EMPATHY

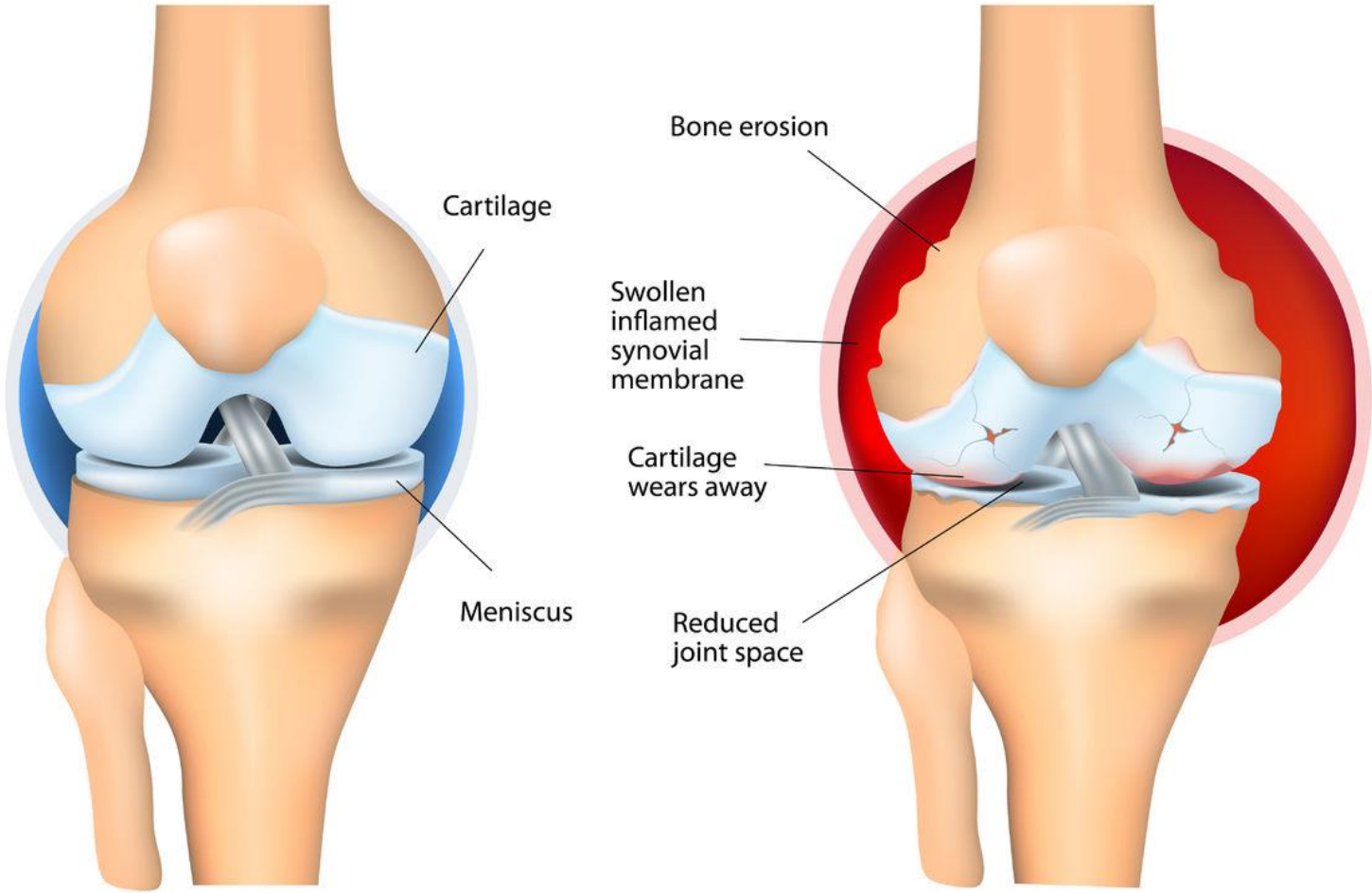
Immersion in Empathy

WHAT IS IMMERSION IN DESIGN THINKING ?

- Understand user needs.
- Uncover intangible needs
- Experience what other users feel
- shadow a person you're designing for a day

A CASE STUDY

RHEUMATOID ARTHRITIS



Healthy joint

Rheumatoid arthritis

wikiHow

wikiHow

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-EMPATHY MAP-
THINKING & FEELING
SEEING
HEARING
SAYING & DOING
GAINS
Feeling really tired after studying all night
I think I'm not good enough
Anxiety when I take tests
Stressed and overwhelmed by homework deadlines
I need to organise my time better
My messy room and desk
Interesting online courses in my computer
Distracting people playing in campus
Lots of books at the library
My laptop screen
Social media that distracts me from work
TV shows
My phone all the time buzzing
My mother complaining about my grades
Voices in my head reminding me to be cool
Boring teachers
teachers saying I need to work harder
the noisy tv from my roomate
I hear my classmates complaints about the assignments
Study up until very late at night
Do what is necessary to get the job done
Doing lots of research at the library
talking with my study group
Failing to pass the course tests
Being distracted all the time
Accomplishing goals
Having high grades
Ending up with a good job
learning new skills in technology

beat the clock!
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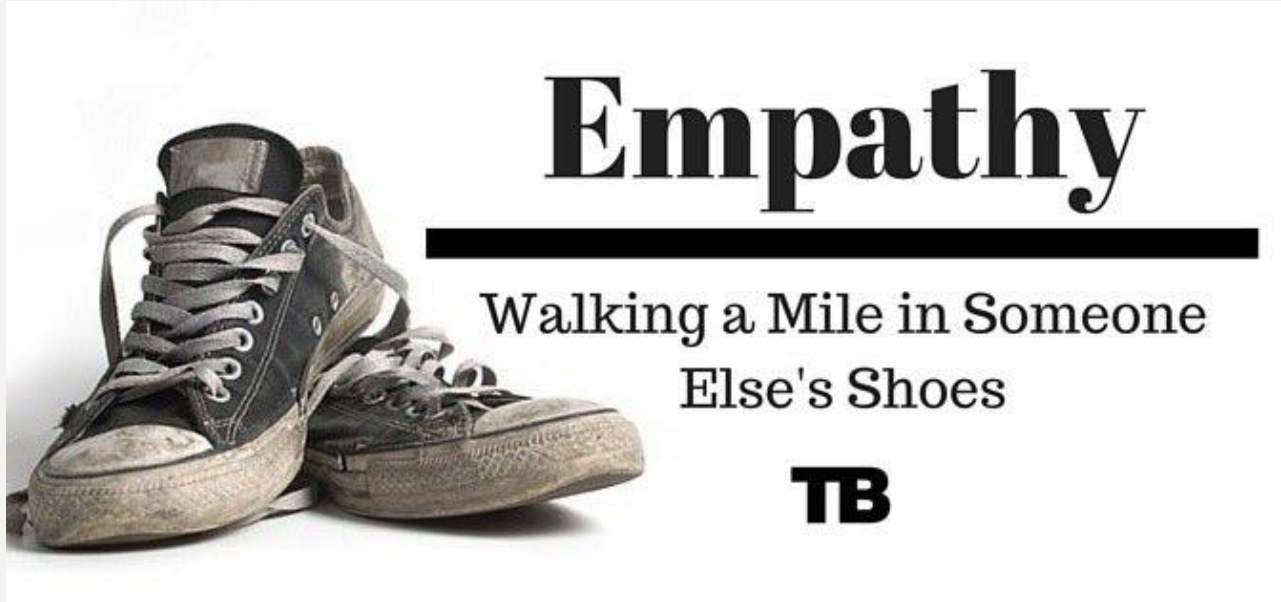
IMMERSIVE EMPATHY

- Best place to start framing your initial problem question.
- Connect with the user from a place of emotional understanding.
- To experience their lives in the same way method actors experience a person they are portraying.
- Find solutions to challenges of your average everyday scenario.
- Takes you beyond a state of awareness.
- Allows you to seek solutions that are emotionally satisfactory.



ADVANTAGES OF IMMERSIVE EMPATHY

- Opens up opportunities to understand user's experience.
- Articulate subconscious needs of what the users you are interviewing may be experiencing.

PHASES OF IMMERSION

- DATA COLLECTION
- ANALYSIS AND SYTHESIS

DATA COLLECTION

PRILIMINARY-

Reframing

Exploratory Research

Desk Research.

IN DEPTH

Research Plan

Research protocols,

listing of profiles

PRILIMINARY IMMERSION

REFRAMING -

PRILIMINARY IMMERSION

PRILIMINARY IMMERSION

DESK RESEARCH

IN DEPTH IMMERSION

- There are a number of techniques for conducting this research, such as:
  - Interviews,
  - the photographic record,
  - Participant observation, Indirect observation,
  - Cultural probes and so on.

IN DEPTH IMMERSION

INTERVIEWS

IN DEPTH IMMERSION

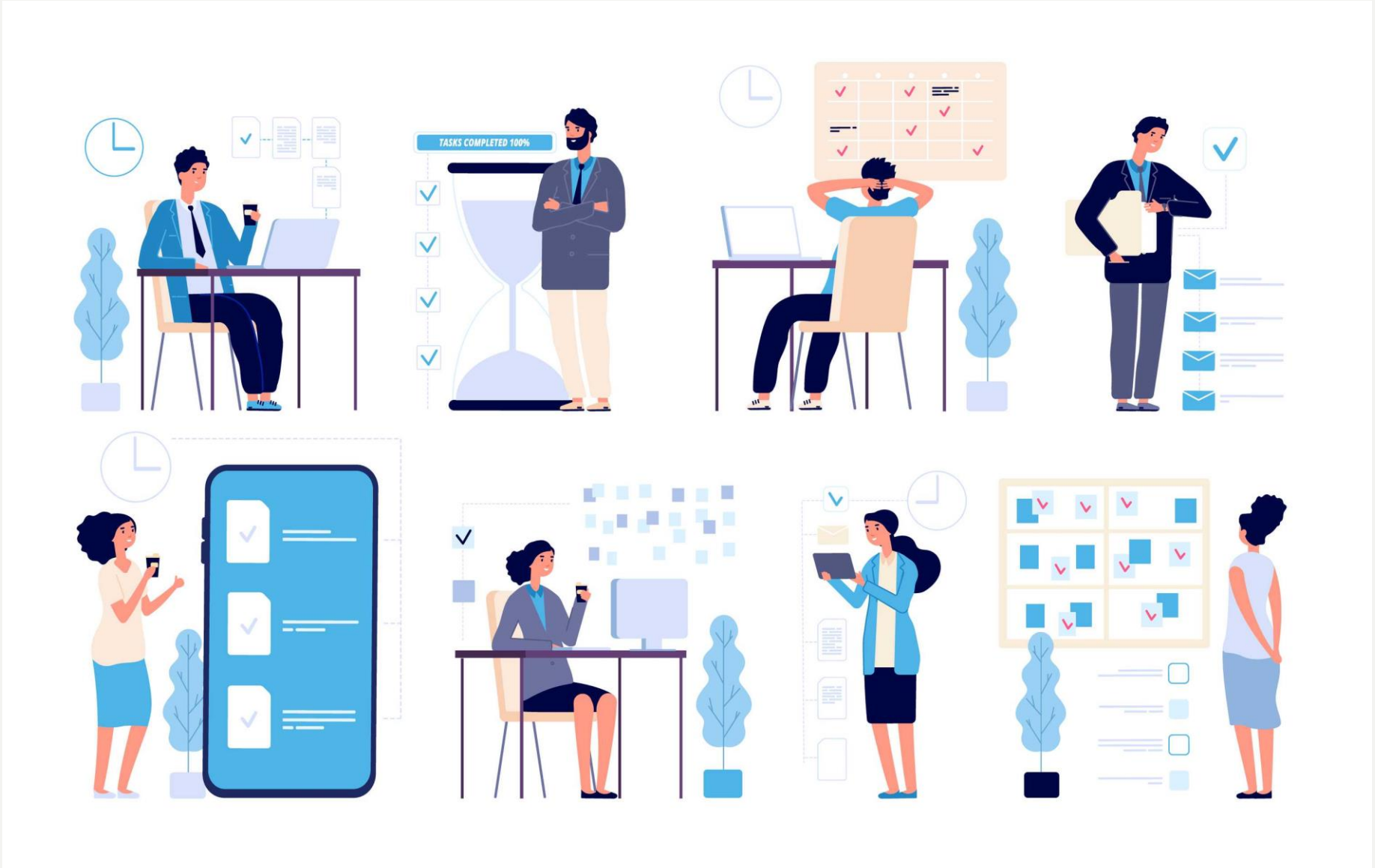
CULTURAL PROBES

IN DEPTH IMMERSION

GENERATIVE SESSIONS

IN DEPTH IMMERSION

A DAY IN THE LIFE



IN DEPTH IMMERSION

SHADOWING

ANALYSIS AND SYNTHESIS

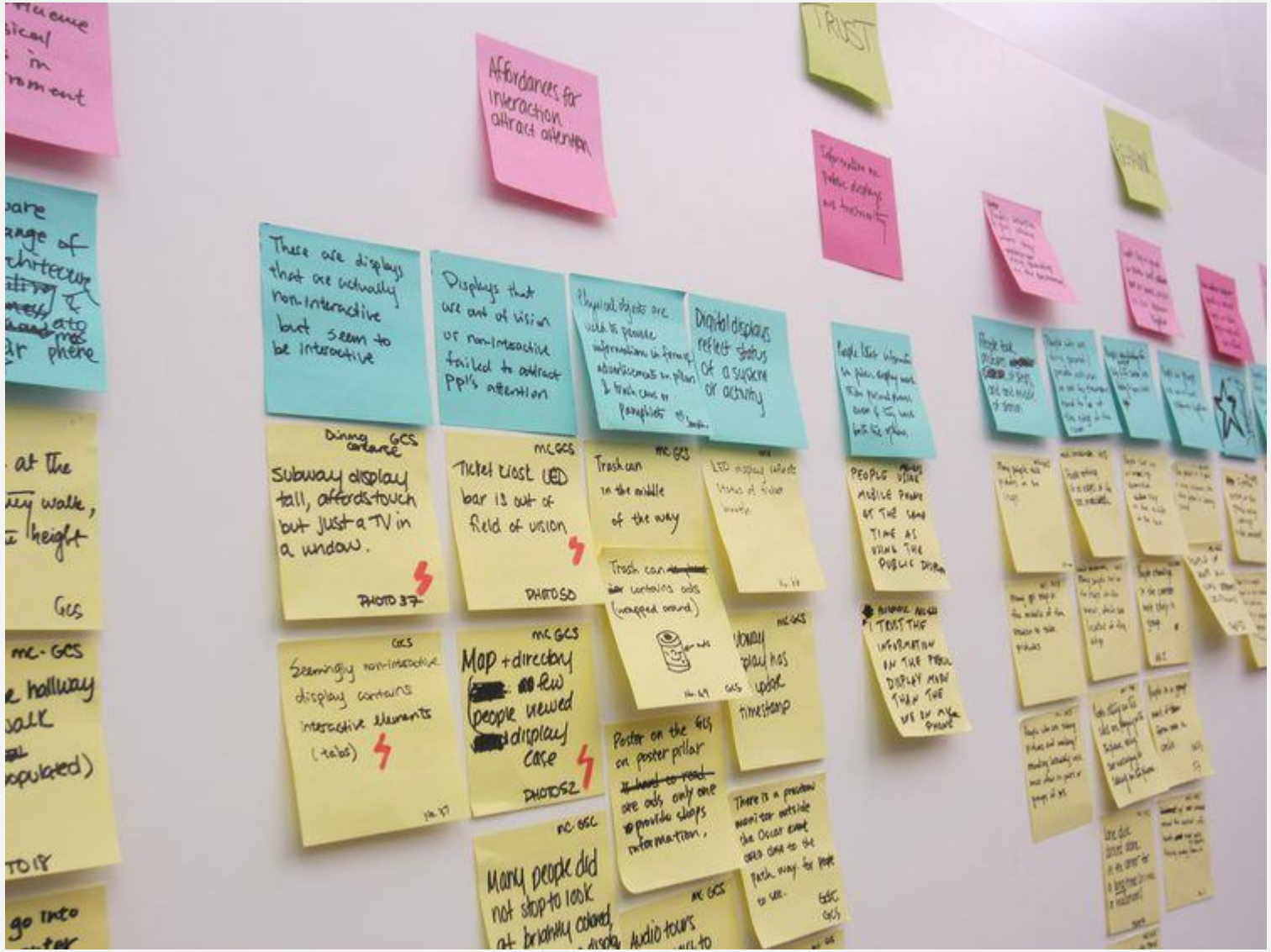
- INSIGHT CARDS
- AFFINITY DIAGRAM
- CONCEPTUAL MAP
- GUIDING CRITERIA
- PERSONAS
- EMPATHY MAP
- USER'S JURNEY
- BLUEPRINT

IN DEPTH IMMERSION

INSIGHT CARDS

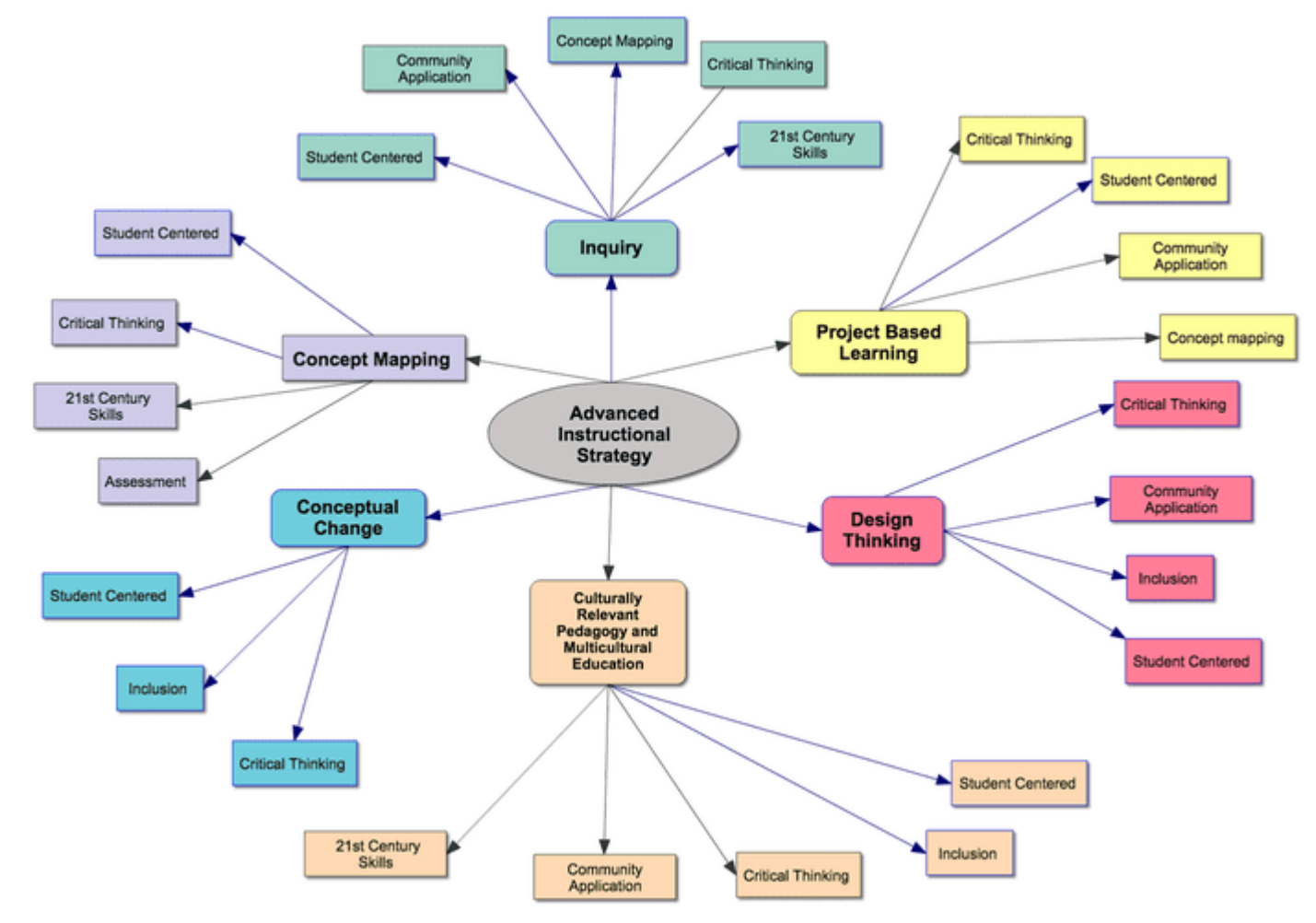
IN DEPTH IMMERSION

AFFINITY DIAGRAM



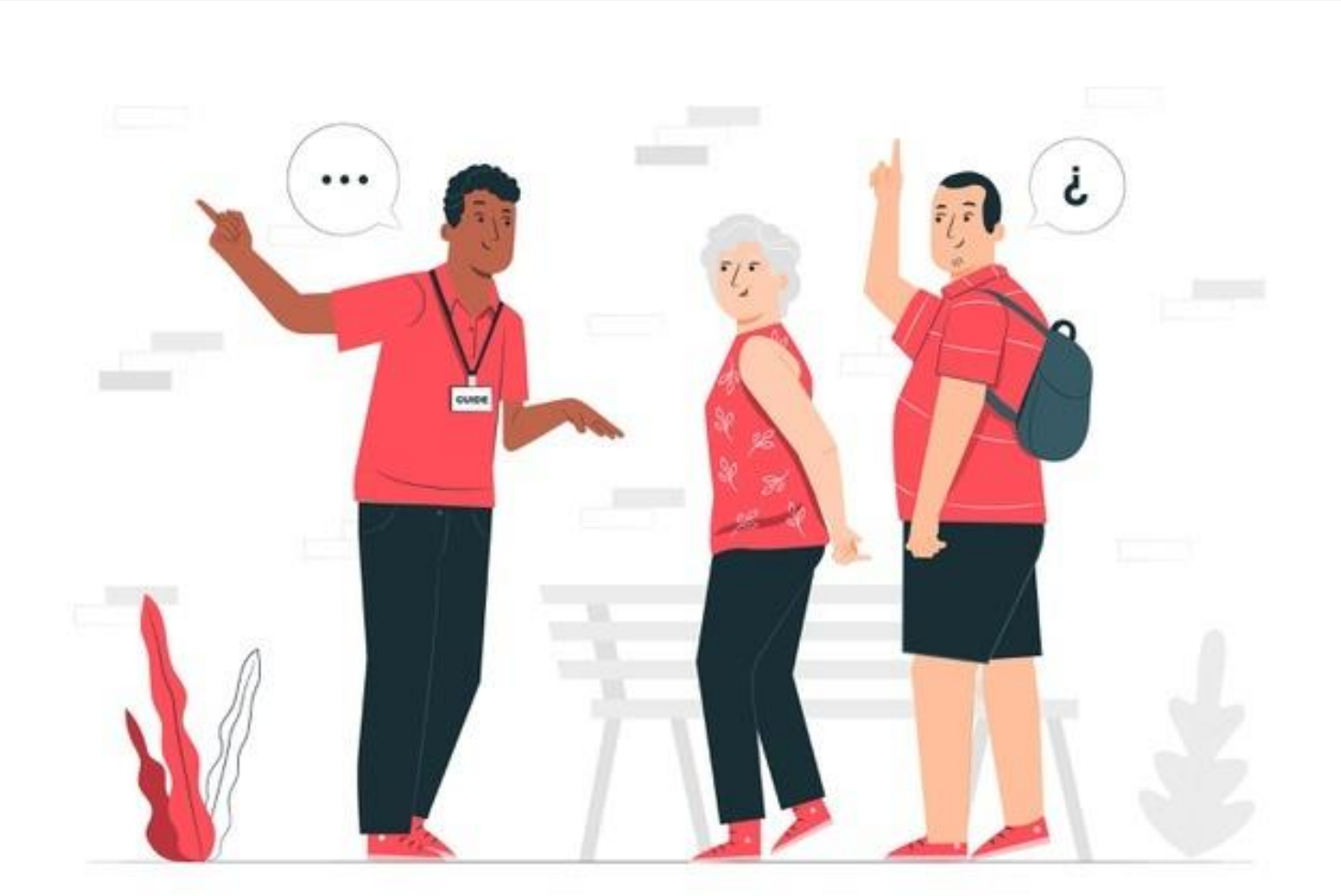
IN DEPTH IMMERSION

CONCEPTUAL MAP



IN DEPTH IMMERSION

GUIDING CRITERIA



IN DEPTH IMMERSION

PERSONAS

Buyer / User Persona	User Persona	Buyer Persona
Brian - Top Manager **Rational**	Christina - CRM Specialist **Artisan**	Kevin - IT Specialist **Guardian**
Goals Brian is looking for a software product that will boost the team's productivity and help bring better results in the long run	**Goals** The main goal is for the product to be easy in use and not a road block when trying to solve a particular problem.	**Goals** To get a product that is easy to integrate into the current IT infrastructure, that doesn't require intensive support.
Motivations - Decrease the time spent for doing routine operations - Flat learning curve	**Motivations** - Intuitive interface - Easy to learn and use	**Motivations** - Easy integration with current infrastracture - Secure
Frustrations - Low ROI - The product takes way too much time to integrate and learn	**Frustrations** - Messy navigation - Not clear what to do at each stage.	**Frustrations** - Requires a lot of support

IN DEPTH IMMERSION

EMPATHY MAP

IN DEPTH IMMERSION

BLUEPRINT

SUMMARY

Thank
you!