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Thoughts from Work / Leveraging User's Self-Organizing Behavior.

| **Gym Could Be Self-Organized**

#ProductInsights #UserBehavior #IndustryThinking



Gym Etiquette - Putting Weights Back

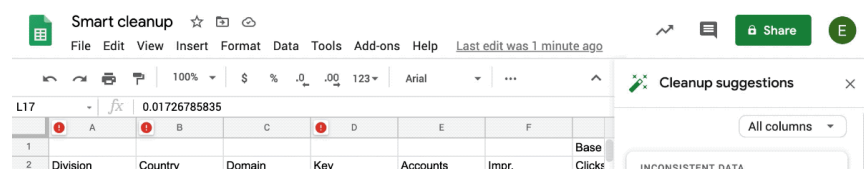
Have you ever noticed how a gym can seem perfectly organized, even without staff constantly tidying up? Regular gym-goers who understand proper workout etiquette naturally keep the space in order. They pick up scattered dumbbells, re-rack weights after use, and arrange equipment as part of their routines. **This self-organization happens because users who know the environment take responsibility for maintaining it.**

This got me thinking: ***What if we applied the same principle to product development? Just as gym users contribute to the organization of the space, engaged product users can play a significant role in shaping and improving products.***

User-Driven Organization in Action

In both gyms and digital products, when users are knowledgeable and invested, they naturally contribute to the system's optimization. For example, consider how experienced users in a software community might create helpful tutorials, report bugs, or suggest feature improvements. Their interactions not only enhance their own experience but also benefit the entire user base.

Thoughts on Smart Clean of Google Sheet



3	Internetstores	Germany	fahrrad.de	DE fahrrad.de	6959226	12578005
4	Internetstores	Italy	bikester.se	SE bikester.se	84960037	4494226
5	Internetstores	Canada	bruegelmann.de	DE bruegelmann	80088565	3271312
6	Internetstores	Germany	campz.de	DE campz.de	82089046	4150052
7	Internetstores	Germany	bikester.nl	NL bikester.nl	69734180	3062986
8	Internetstores	Italy	bikester.ch	CH bikester.ch	77306673	3278557
9	Internetstores	China	campz.ch	CH campz.ch	72956843	2478518
10	Internetstores	Tanzania	bikester.es	ES bikester.es	77449279	2199274
11	Internetstores	Canada	bikester.fr	FR bikester.fr	64936758	2908492
12	Internetstores	China	bikester.it	IT bikester.it	195374820	2357957
13	Internetstores	Canada	addnature.com	SE addnature.cc	83163894	2142144
14	Internetstores	Tanzania	bikester.at	AT bikester.at	99037477	1921559
15	Internetstores	Canadadafs	bikester.dk	DK bikester.dk	85942390	1748343
16	Internetstores	China	bikester.be	BE bikester.be	77224357	1279989
17	Internet stores	Russia	campz.dk	hi	135775769	1389518
18	Internetstores	China	bikester.pl	PL bike ster.pl	195372607	1206802
19	Internetstores	Japan	bikeunit.de	DE bikeunit.de	75027979	1340384
20	Internetstores	Canada	campz.nl	NL cam pz.nl	7.61E+15	1430226
21	Internetstores	Tanzania	bikester.no	NO bikester.no	131042438	1151482
22	Internetstores	Germany	campz.fr	FR campz.fr	83749026	1335654
23	Internetstores	Canada	addnature.no	NO addnature.ni	123579564	901511
24	Internetstores	Canadadafs	addnature.pl	PL addnature.pl	195372199	880526
25	Internetstores	Tanzania	addnature.it	IT addnature.it	1.95E+17	937652

Now recently, Google Sheets released Smart Clean, this is really a good example and realization of my thinking.

- Users has the **incentive** to “clean the data” for better analysis
- Users **are doing the work in the process of using the product**
- Users will **be rewarded**, in this case, it's clean data

Implementing Participatory Product Development

So, how can product teams harness this self-organizing behavior?

- Community Feedback Loops: Encourage users to share feedback through forums, surveys, or in-app messaging. Platforms like Reddit or Stack Overflow thrive because users actively participate in content creation and curation.
- User Testing Programs: Invite power users to beta test new features. Companies like Microsoft and Apple have insider programs where users can test and provide feedback on upcoming releases.
- Co-Creation Opportunities: Allow users to contribute directly to product development. Lego Ideas lets fans submit designs, some of which become official sets.

Practical Takeaways

- Empower Your Users: Provide tools and platforms that make it easy for users to contribute feedback and ideas.
- Recognize and Reward Participation: Acknowledge contributions through shout-outs, badges, or other incentives to encourage ongoing engagement.
- Integrate Feedback into Development: Establish processes to ensure user input is considered in product decisions.

Conclusion

Just like a well-organized gym maintained by its users, products can greatly benefit from active user participation. By embracing and facilitating this self-organizing behavior, product managers and UX researchers can foster a more engaged community and develop products that truly meet user needs.

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