PRODUCT DEVELOPMENT BASED ON HUMAN BEHAVIOUR.
Carl Carlheim-Gyllensköld.

Senior technical communicator

www.linkedin.com/in/carl-carlheim-gyllenskold
Elephant and rider = the brain.

**Rider:**
Conscious, verbal, thinking brain

**Elephant:**
Automated, emotional brain

3 keys to behaviour change

- Direct the rider: Give clear direction, reduce mental paralysis
- Motivate the elephant: Find emotional connection
- Shape the path: Reduce obstacles, tweak the environment, make the journey go downhill

Source: Jonathan Haidt, *The Happiness Hypothesis*
What can technical communication learn from other disciplines?
By default sales must have a customer focus. They must understand the buying patterns of the user. And these patterns have changed a lot during the last years.

At what point do you reach out to your supplier between Due diligence and Purchase?

This is technical communication phase, it’s getting bigger

This is sales phase where the customer is in contact with the company, it’s getting smaller.

Source: Gartner
Learning.

- Different users learn different things in different contexts
- Microlearning
  - Write topic based
- Flipped classroom
  - TechCom usage:
    - User generated content
  - Kahn lab schools and Kahn academy
Best source: 
100 things every designer needs to know about people 
Susan M. Weinschenk 

Evidence based research on how people actually works. 

Following slides is a extract from this book.
Reading online isn’t reading.

- Reading online is skimming
  - Don’t assume that people have read your text
  - We focus on a much deeper level when we read a book or on an e-reader.
  - Reading and comprehending is two different things
  - Follow skimming and scanning guidelines:
    - Break information into small bits and
    - Use headings

- Mind wanders 30% of the time
  - Use hyperlinks
  - Make sure you build in feedback

- Only reads 60% of an online article
  - Put your most important information before the 60 percent point of the article
People make mistakes.

• No fail-safe product
• Predictable types of errors
  • Slips
  • Mistakes
People make mistakes.

Forgiveness

- Confirmations
- Warnings
- Good help systems
- Troubleshooting
- Write clear error messages
  - Tells the person what he or she did
  - Explains the problem
  - Instructs the person how to correct the problem
  - Is written in plain language using active voice
  - Shows an example
Information overload.

• At any given time we humans have 40 billion unconscious sensory inputs, humans are conscious of 40 at any time.

• Memory takes a lot of mental resources
  - We often only remembers the beginning and the end
  - We remember things that we can see better than words
  - Use examples

• Short term memory is limited
  - Don’t ask people to remember information from one place to another
  - People only remembers four items at once
Other formats than text.

Use all available formats

- Illustration
- Video, If a task takes less than 5 minutes people will use their smartphones.
- AR and VR, Great for examples. Humans learn best from examples.
- Book, Physical sensory of a book makes it easier to learn.
- Chatbot, the next step. Conversational User Interface (CUI) instead of a GUI
Marketing.

Storytelling

Humans have been telling stories to each other as long as we have been humans.

- The brain is actually more active with a story
- Different stories

Check out the book: Howtoons
By: Nick Dragotta, Saul Griffith, Joost Bonsen
Storytelling

Example from a loudspeaker Manual where we used Storytelling about a Hardrocker that didn’t read the warnings.

Source: Marshall Hanwell manual
Gamification.

Do not overuse competition and rewards and stuff.

Gamification means that you should use:

- Stories
- Progress
- Mastery
- Control
- Need to belong
How do you learn from others

• Create multidisciplinary teams.
• Have a break with each other and talk.
• Learn from each other.
An international product development company.
Approximately 2,000 dedicated employees.
Over 35 years of experience.
Listed on the NASDAQ Stockholm stock exchange.
Present at more than 30 sites in Sweden, Germany, Brazil, Hungary, India, the UK, Norway and China.
A selection of customers: Volvo Group, Jaguar Land Rover, Vattenfall, GE, Astra Zeneca and ABB.
Semcon.com