General Relativity, Quantum Mechanics, and the hard thing about Social Innovation
I’m Josh.
<physics>
(very big)
(very small)
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G U T
G.U.T
Grand Unified Theory
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human-centered design
human-centered design
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For solutions to take hold, they must be rooted in empathy and compassion for the very people who will be using and supporting them: The design must be human centered. Taking a human-centered design approach means leading with people’s wants, needs and behavior; developing a deep understanding of tasks, work flow, culture, environments and technology; and ensuring users are involved throughout the design process.

What that means is that every design decision is made with this question in mind: “Does this make sense from a user’s perspective?”

For example, if a company were designing a coffeemaker, where should the power button be placed? Should it go on the top, left side, bottom or right? Should it make a click noise when pushed in or more of a pop sound? And should a light go on when the button has been successfully pushed all the way or is the sound enough?
human-centered design
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Systems Thinking
Systems Thinking
ANT
A.N.T
Actor-Network Theory
Actor-Network Theory
G.U.T