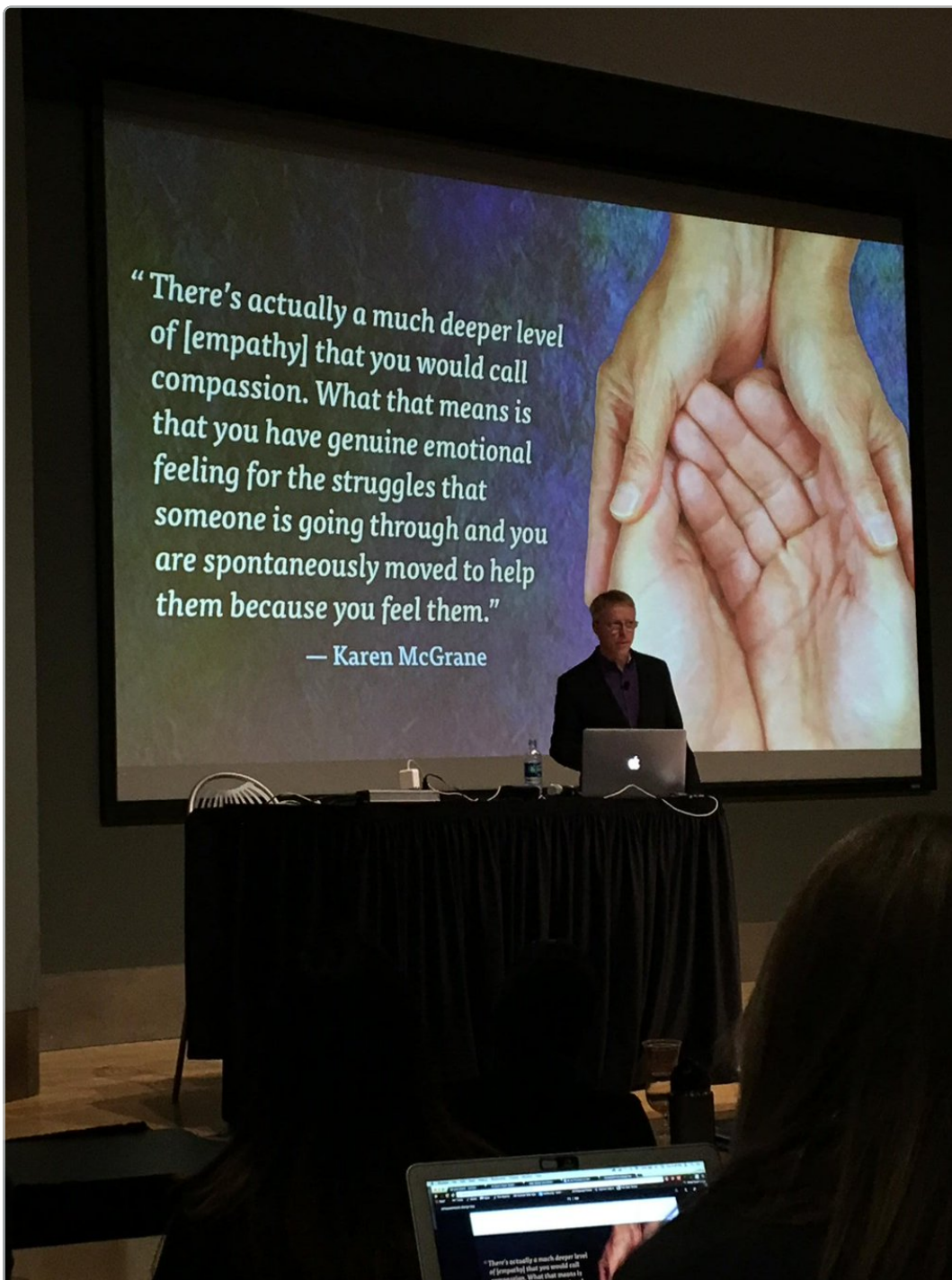
7:46 PM - 5 Apr 2016



1



2



Anne Gibson
@perpendicularme

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And [@karenmcgrane](#) sums it up nicely via [@meyerweb](#) #aeasea

7:47 PM - 5 Apr 2016

  1  2



Karen McGrane

@karenmcgrane

 Follow

@perpendicularme @meyerweb From this talk:
library.iasummit.org/podcasts/closi... and cites the work of
Daniel Goleman: danielgoleman.info/three-kinds-of... #aeasea
8:51 PM - 5 Apr 2016



Three Kinds of Empathy: Cognitive, Emotio...

Being cool in crisis seems essential for our being able to think clearly. But what if keeping cool makes you too cold to care? In other words, must danielgoleman.info

  1  1



Christa Dickson

@IowaCodeNinja

 Follow

Compassion can be difficult. It's outside our comfort zone. It's hard to be a grownup. It's almost harder than growing up.
#aeasea @meyerweb

7:48 PM - 5 Apr 2016



Anne Gibson

@perpendicularme

 Follow

We have to leave our comfort zones so our users don't have to leave theirs. It takes courage. It can be hard. It isn't coddling.
#AEASEA

7:48 PM - 5 Apr 2016

   1



Anne Gibson

@perpendicularme

 Follow

Compassion takes practice. (We'll get it wrong a bit while we learn.) Compassion is vital. [#AEASEA](#)

7:49 PM - 5 Apr 2016

   1



Anne Gibson

@perpendicularme

 Follow

“What [the web] can use now is a little bit more of our humanity.”
~ Eric Meyer [#AEASEA](#)

7:49 PM - 5 Apr 2016

  1  1

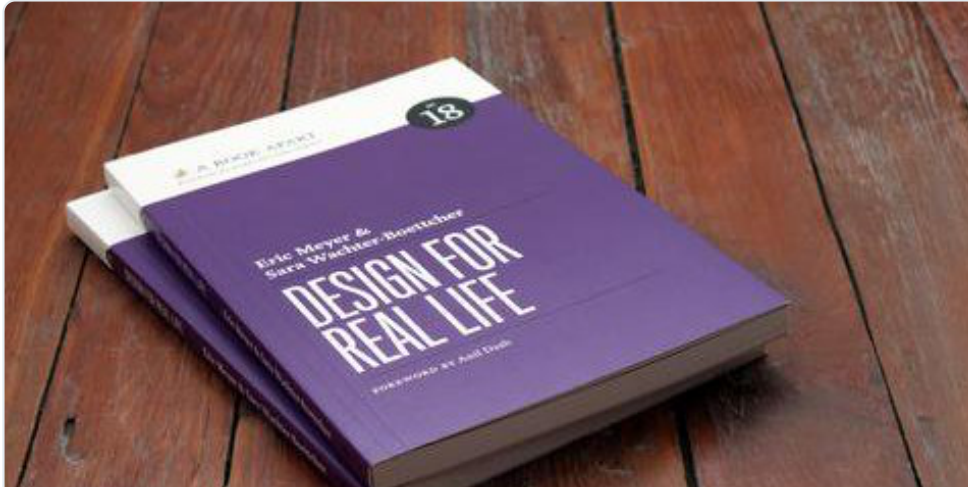


Anne Gibson
@perpendicularme

 Follow

Folks if you liked [@meyerweb](#)'s talk you need to read abookapart.com/products/design... by him & [@sara_ann_marie](#) & mail it to all your clients [#aeasea](#)

7:54 PM - 5 Apr 2016



Design for Real Life by Eric Meyer & Sara Wachter-Boettcher

You can't know every user, but you can develop inclusive practices to create experiences that support a wider range of people, more of abookapart.com

  3  14



One Angry Momma
@RubyGrrl42

 Follow

Even anticipating what [@meyerweb](#) was gonna talk about, it was more emotional, difficult, and enlightening than expected. Thank you. [#AEASea](#)

7:52 PM - 5 Apr 2016 · Seattle, WA

  2  9



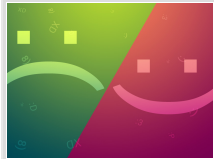
Andrea 🦄🎨 & 🐕🏡
@amcivittie

Follow

I enjoy the tech tips but the talks that cover design ethics & compassion are why I'll ask @OmniGroup to send me to #AEASEA a 3rd time

7:52 PM - 5 Apr 2016

5



Compassionate UX | UX Booth

Google's long been known for its April Fool's hoaxes—from Google Paper, which purported to send you a printed archive of all your email, to Google Gulp, a fake beverage. They're usually good for a laugh or two. This month? Not so much.

UXBOOTH

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