



# Empathy in Design Thinking

# Outline

- What is Empathy?
- Empathy vs Sympathy
- Phases of Empathy
- Methods of Empathy in the Design Process

# What is Empathy?

*“If you want to build a product that’s relevant to people, you need to put yourself in their shoes.”*

*— Jack Dorsey, Programmer,  
entrepreneur, co-founder of Twitter &  
founder of Square*

# Empathy

The ability to sense other people's emotions, coupled with the ability to imagine what someone else might be thinking or feeling.

# Empathy vs. Sympathy

Empathy is when a person understands and shares the negative experiences and emotions of someone else. While sympathy typically generates feelings of pity.



## EMPATHY

VS



## SYMPATHY

# Empathy vs. Sympathy

1 Active

2 Understanding someone's feelings as if they were yours

3 Getting to the root of the problem, offering comfort

1 Passive

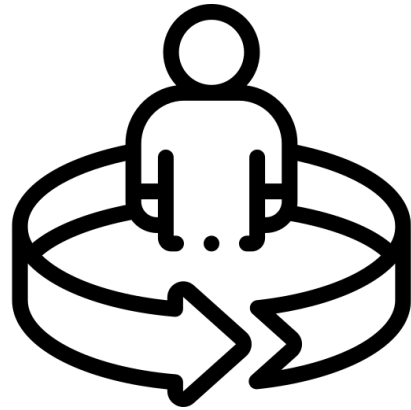
2 Feeling sorry for someone from your own point of view

3 Offering unsolicited advice and passing judgement

# Phases of the Empathy



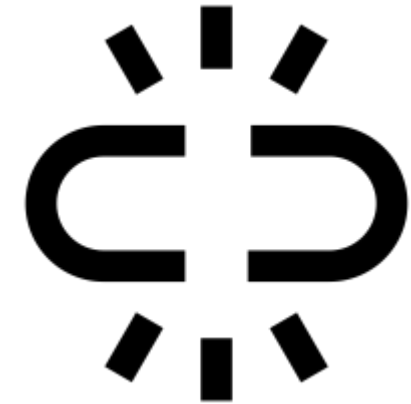
Discover



Immersion



Connection



Detachment



# Pain Points

# What are pain points?

- UX (User Experience) pain points are areas of or digital interactions with a product or service that cause difficulty or invoke negative emotions for users.
- They are often obstacles that prevent users from achieving their goals, or convolutions in user flows that decrease efficiency.
- UX pain points can range from minor inconveniences that do not block a user per se, to major issues that prevent users from using a product or service entirely.

# Types of Pain Points

- **Financial** - Money/Billing related
- **Product** - Quality issues related to the product.
- **Process** - These are frustrations that stop the user going from point A to point B
- **Support** - If they can't find answers to their questions, they won't feel supported.

# Exercise: Pain Points

Identify the pain point from each problem:

Chris is participating in Shopee's 11.11 sale. He has started adding products to his cart, eventually when he has reached the checkout page, an error displayed that some of his items does not support his chosen payment method. He gets frustrated.

What is this pain point?

- a) Support
- b) Product
- c) Financial
- d) Process

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# Exercise: Pain Points

Identify the pain point from each problem:

Gran is registering for an online game. Upon submitting the form after filling it up, he noticed that the button does not work. He tried refreshing the page and filled up the form over and over again but still to no avail. What pain point is this?

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- b) Product
- c) Financial
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# Exercise: Pain Points

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- b) **Product**
- c) Financial
- d) Process

# Pain Points vs Solutions

Consider these phrases:

- “I need to find someone to deliver my goods”
- “I need to contact my family in the province”
- “I need to know the definitions of some words”

Pain Points

Next, Consider these:

- “I need a delivery app”
- “I need a conferencing app”
- “I need a dictionary”

Solutions



# How to empathize with users

- **Have an open mind.** We all have biases. Remember, a bias is favoring or having prejudice against something or someone, based on limited information.
- **Keep current on UX research.** Follow researchers and join online communities to stay up-to-date on the research that affects UX designers and the users you're designing for.


# User Personas

A fictional character that represents a typical user of an app, website, or other product.

# User Personas

- Are fictional characters, which you create based upon your research to represent the different user types that might use your service, product, site, or brand in a similar way.
- Creating personas will help you understand your users' needs, experiences, behaviors and goals. Creating personas can help you step out of yourself.
- Personas make the design task at hand less complex, they guide your ideation processes, and they can help you to achieve the goal of creating a good user experience for your target user group.

# User Persona: Examples



USER PERSONA

## John Doe

"I care deeply about animal rights and to help them live happier lives"

### ABOUT

John is a graduate student at UCLA who cares deeply about animal rights. He spares his own time to volunteer at the local animal shelter and to promote pet adoption. He wishes to order some design artifacts to raise awareness at his school.

AGE	28
OCCUPATION	Ph.D Student
INCOME	Less than \$50k
STATUS	Single
LOCATION	Los Angeles, CA

### NEEDS

- Create designs that promote animal adoption
- Order design artifacts such as posters, badges and buttons to distribute them to students
- Help with the crowdfunding

### FRUSTRATIONS

- Some vendors charge way too much for the designs
- Connecting with the local vendors require extra time on his end
- If he ends up not getting the funds, he has to put in his own money

### SOCIAL MEDIA ACTIVITY

FACEBOOK	
INSTAGRAM	
TWITTER	
SNAPCHAT	

### CURRENT FEELINGS

Stressed Concerned Busy

### PERSONALITY

PASSIONATE	MOTIVATIONAL	
GIVING	LOVING	OPTIMISTIC

# User Persona: Examples

## Bridget DAY

**AGE** 26

**OCCUPATION** Marketing Director


**STATUS** Single

**LOCATION** New York, NY

**TIER** Enthusiast

**ARCHETYPE** The Marketer

Ambitious   Admired   Focused



*"I would like to find and learn skills that would help me grow my business footprint online."*

### MOTIVATIONS

Incentive	
Fear	
Achievement	
Growth	
Power	
Social	

### GOALS

- To grow a strong industry reputation
- To build her own Blog
- To expand and learn new skills

### FRUSTRATIONS

- Slow download times
- Data crashes
- Poor communication

### BIO

Bridget's business has been slowing lately and she could really use a set of skills that would help her understand evolution of her work.

### ACTION

Read How To articles  
Looking for expert analysis

### PERSONALITY

Extrovert	Introvert
Sensing	Intuition
Thinking	Feeling
Judging	Perceiving

### TECHNOLOGY

IT and Internet	
Software	
Mobile Apps	
Social Networks	

# Building your Persona

Using of the data gathered for each user persona, you'll want to separate it under different headings, such as:

- Image
- Bio
- Goals
- Frustrations
- Brief story
- Personal Quote

# Persona Template



*Add image that represents this persona*

*“Relevant personal quote that captures the persona’s attitude and personality”*

Brief story or scenario that conveys the persona’s user journey, highlighting their goals, frustrations, and other relevant context.

**Name**

**Age:**  
**Education:**  
**Hometown:**  
**Family:**  
**Occupation:**

## **Frustrations**

- The issues or pain points that they encounter or try to avoid

## **Goals**

- The related objectives this person wants to successfully complete