Human Values

Being Safe and well

We are driven to look after our physical and mental wellbeing.

BBC Research & Development — V2

Human Values

Understanding myself

We are driven to gain a clear sense of who we are.

BBC Research & Development — V2

Human Values

Exploring the world

Curiosity drives us to new information, experiences and environments.

BBC Research & Development — V2

Human Values

Connecting with others

We are driven to interact and seek social closeness.

BBC Research & Development — V2

Human Values

Belonging to a group

Our need to feel included motivates us to build meaningful relationships.

BBC Research & Development — V2

Human Values

Growing myself

We are driven to learn new things and develop our skills.

BBC Research & Development — V2

Human Values

Being inspired

We seek motivation from observing other people's successes and failures.

BBC Research & Development — V2

Human Values

Expressing myself

We express our identity through our personality, attitudes and behaviour.

BBC Research & Development — V2

Human Values

Having autonomy

We have a need for independence and agency over our behaviour.

BBC Research & Development — V2

Exploring the world

"Exploration challenges you in your comfort"

How might we…

- Inspire discovery and exploratory behaviour?
- Broaden perspectives?
- Encourage learning and development?

Understanding myself

"Working hard is part of who I am, so going to uni, now having a job"

How might we…

- Provide a safe space for people to explore who they are?
- Encourage self-reflection?
- Inspire people to embrace their identity?

Being Safe and well

"I think health is really vital and it's so important that we do not take it for granted"

How might we…

- Promote and design for wellbeing over attention?
- Enable people to maintain their mental wellbeing ?
- Instil trust when using people's personal data?

Growing myself

"I want to push myself as much as I can in my career"

How might we…

- Empower people to step out of their comfort zones?
- Provide opportunities to develop and master skills?
- Support people through challenging times?

Belonging to a group or community

"I care about people around me more than myself. Spending time in a group of friends means that would be a priority compared to my personal goals"

How might we…

- Provide opportunities to find groups or communities of interest?
- Empower meaningful participation?
- Ensure groups are fully accessible?

Connecting with others

"My quality of life is better with lots of friends from different walks of life'"

How might we…

- Enable contact both off and online?
- Champion authentic connections?
- Foster a shared understanding?

Having autonomy

"I'll be on my own at Uni so valuing independence will help me be more confident about finally living freely"

How might we…

- Enable people to act in line with their intentions?
- Empower people to make informed decisions?
- Provide transparency and a clear understanding of information?

Expressing myself

"Expressing myself helps me to understand that I am valuable as I am and I don't need to copy anyone to be successful"

How might we…

- Empower authenticy?
- Cultivate confidence?
- Support self-expression?

Being inspired by others

"I enjoy listening to critical opinions on Youtube, e.g. 'what would the earth look like with no bees?"

How might we…

- Provide authentic sources of inspiration?
- Offer a diverse range of narratives?
- Verification of information?

Receiving recognition

Other people provide external validation that boosts our self-esteem.

Pursuing pleasure

We are driven to enhance positive experiences and reduce pain.

Having stability

We have a need for certainty and security in life.

Achieving goals

We have a need to set challenges and demonstrate our abilities.

Feeling I have impact

We have a need to feel like our contribution is worthwhile.

Human
Values

Having stability

"Having a stable and familiar environment for my family has become key"

How might we…

- Raise awareness of information, support and resources?
- Help people to proactively plan their future?
- Be a reliable source of stability?

Pursuing pleasure

"When I do a hobby it enables me to focus on nothing but that hobby"

How might we…

- Encourage playful behaviour?
- Spark creativity and passion?
- Encourage balance?

Receiving recognition

"Career progression gives me continued stability, the recognition of others with give me confidence to carry on"

How might we…

- Celebrate effort over popularity?
- Recognise success in authentic ways?
- Boost self-esteem without compromising self-worth?

These cards can be used to sanity check decisions at every stage of product development:

Attitudes
To collect opinions directly from the audience

Behaviours
To design for people at key stages of their lives

Contexts
Sanity checking a product or feature against design guide

Feeling I have impact

"I want to feel like I've made a positive impact in society, by helping to make a difference. I would advocate and for those with less of a voice."

How might we…

- Recognise contribution?
- See the impact their contributions made?
- Provide a supportive environment?

Achieving my goals

"I would like to achieve goals right now because I feel that it is good to do it whilst at a young age."

How might we…

- Drive motivation?
- Enable people to put their learning into practice?
- Empower people to self-reflect and review their progress?