



Matt Shearing: Design Meets The Body



Matt Shearing is UK's Design Lead at [The Embodiment Conference 2020](#) as well as a freelance graphic, creative and design consultant. He is a veteran in the UK embodiment community as an ecstatic and 5Rhythms dancer, yogi, Buddhist and tai chi practitioner. This session explores the Double Diamond and Human-Centered Design.

TOP EMBODIMENT TIP: Understanding the Process. Sometimes you have to go backward to go forward.

Double Diamond: Discovery (Listening)

- The best thing is seeing the client's expression upon presentation of a project.
- "Empathy means challenging your preconceived ideas and setting aside your sense of what you think is true in order to learn what actually is true." - Tom Kelley

Double Diamond: Define (Testing)

- From the early internet of a green background screen to now, with the aid of human integration.
- "Design must be an innovative, highly creative, cross-disciplinary tool responsive to needs. It must be more research-oriented, and we must stop defiling the earth itself with poorly-designed objects and structures." - Victor Papanek

Double Diamond: Human Centered Design

- Integration of human soul into the design process invites aesthetics, pleasure, emotion, fun and play.
- Examples: Wireless vertical ergonomic mouse; an emergency red button larger than a green start button.
- User experience/testing; eg. human-made shortcut dirt path vs a concrete right angle pathway.

Double Diamond: Develop (Creativity)

- Be free like air or a dance when approaching a problem, paraphrasing Donald A Norman.
- Waterfall vs Agile Management.

Double Diamond: Deliver (This is not the end, but another loop to the beginning)

- The 'Willingness to iterate'. - Brendon Burchard.
- "A person acting from a state of integrity". - Paul Linden.

Resources

- ❖ **References:** Human-Centered Design Certification / Practitioner Facilitator at www.luma-institute.com
Paul Linden at www.being-in-movement.com, Stephen Porges
Tom Kelley - Creative Confidence: Unleashing the Creative Potential within us all
Victor Papanek - Design for the Real World: Human Ecology and Social Change
Dan Norman - The design of everyday things: revised
Brendon Burchard - The Charge: Activating the 10 Human Drives That Make You Feel Alive
Gabrielle Roth - It takes discipline to be a free spirit
Donald A Norman - Emotional Design: Why we love (or hate) everyday things
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