



### Radical Human Centricity

Fulfilling the Promises of Innovation Research

By Paul Hartley

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**A critique of the poor state of commercial research and an articulation of the shifts and changes in thinking needed to fulfill the empty promises of human-centered research.**

There is a problem with innovation research. Many of the methods used to study people for strategic and design innovation purposes are not up to the task. They are holdovers from market research or are simplified versions of tools borrowed from other fields of research. The problem exists because these methods cannot provide the kind of understanding, or grounding in people's lived experience to meet the requirements of design and strategy innovation. The world is only becoming more complicated, and innovation's impacts on people's lives and the environment are only increasing. It is essential we work to fulfill the promises of human-centered research with better research practices, and create positive interventions into people's lives while resisting the reductionist, damaging, and wasteful tendencies of design thinking research and human-centered design (HCD). This book critiques many of the common methods used in innovation research and provides directions to overcome their weaknesses by developing a radical human-centric approach.

#### Readership

Practicing researchers, innovation workers or design students.

#### Key selling points

- Makes an important critique about the problems lying at the core of innovation and design research
- Provides clear suggestions to improve commercial research.
- Shows how to fulfill the empty promises of human-centric research
- Clearly demonstrates how any designer, engineer, innovation specialist, design researcher, user researcher, and design thinker can immediately improve their skills as a researcher.

#### About the Author(s) / Editor(s)

Paul Hartley is an anthropologist and foresight practitioner. He is the CEO of the Human Futures Studio.

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