

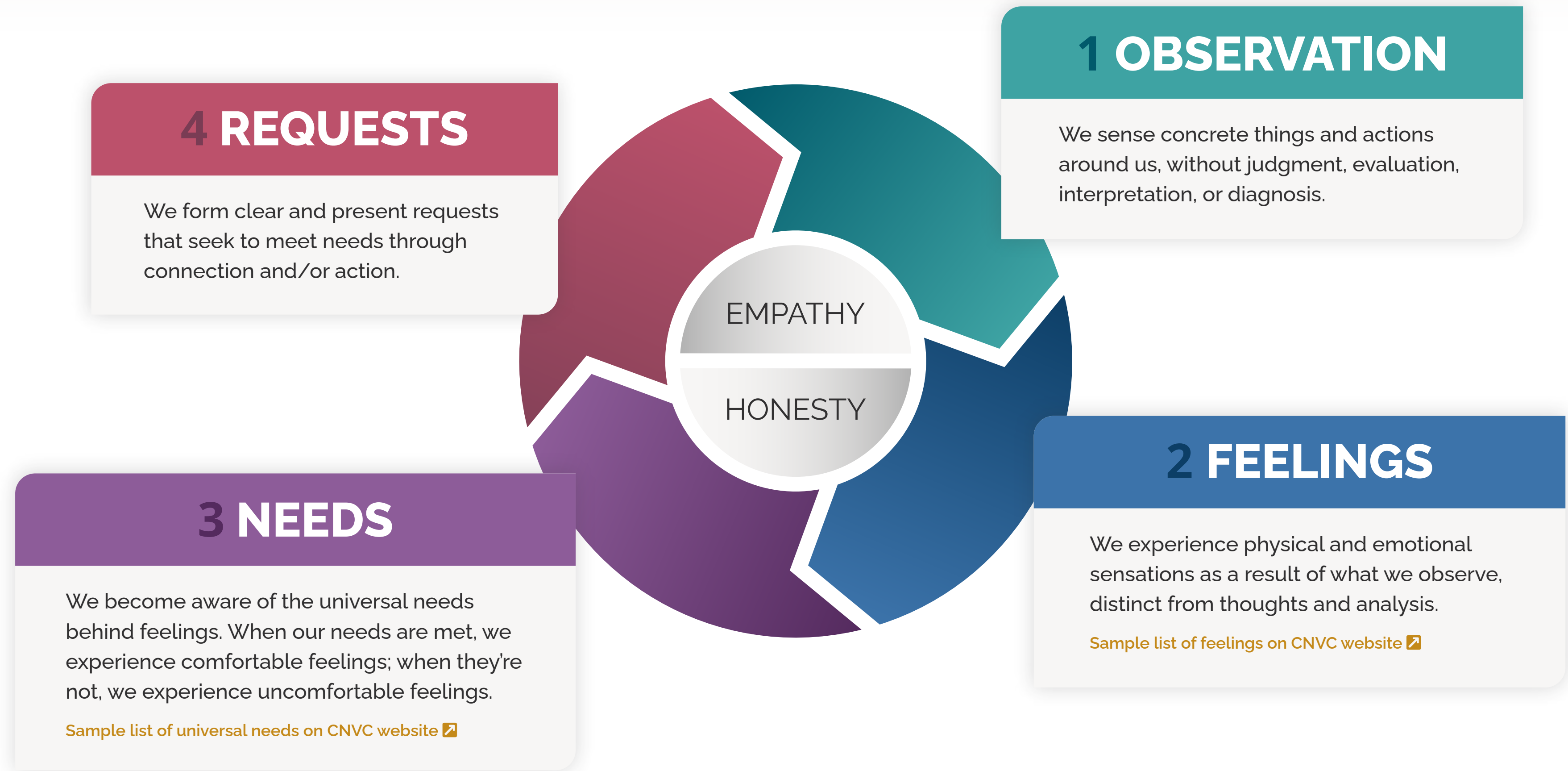
# NON-VIOLENT UX:

Using Non-Violent Communication to Resolve User Experience Conflicts & Enrich Everyone's Lives

All references to Non-Violent Communication (NVC) refer to the work of Marshall Rosenberg and the Center for Nonviolent Communication (CNVC).

## Core Principles of Non-Violent Communication

<p><b>All people share the same universal needs.</b></p> <p>No matter...</p> <ul style="list-style-type: none"> <li>who they are</li> <li>what they do</li> <li>what they look like</li> <li>how old they are</li> <li>where they live</li> </ul>	<p><b>Everything we say and do is an attempt to meet a need.</b></p> <p>Universal human needs include:</p> <ul style="list-style-type: none"> <li>autonomy</li> <li>celebration of life</li> <li>interdependence</li> <li>physical nurturance</li> <li>play</li> <li>understanding</li> <li>spiritual communion</li> <li>meaning</li> <li>connection</li> <li>peace</li> </ul>	<p><b>Everyone's needs matter equally.</b></p> <p>Needs never conflict; only strategies do.</p> <p>Acknowledging that we all share the same core needs allows us to empathize with others, no matter how different our experience or perspective may be.</p>
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## Using NVC in a UX Project

<b>END USERS</b>	<b>ADMIN USERS</b>	<b>STAKEHOLDERS</b>	<b>TEAM MEMBERS</b>

By focusing on everyone's feelings and needs, and converting them into concrete requests, we discover that we're not actually in conflict.

Using empathy and honesty, we create space for strategies to form that meet everyone's needs.

	1 OBSERVATION	2 FEELINGS	3 NEEDS	4 REQUESTS
<b>END USER A</b> "I hate this design!" When I click three times on links with very similar labels before I get to the product catalog...	I feel irritated and annoyed...	because I am needing clarity, guidance, and efficiency.	Would you be willing to provide direct access to product specs?	"I got in and out quickly; worked great!"
<b>END USER B</b> "Whatever. There's nothing here for me." When I see feature photos that only show the old white dudes...	I feel disconnected and blah...	because I want engagement and to be seen and heard.	Would you be willing to include photos of people who look like me?	"Maybe I'll give these guys a chance."
<b>END USER C</b> "These people just don't care." When I hear "click here," "click here," "click here" on my screen reader...	I feel alone and vulnerable...	because I need information and belonging.	Would you be willing to create actionable link and button text for this page?	"Found what I was looking for."
<b>ADMIN USER</b> "This site makes me ballistic!" When the WYSIWYG editor repeatedly reverts my styles to defaults...	I feel vengeful and unglued...	because I'm needing creativity, individuality, and predictability.	Would you be willing to...?	"Good teamwork, everyone."
<b>STAKEHOLDER</b> This has got to be on the homepage! When I see "Give" links displayed three pages deep in the website...	I feel anxious and insecure...	because I need...	Would you be willing to...?	"Looks great, thanks."
<b>TEAM MEMBER</b> "They're ruining our design!" When components appear on the homepage that don't align with our content strategy...	I feel...?	because I need...	Would you be willing to...?	"Let's talk about how we can best meet your objectives."
<b>FILL IN YOUR OWN</b> When I see...?	I feel...?	because I need...	Would you be willing to...?	?