

WRMC 2016

YOU KNOW TOO MUCH! UNDERSTANDING & MITIGATING YOUR EXPERT BLINDSPOT

by EMILY ABELL

RECOGNIZE

- What you intend to say, and what they hear may be different
- What you assume they're thinking might not be right
- You may be operating off of different information
- What you see may not be what they see
- Expertise is relative

UNDERSTAND

Your point of view is unique - and so is everyone else's

Expertise is a special kind of point of view because:

- Experts possess tacit knowledge, not just explicit knowledge
- They have skills whereas other may only have information
- They look at risk through cold analysis rather than relying solely on feelings

MITIGATE

Remember: YOU ARE NOT THE USER

You know too much, you can't catch up non-experts, so to close the gap between what you know and see and what they know and see, you'll need to stoop to their level to gather understanding.

Learn more about, and relate to your non-experts by:

- Developing a beginner's mindset
- Gaining empathy
- Listening better

Methods include: Fly-on-the-wall • Analogous examples • Walk a mile in her shoes • Empathy exercise • Guided tour • Directed storytelling • Participatory shadowing • 5 Whys • Feedback • Listening training

LEARN MORE

Biases and Behavioral Economics: George Loewenstein @ Carnegie Mellon, *Thinking Fast and Slow, Decisive*

Design Research methods: Stanford d.School, *Universal Methods of Design, IDEO Human Centered Design Toolkit*

CONTACT

eabell@gmail.com emilyabell.com @emilyabell linkedin.com/in/emilyabell

PLEASE PROVIDE CONFIDENTIAL FEEDBACK TO THE PRESENTER:

<http://bit.ly/wrmc-feedback>