



Human

No problem too complex.

The harder, the better



In the spirit of reconciliation Hello Human acknowledges the Traditional Custodians of country throughout Australia and their connections to land, sea and community. We pay our respect to their Elders past and present and extend that respect to all Aboriginal and Torres Strait Islander peoples today.

You've never met a Human like us...

Consulting

Bespoke engagements to get started, keep moving and build new products, *fast*.

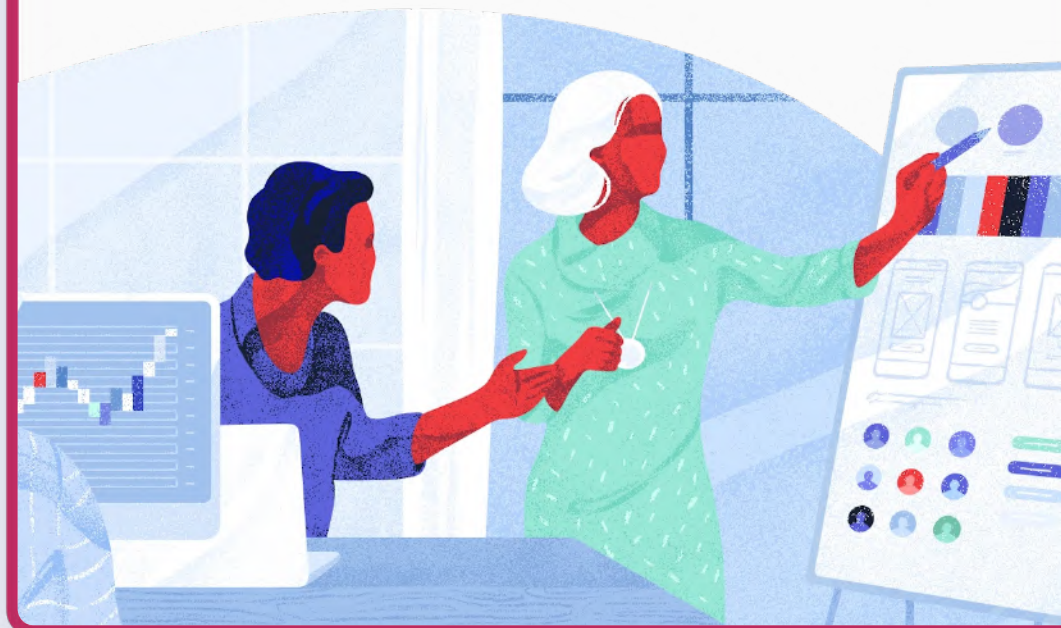
We'll help you see the possibilities and make them real.



Innovation Systems

Build and scale org-wide Innovation capabilities.

Customise our foundational Innovation System to generate, capture and qualify ideas powered by the latest technology.



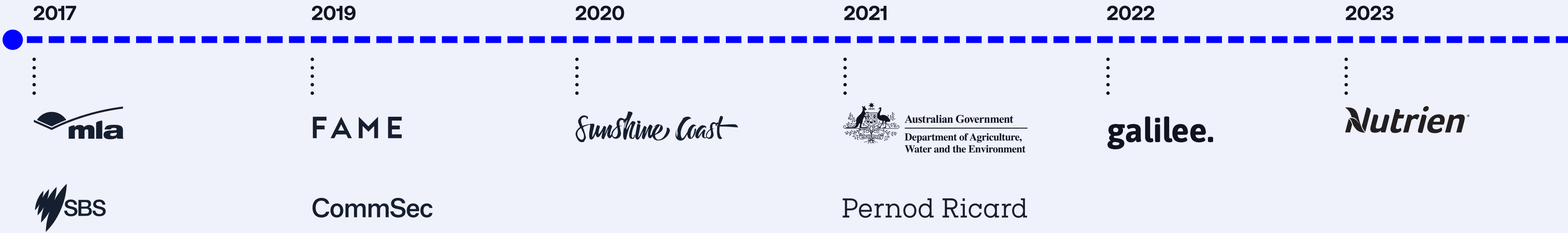
Ventures

Human Ventures is where disruptive ideas become world changing products. Our future focused ventures are here to make impact.

Nothing ventured, nothing gained.



Where we've come from



"Hello Human brought great insight and direction, I can't think of anything we would have changed."

Department of Water, Agriculture, and the Environment.

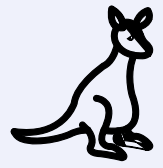
"Human have built a high-performance website for us that is at least 7x faster and 60% cheaper to operate"

Visit Sunshine Coast

**We help organisations solve the
right **thing**, at the right **time**, in the
right **way**.**

Human

We're the humans you didn't know you needed



Proudly made in **Australia**



Complex problems. Solved.

We do more with less to get stuff done



Build Continuous Value

*We focus on *traction* and *radical transparency* to keep you moving*



Elevated Business Cases

*We set you up for *sustainable success* with tried and tested methods*



Humans with heart

We design ourselves out of the process when the time is right



What we do



Innovation sprints

Ideate product solutions with your customers, team or stakeholders



Innovation Strategy

Understand where your industry is heading, where to play and how to get there



Capability Building

We help you create an empowered, rigorous and sustainable innovation capability



Customer Research

Gain a deep understanding of customer needs and develop digestible insights and action items



Prototyping

Go from zero to hero. Iterate ideas efficiently with teams



Value Proposition

Utilise design thinking methods to define current and future value propositions and then outline all the things you need to do to get there



Roadmap Development

By creating and prioritising stories based on real user value we can help turn your strategy into something tangible



User Testing

Study, learn and identify real people's wants, needs and pain points



Full-stack development

Front and back-end solutions using the best frameworks. GraphQL, React, .NET Core, Python, Rust & more



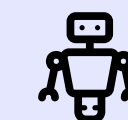
Automation Engineering

Simplify your workflows through smart automation where it's needed most



Continuous Integration

Modern CI/CD practices to get you from code to customer in no time

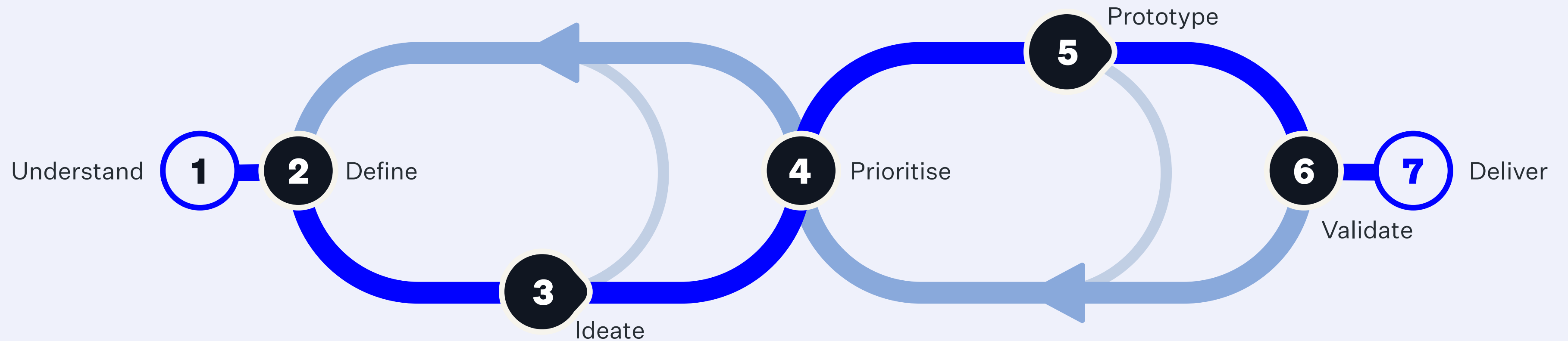


AI Blueprints

Utilise Artificial Intelligence and Machine Learning throughout your business where it actually adds value

The diamond

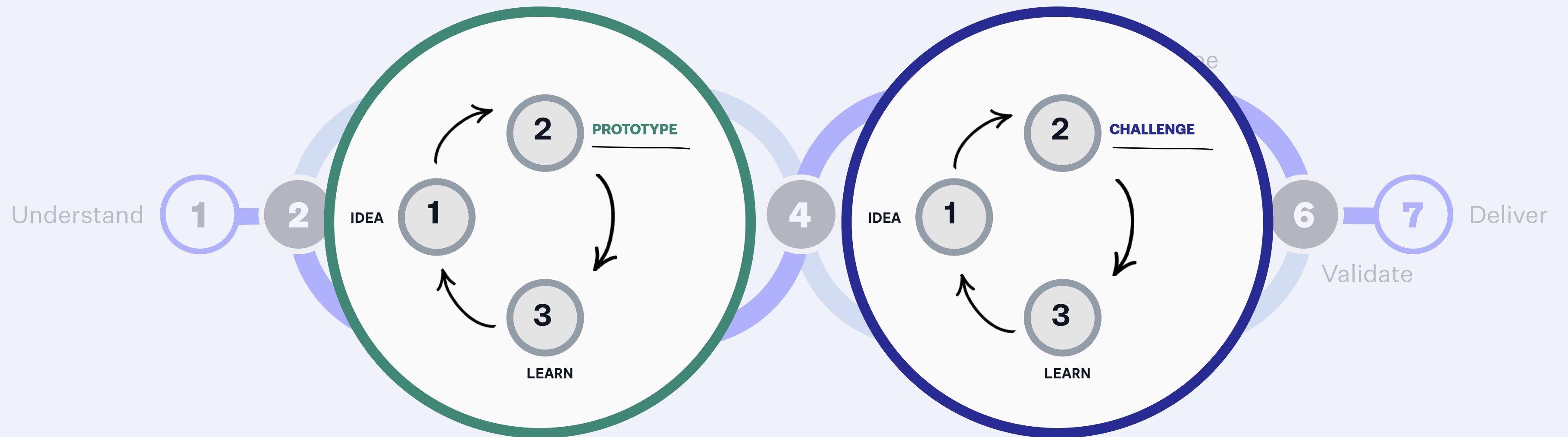
Rapid learning, challenge and prototype validation powers discovery at every stage.



Human

The diamond ... made Human

Rapid learning, challenge and prototype validation powers discovery at every stage.



Human

How could we get started?

Discovery workshop to fully explore problem spaces and identify collaboration models

- **Get unstuck** and start making progress
- Identify potential risks and uncertainties
- Surface gaps in your **capacity to innovate**
- Get **buy-in** from multiple functions

Human

CUSTOMER EXPERIENCE

NEW REVENUE STREAMS

ARTIFICIAL INTELLIGENCE

SUSTAINABILITY & ESG

TRACEABILITY & SUPPLY CHAIN

CIRCULAR ECONOMY

CAPABILITY UPLIFT

Discovery Workshop

Let's get in a room and get into the weeds of the stickiest problems.

- With just 2-4 hours we can help you and your team to define the problem and generate ideas and potential solutions on how you can solve them
- We provide the Humans, you just need to bring the people who understand the problem and the stakeholders who can make the decisions on what can be done and when

The outcome of this workshop can help you refine a Statement of Work that ensures you can move in the right direction, with the right team to solve the right problems.

Human

Human Thanks

hello@hellohuman.com.au



A smiling woman with dark hair, wearing a green shirt, is the background of the slide. The image is slightly blurred and has a green tint.

It's all in the delivery

A selection of Case Studies



2017 - 2021

From Paper to Platform

Transforming livestock traceability through smart digital systems

Meat & Livestock Australia (MLA)

MLA is a Rural Research and Development Corporation and the declared industry marketing and research body under the Australian Meat and Livestock Industry Act. Its remit is to foster prosperity and deliver world-leading outcomes that fuel global competitiveness, sustainability and producer profitability.

The Problem **Worth** Solving

What started as a brief to make MLA's current livestock traceability systems more 'user friendly', led to building the foundation for digitising the entire \$70 billion red meat industry.

Right Thing



Reshaping the Brief

- Research gaps meant little insight into who MLA's user base actually was, what they needed and how they were engaging
- No industry benchmark existed for what good could look like and previous attempts had failed - understanding *why* was critical to not repeating the same mistakes

Right Time



Uncovering the heart of the problem

- Key stakeholders were still using paper-based processes and forms, which were inefficient, full of gaps and threatened the integrity of Australia's red meat and livestock traceability systems
- Previous attempts to digitise weren't user-centric and didn't consider key required legislative and traceability outcomes
- Key field stakeholders felt their needs and challenges weren't being heard, understood or meaningfully actioned
- The impact of ignoring these problems was too great. It was time change...

Right Way

Human

The Human Approach

- Conducted in-depth user research across end-to-end red meat supply chain
- Developed thorough understanding and insights into needs, behaviours, challenges, opportunities and desired outcomes of all supply chain stakeholders
- Mapped the entire end-to-end process to identify major pain points and potential pathways forward

The Human Impact

OUTCOMES DELIVERED

24+



MONTHS of DEEP RESEARCH INTO THE RED MEAT PRODUCER LIFECYCLE

1st



INDUSTRY FEDERATED GraphQL API

Allowing high-speed, accurate and optimised access to any information needed from the platform, anywhere, anytime

600%



INCREASE IN DIGITAL CONSIGNMENTS THROUGH eNVD PLATFORM

60x



FORM TIME EFFICIENCIES

Delivered measurable efficiency gains for key stakeholders

>\$400k



ANNUAL SAVINGS FROM INTEGRATING AND DECOMMISSIONING

3-5-10



I.T. STRATEGIC ROADMAP INSIGHTS

Informed through user insights and industry best practices.

The Human team leveraged deep insights into the people, the problem and the process, to build a responsive digital solution that not only worked, but paved the way for industry-wide digital transformation.

Built a new digital experience from the ground up (eNVD)

Enabling complete digitisation of current paper-based traceability forms and processes and serving as a foundational platform for continuous innovation into the future

Continuous feedback loops

Designed **continuous feedback loops** linking real-time user feedback to features and responsive updates through the new platform

Interactive Concepts

Created numerous **rapid prototypes** and interactive concept designs to test new integrations, features and functionality

Org-wide capability uplift

Delivered through training and immersion in innovative product development practices, user-research and continuous improvement practices



Understanding the Producer landscape through customer research
MEAT & LIVESTOCK AUSTRALIA

Consignments

Receive consignment

Filter Showing 10 consignments Search consignments				
Incoming				
ETA	Consignment	Livestock	Status	
Today	ISC test account to A3P C-101392571	50 Angus Steer	→ IN TRANSIT	Receive consignment
Tomorrow	ISC test account to A3P C-101392572	50 Angus Steer	→ IN TRANSIT	Receive consignment
10/10/2021	ISC test account to A3P C-101392573	85 Angus Cross	→ IN TRANSIT	Receive consignment
Recently recieved				
Date	Consignment	Livestock	Status	
03/10/2021	ISC test account to A3P C-101392571	50 Angus Steer	! ARRIVED	Options
03/10/2021	ISC test account to A3P C-101392572	50 Angus Steer	✓ CONFIRMED	Options

Process into meat

combine for the herd over time.

Not getting carcass feedback for animals that weren't sold direct to the abattoir.

Abattoir refusing to kill animals because paperwork is wrong.

Tags not scanned at abattoir.

Systems

- Send carcass report
- Deactivate tag

3rd Party Systems

- Email/text carcass report

Consideration cards

- Network
- Connectivity
- RFID read method
- Farm tech
- Devices
- Transport type
- Size of sale
- Sale type
- Selling frequency



"Farmville" - Human's answer to creating reusable, shareable research insights (<https://farmville.hellohuman.com.au>)
MEAT & LIVESTOCK AUSTRALIA



2018 - 2021

Creating a shared design system

Increasing efficiencies, consistency and overall product satisfaction

CommSec

CommSec is Australia's largest online trading and investment platform and is a subsidiary of the Commonwealth Bank.

The Problem **Worth** Solving

CommSec recognised that customer retention was at risk due to competing trading platforms offering enhanced features and a better user experience. Their in-house team needed support to deliver better outcomes, faster.

Right Thing



Unpacking Protocols & Tooling

- There were no standardised, central design protocols, leading to widespread duplication, inconsistencies and inefficiencies
- The team was not equipped with the tools they needed to rapidly prototype, test and roll-out new features or improvements
- The handover process between designers and developers was clunky, burdensome and time-consuming

Right Time



Act now or lose customers

- Slow, manual processes, duplication, inconsistencies and inefficiencies were threatening customer retention
- Competitor trading platforms were offering enhanced features and superior user experience
- CommSec and Human had to act now to remain competitive and customer-centric

Right Way



The Human Approach

- Conducted a full audit of the CommSec platform, from user experience through to backend design and development systems and protocols
- Engaged key stakeholders across design, development and management teams to understand current processes and desired future state
- Architected an entirely new, shared Design System, allowing for a universal common language and consistent governance protocols

The Human Impact

OUTCOMES DELIVERED

35%



EFFICIENCY GAIN FOR PRODUCT TEAMS

Through the creation of the component-based system and elimination of unnecessary duplication of time and effort

\$3M+



SAVINGS

Through a reduction in the number of contractors CommSec needed to engage to support simple changes

4+



NEW PROTOTYPING TOOLS

Improving how teams rapidly test with real customers, integrate and showcase customer data in real time

Through architecting a centralised, shared Design System, Hello Human dramatically improved how CommSec designed, tested and delivered new products to their customers and helped the business move into a new agile era of rapid experimentation and innovation.

An entirely new, centralised Design System

Architected and delivered an entirely new, centralised Design System, enabling a shared common language and consistent way of designing and implementing changes organisation-wide

Support and ongoing sustainability

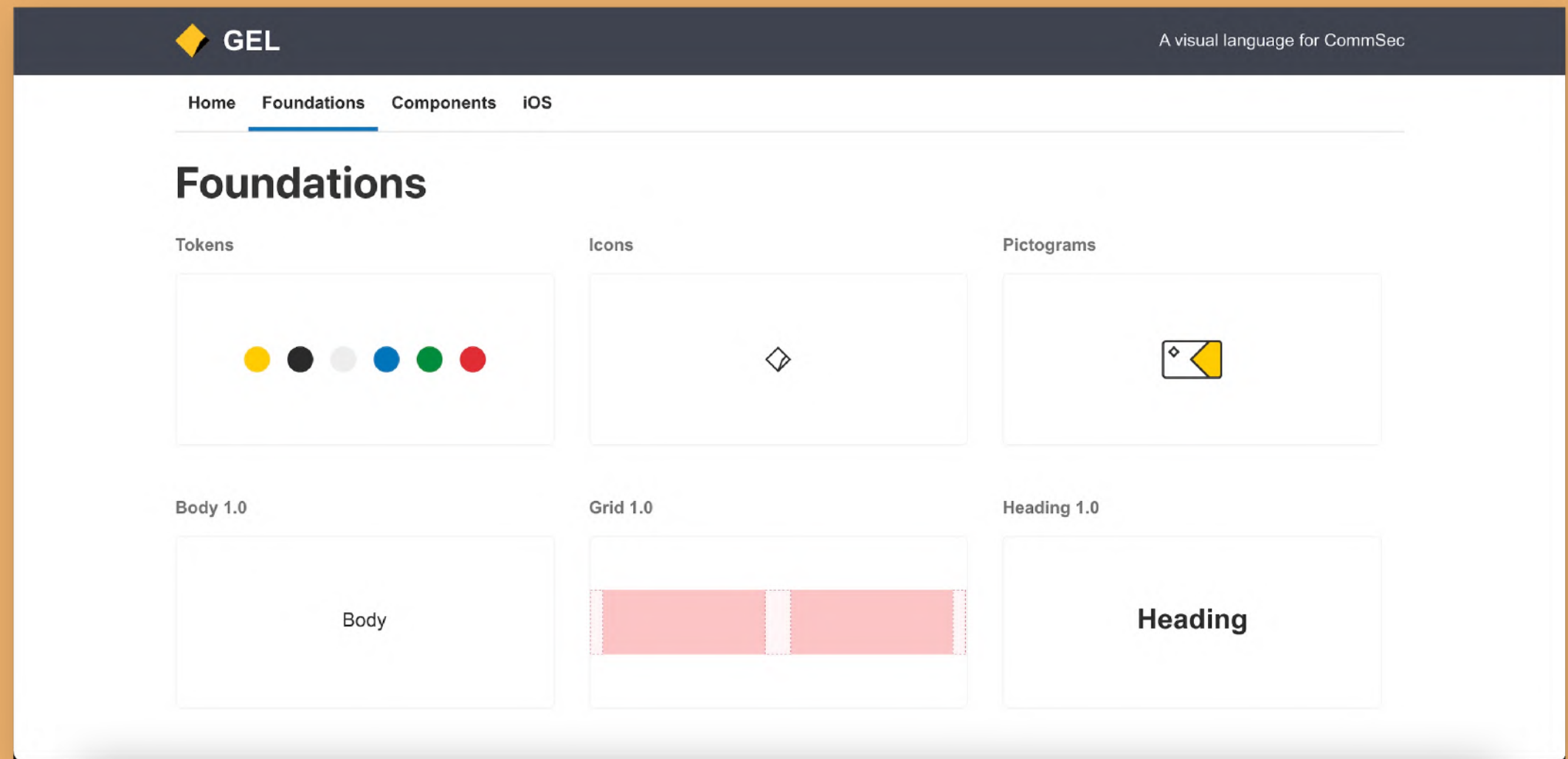
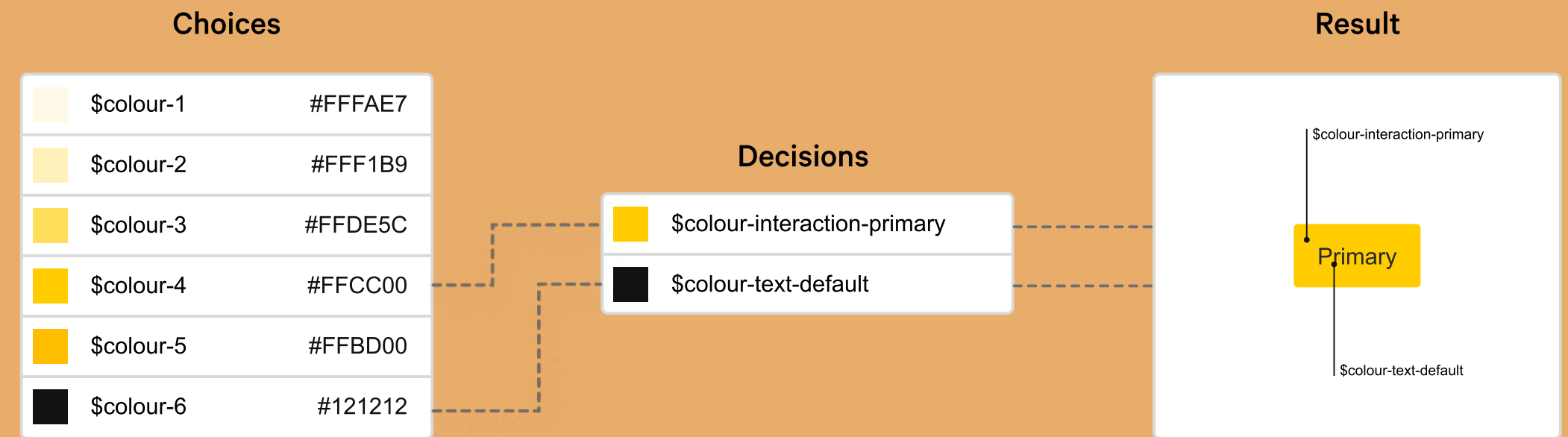
Supported the roll-out and ongoing sustainability of the Design System through **comprehensive documentation, training and governance systems** informing roles, responsibilities and rules

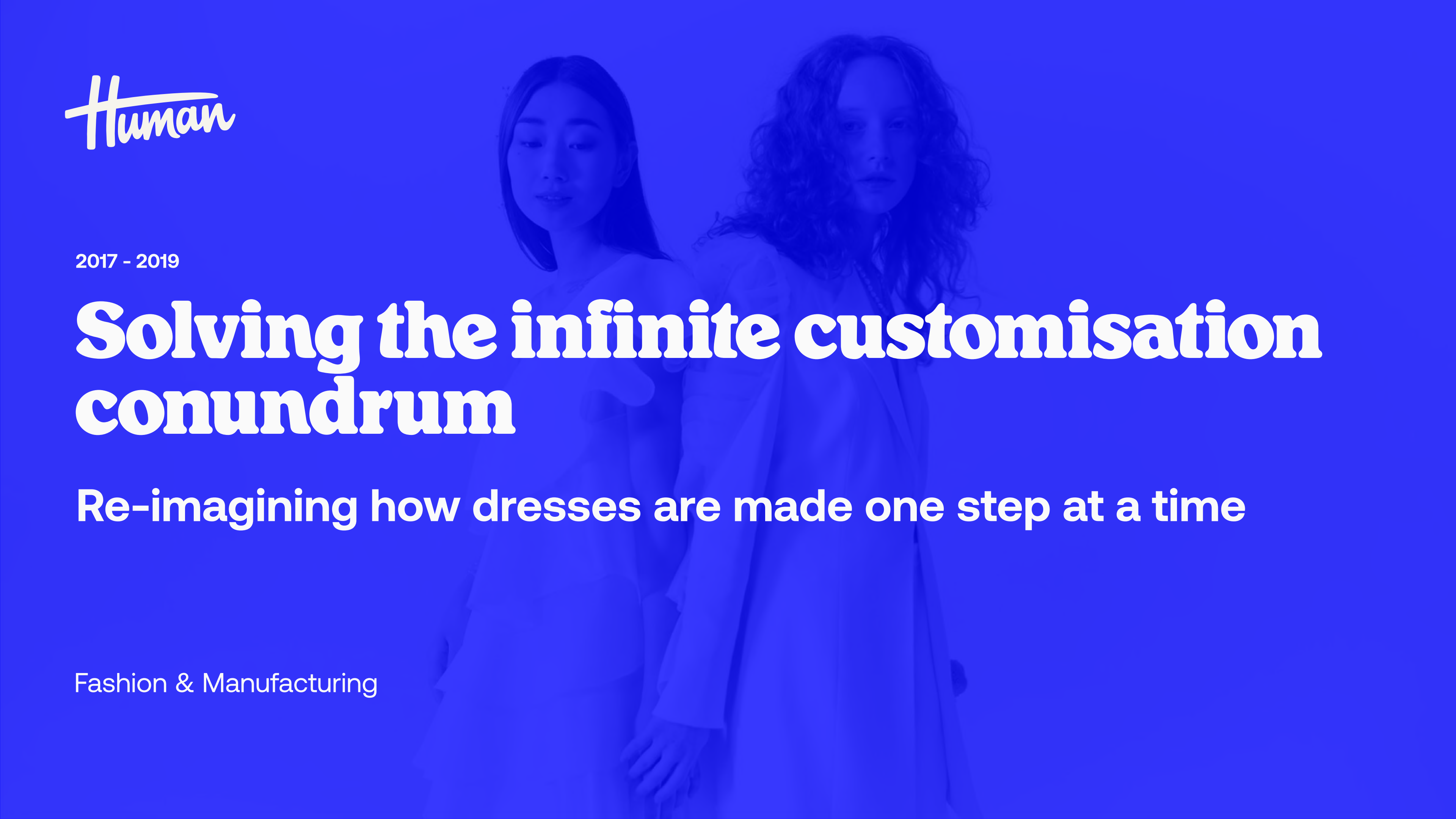
Redesigned ways of working for optimal efficiency

Redesigned ways of working between designers and developers to reduce the silos and make handover processes smoother and more efficient

Organisation-wide change

Drove organisation-wide change regarding product design and delivery practices, enabling CommSec to move to more agile approaches



The background of the slide features a photograph of two women standing side-by-side, wearing long, flowing white dresses. The image is semi-transparent, allowing the blue background to show through. The woman on the left has long dark hair and is looking slightly down, while the woman on the right has curly dark hair and is looking directly at the camera.

Human

2017 - 2019

Solving the infinite customisation conundrum

Re-imagining how dresses are made one step at a time

Fashion & Manufacturing

The Problem **Worth** Solving

Our client had a seemingly impossible vision - to create a "dress for every person". By solving this infinite customisation challenge, they hoped to scale from small eCommerce brand to global powerhouse delivering customisable clothing on demand.

Right Thing



Customisation optimisation

- Achieving the client's vision required the ability to work with tens of millions of possible combinations and render results at speed, whilst also not overwhelming the customer with the burden of infinite choice
- The client's existing eCommerce solution, which was delivering a small number of customisable prom dresses, was incredibly slow, manual and not capable of delivering the future vision

Right Time



Re-focusing on the core value proposition

- Dress customisation is incredibly intricate due to the breadth of what can be personalised.
- Personalisation was at the core of our client's value proposition and their core differentiator.
- If this customisation process could be simplified, streamlined and optimised the competitive advantage would be unmatched

Right Way

Human

The Human Approach

- Conducted research and system mapping across the full supply chain to understand the end-to-end process – from eCommerce site through to fashion design, merchandising, manufacturing, logistics and customer support
- Worked with the fashion team to understand how dresses were designed and manufactured – informing the requirements of the customisation engine capability
- Analysed and tested other existing eCommerce customisation sites to inform the client solution

The Human Impact

OUTCOMES DELIVERED

140M+



POSSIBLE COMBINATIONS PROCESSED
THROUGH CUSTOMISATION ENGINE

<1



SECOND

The time it takes to yield an image of each unique end-product combination to the customer using the customisation engine

30%



INCREASE IN CONVERSIONS ACHIEVED

Through a user-driven design approach

200%



PERFORMANCE INCREASE ACHIEVED

Due to backend, frontend and optimised order management systems with manufacturing teams

<1 day



PROCESSING AND MERCHANDISING TIME

Reduced manual processing and merchandising from 2-3 weeks and 2 developers to less than a day. Resulting in significant time and cost savings

1



SUPPLY CHAIN IMPROVEMENT ROADMAP

With recommendations for automation and innovation across eCommerce, merchandising and manufacturing functions

The Human team solved the seemingly unsolvable. We broke new ground and built a customisation engine that could process millions of combinations and deliver unique designs to customers, in less than a second.

New process and methodology

Designed an **entirely new process and methodology** for componentising dresses, which informed the design and architecture needed for the customisation engine

Simplified customisation model

Moved the client from full-scale customisation - placing undue burden on customers to *build* an entire dress from scratch - to a **simplified model** of carefully curated recommendations, with customisable options

Helped secure new VC funding

Informed, updated and managed board expectations through the entire process to **help secure new VC funding** and merchandising deals

Foundational platform for sustainable, on-demand fashion

Built the foundations for what could become a **platform for sustainable, on-demand fashion into the future** - including the capability to measure, price and order exact material usage and achieve significant waste reductions



Round Neck Backless Sheath Dress \$219

FABRIC & COLOR [Change](#)

Red, Heavy Georgette

SILHOUETTE [Change](#)

Column skirt, Sporty, Knee

CUSTOMIZATIONS [Change](#)

Plunging v-back, No sleeves, Sporty neckline

SIZE [Change](#)

AU 14 • 187cm

ADD TO BAG

4 easy payments of \$54.75 with [afterpay](#) [Learn more](#)

Shipping is free on your customized item. [Learn more](#)



Share this dress



Order Swatches



Need help? Chat now.

Simplifying options to reduce the burden of infinite choice

Front

Back



Change your Silhouette



TOP

SKIRT

LENGTH



Strapless

+\$10



Strappy

+\$10



Classic

+\$10



Relaxed



One shoulder



Tri Cup

Custom 3D Renderings of customisation options



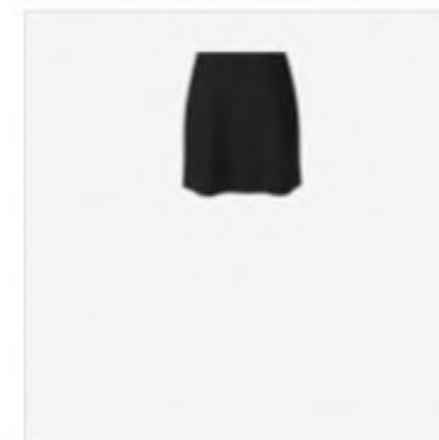
Silhouette



TOP

BOTTOM

LENGTH



Mini



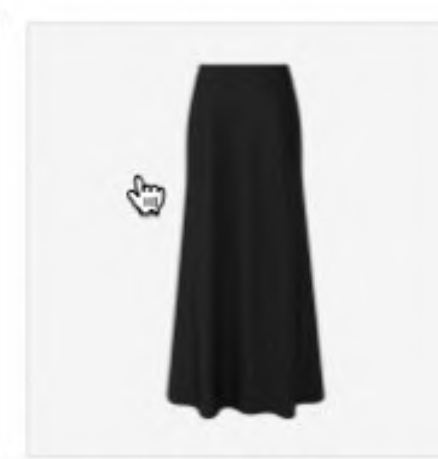
Knee
\$10



Midi
\$20



Ankle
\$20



Casual Maxi
\$30



Formal Maxi
\$30

BACK

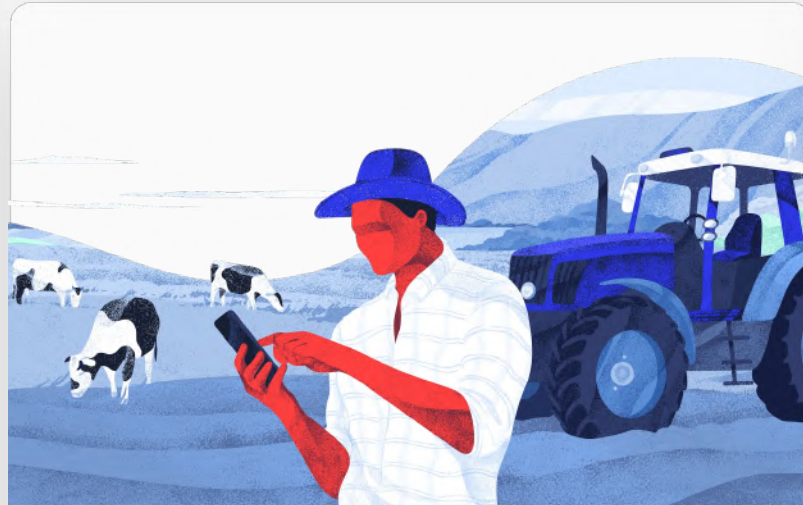
DONE

Walk through of the customisation engine at work



WANT TO EXPLORE FURTHER?

Check out our online case studies



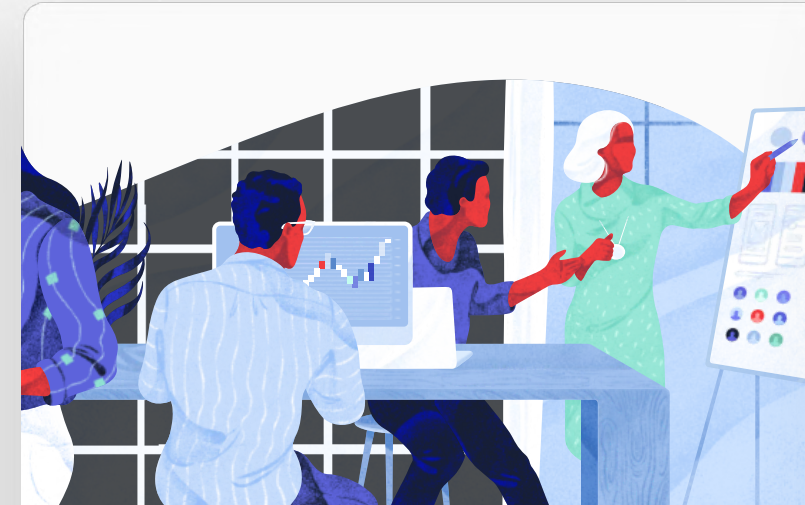
[Digitising Farming through Design Thinking](#)

Using systems to create better platforms to support livestock farmers in getting their work done



[Improve comms with ecosystem maps](#)

We describe how we designed and developed a tool to present user research in an informative and accessible way.



[Fostering Innovation in Securities](#)

'Systems thinking' in design has been around for decades. However, there's been a new kid on the block the last five years that is revolutionising businesses: design systems.



[Solutions for customisation conundrums](#)

Hello Human was engaged to re-build the current e-commerce platform and re-imagine creating dresses from the current manual process, to an easy, self-managed way.