

# Empathize with users

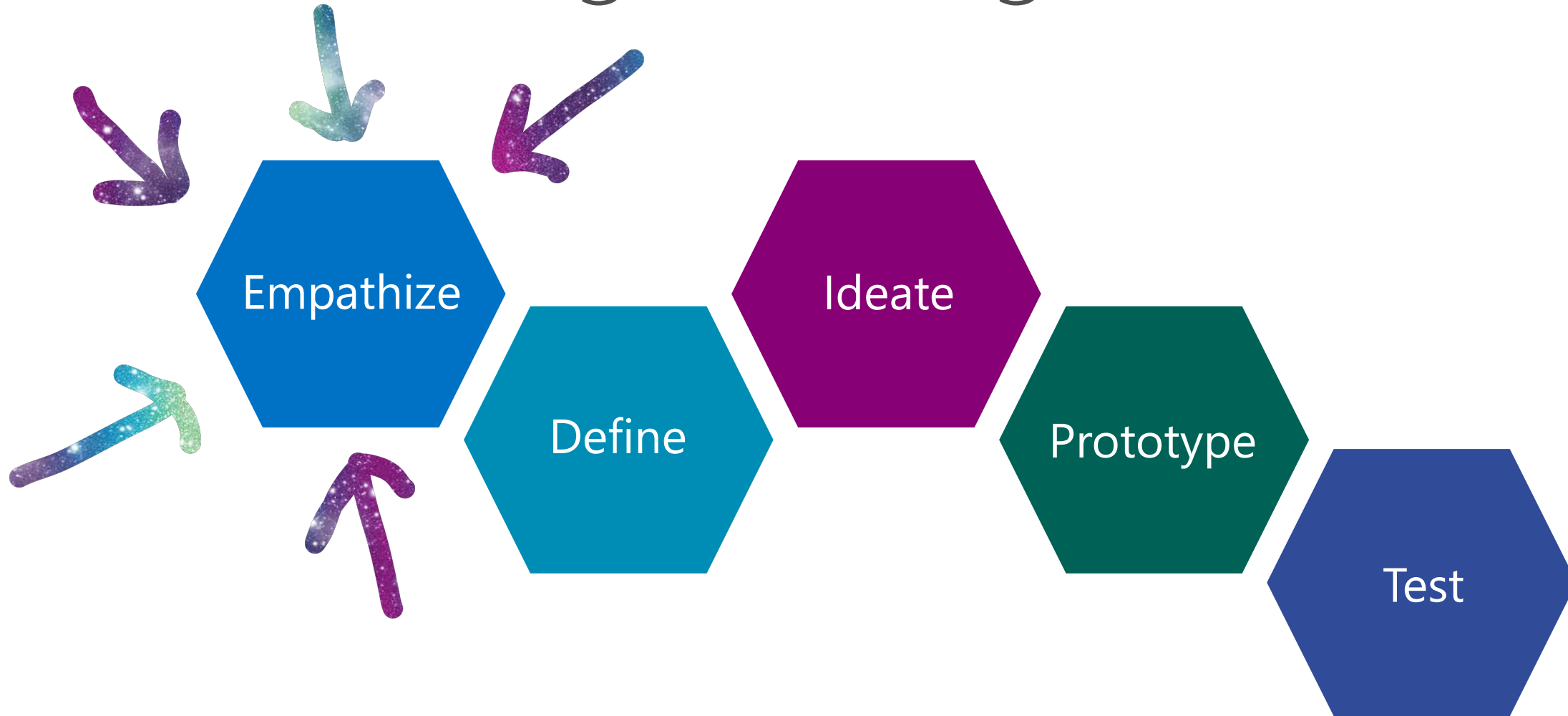


# Agenda

- Revisit design thinking phases
- Dive into empathize
- Strategies for empathizing

# Design thinking phases

# Phases of design thinking



# Empathize!

# Research

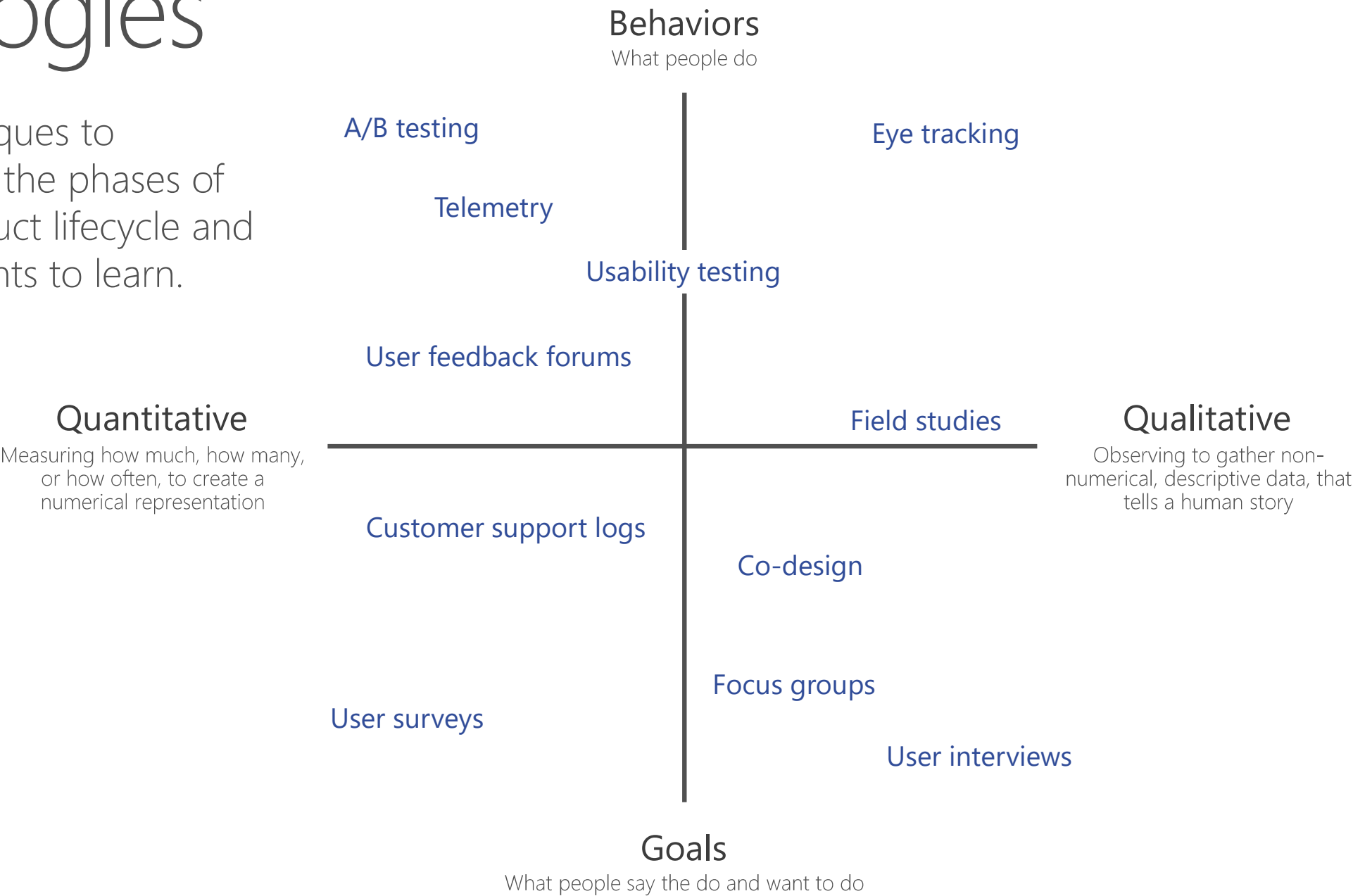
The discipline and role of researcher or user experience (UX) researcher drives the empathize phase.

User experience – a person's the emotions and attitudes about using a product or service.

UX researchers finds the human insights that guide the application design.

# Methodologies

There are different techniques to uncovering insight across the phases of design thinking and product lifecycle and what the feature crew wants to learn.



# The scientific method is applied

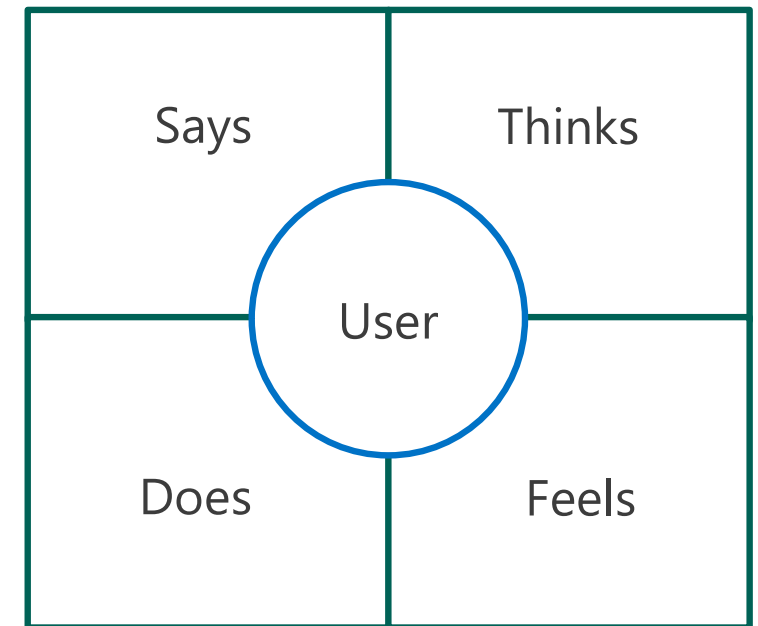
- Use background research to form a hypothesis
- Experiment and test to collect data
- Validate or nullify the hypothesis based on data

The scientific method is applied to product development. Qualitative, quantitative, goals, and behavioral dimensions combine to generate insights.



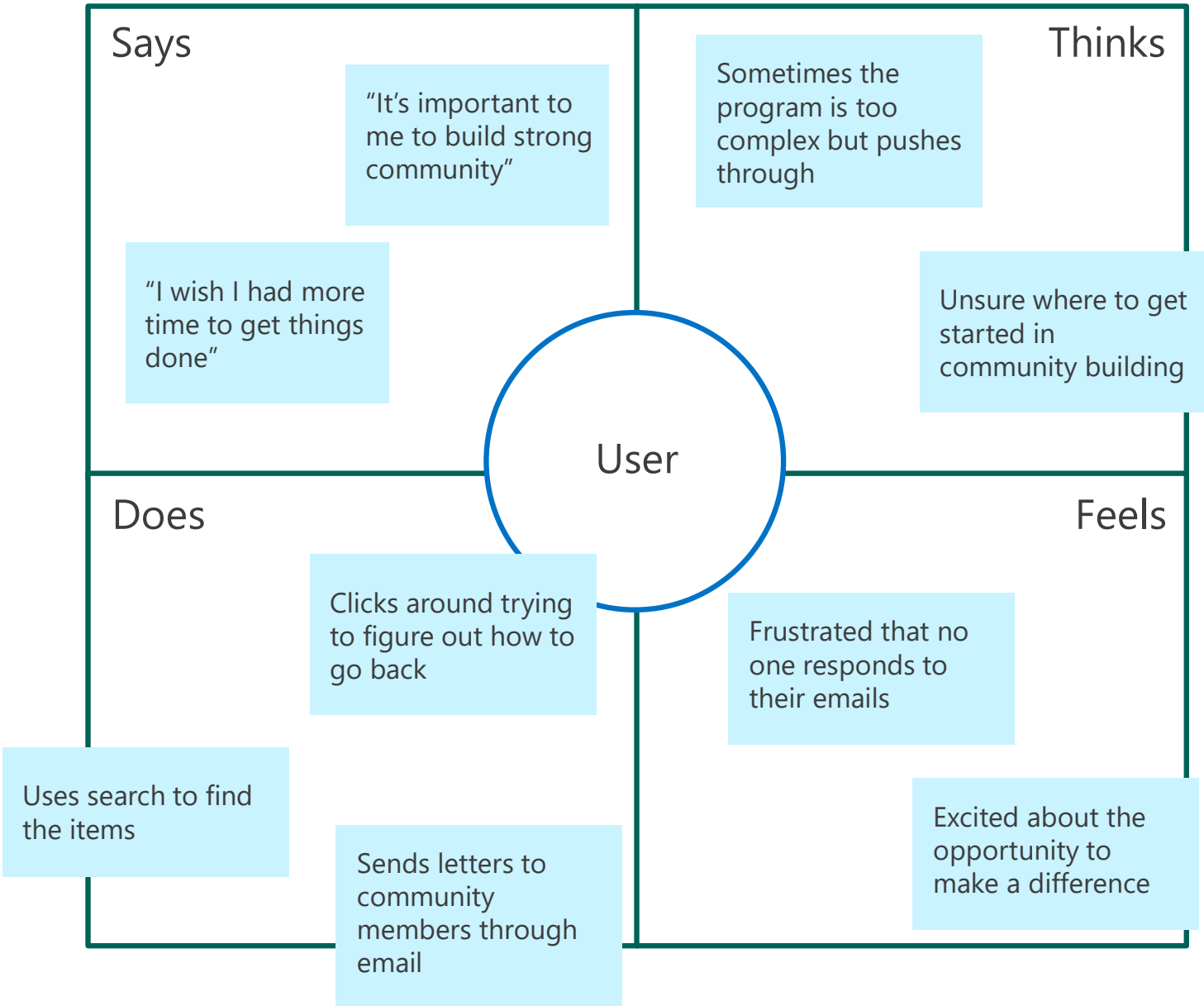
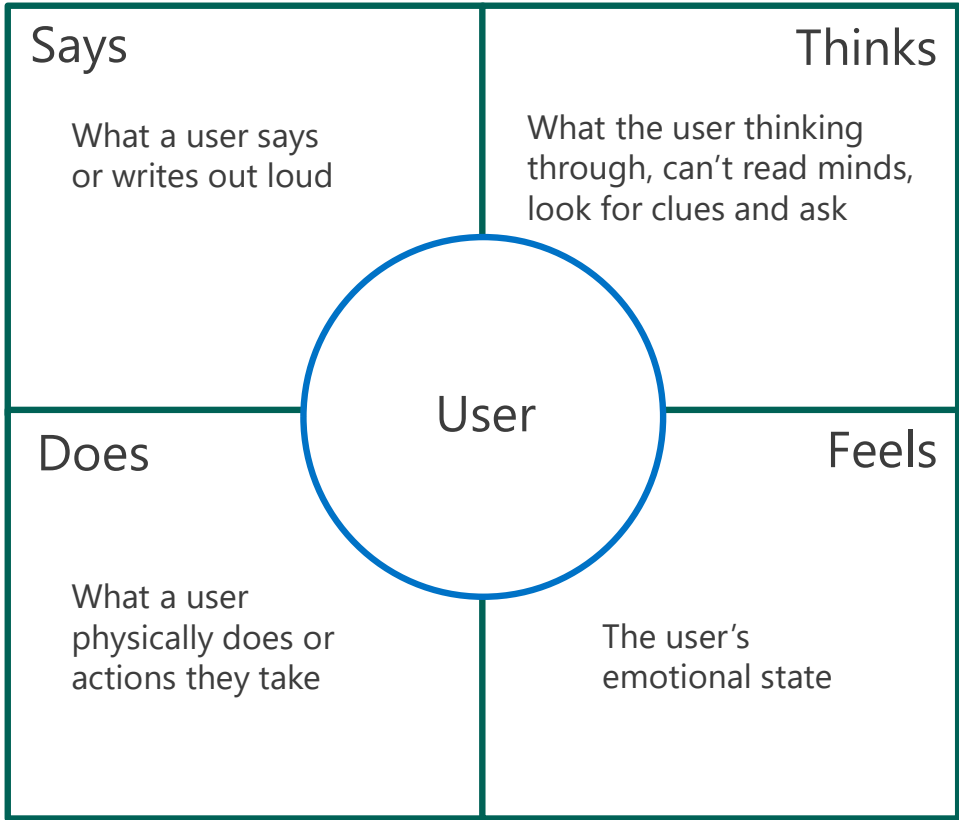
# Empathize!

- Key questions: what, how, why?
  - What – what actions did the user take?
  - How – what emotions were expressed? Did it take a lot of effort?
  - Why – what are the user's motivations.
- We'll use several strategies to answer these questions
- We'll then compile the findings into an empathy map



**Empathy Map**

# Empathy mapping



# Empathy mapping -> action

The goal is to turn the background research and user-centric investigations into an actionable problem statement, refining from the groups larger problem statement.

Pain points, a specific problem that users are experiencing, and patterns lead to defining the problem statement.

Pain points can help define the user needs, what job the product can do for the user.

## **Pain point**


Can't use a new browser because it doesn't have URLs or passwords saved

There are too many interruptions with all the notification and it's easy to be distracted while working

## **Potential user need**

Users need to get setup in a new browser easily

Users need an environment that helps create focus

 Note: There's no description of the technology or a solution. There are many ways to meet a user need.

# Strategies

# Three activities to try

- Interview the “user”
  - Find extreme users
  - Explore feedback forums and discussions
- 
- These activities will be split up amongst your team. Try at least two of them. Then you’ll come back together and create an empathy map.
  - Goal: create an empathy map around the problem statement

# Interview the user

One person plays the role of the customer and the other the user researcher asking open ended questions to explore the scenario. Capture notes, use “tell me more” to dive in further.

1. Gather some background info:
  - Tell me about yourself?
  - Describe a day in the life.
  - What’s your favorite app?
  - *Customer: remember to answer as the user*
2. Introduce the problem statement: how does [problem statement] intersect with your daily life?
3. What’s the greatest challenge you face regarding [problem statement]?
4. If you had a wish and could magically solve [problem statement] what’s your ideal solution?

# Find experts users

People tackling the problem already often are a map to major pain points and user needs. The way in which someone works around an existing issue or is trying to solve it can tell you a lot about what the challenges are they are and what people need.

1. Write down three hypothesis on what people may be doing today to address this problem.
2. Research online to find someone who's identified the problem and doing something similar or different from your hypothesis.
3. What's the approach? What roadblocks do they hit? What's working well? What end state are they seeking?

# Explore feedback forums and communities

Internet forums and communities are a great way to connect to a problem space virtually. This activity explores what's already happening today. It can uncover the next challenges to solve.

1. Do you know of people or groups who may be trying to address this problem today? How would you find the people and groups?
2. What about the topic on social media? Blogs? Existing application user forums?
3. What are themes in what people are discussing or sharing? Look for quantitative data, is there something that's trending? Is there something that has a lot of posts, like, shares, re-tweets...?



# Build the empathy map

The recommend tool is the whiteboard app.

Take a few minutes to individually create sticky notes for the four different quadrants based on your research.

Sort your sticky notes into the matching quadrants. Group like sticky notes together.

Talk though the quadrants as a group.

- What trends are emerging?
- Collect common pain points

Wrap up:

- Collect three top pain points and share with the larger group.
- Save the whiteboard.
- Take a screenshot and post it your team's Team channel.

