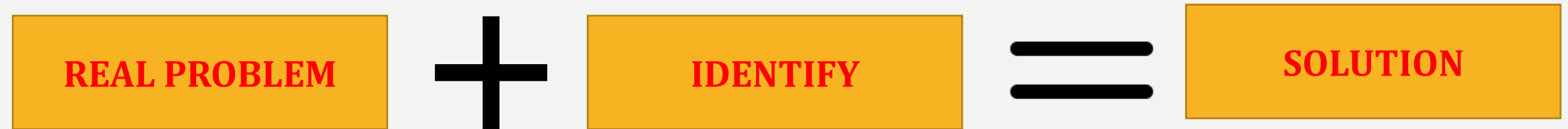




Design Thinking

Design Thinking - Empathy Phase

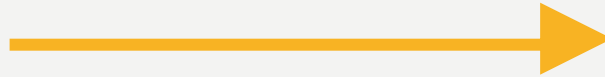
RECAP-DESIGN THINKING PROCESS



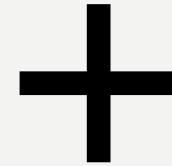
WHAT IS EMPATHY AND WHY IS IT ESSENTIAL FOR DESIGN THINKING?



IDENTIFY



USER



REAL PROBLEM

HOW TO IDENTIFY PROBLEMS AND USERS?



INDIVIDUAL

OR



GROUP/TEAM

HOW TO IDENTIFY PROBLEMS AND USERS?



INDIVIDUAL



HOW TO IDENTIFY PROBLEMS AND USERS?



INDIVIDUAL

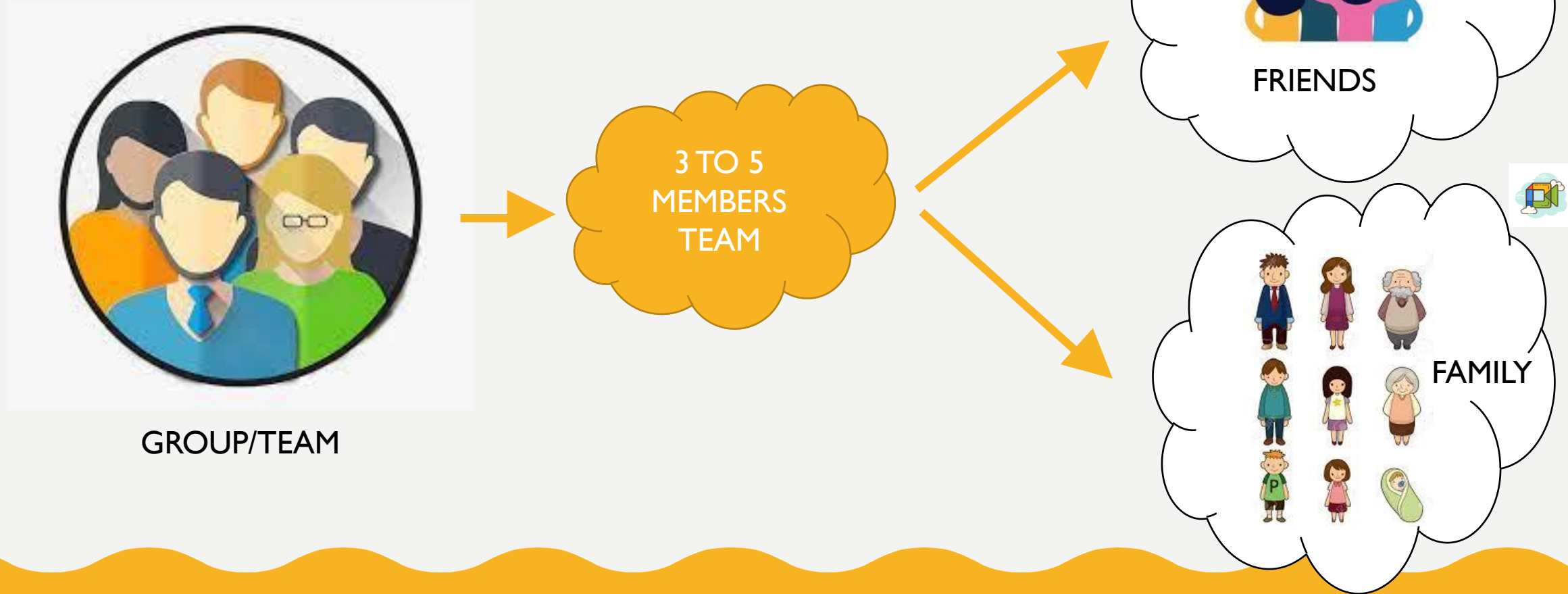


PROBLEM LIST



USER LIST

HOW TO IDENTIFY PROBLEMS AND USERS?



HOW TO IDENTIFY PROBLEMS AND USERS?



GROUP/TEAM



BRAINSTORM



HOW TO IDENTIFY PROBLEMS AND USERS?



USER



UNDERSTAND



CORE PROBLEM

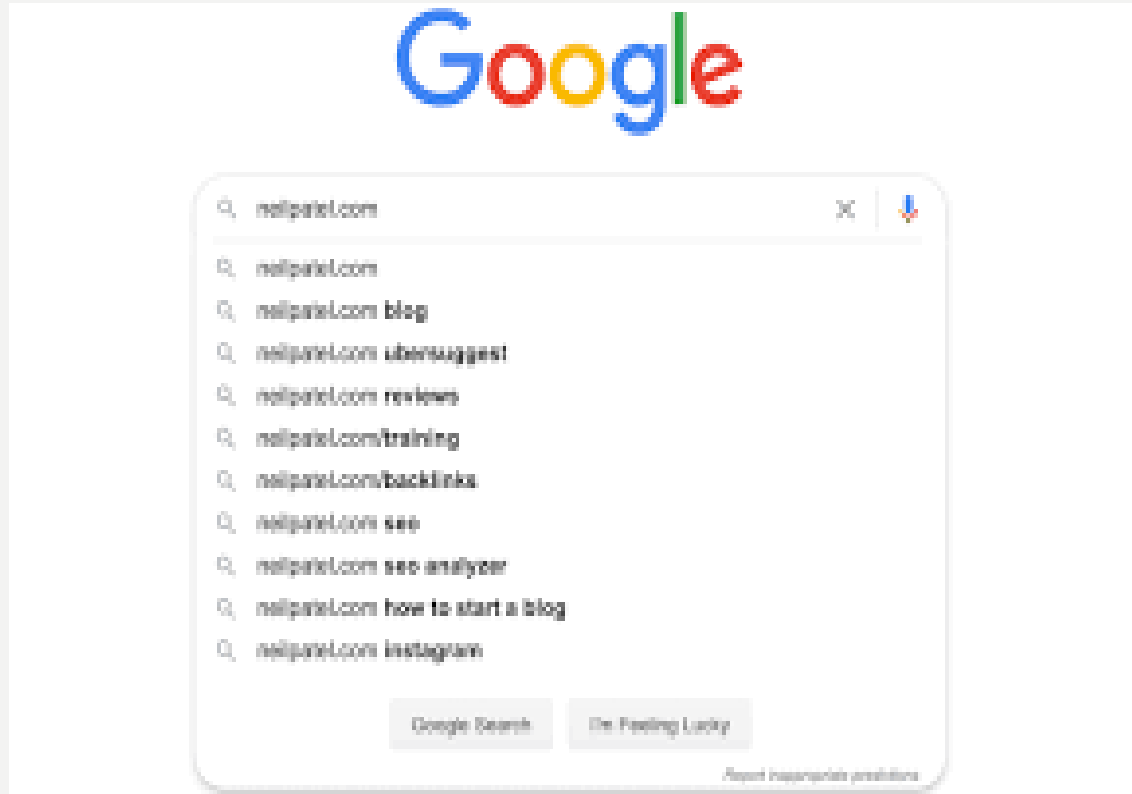


ASK
QUESTIONS



ANALYZE
ANSWERS

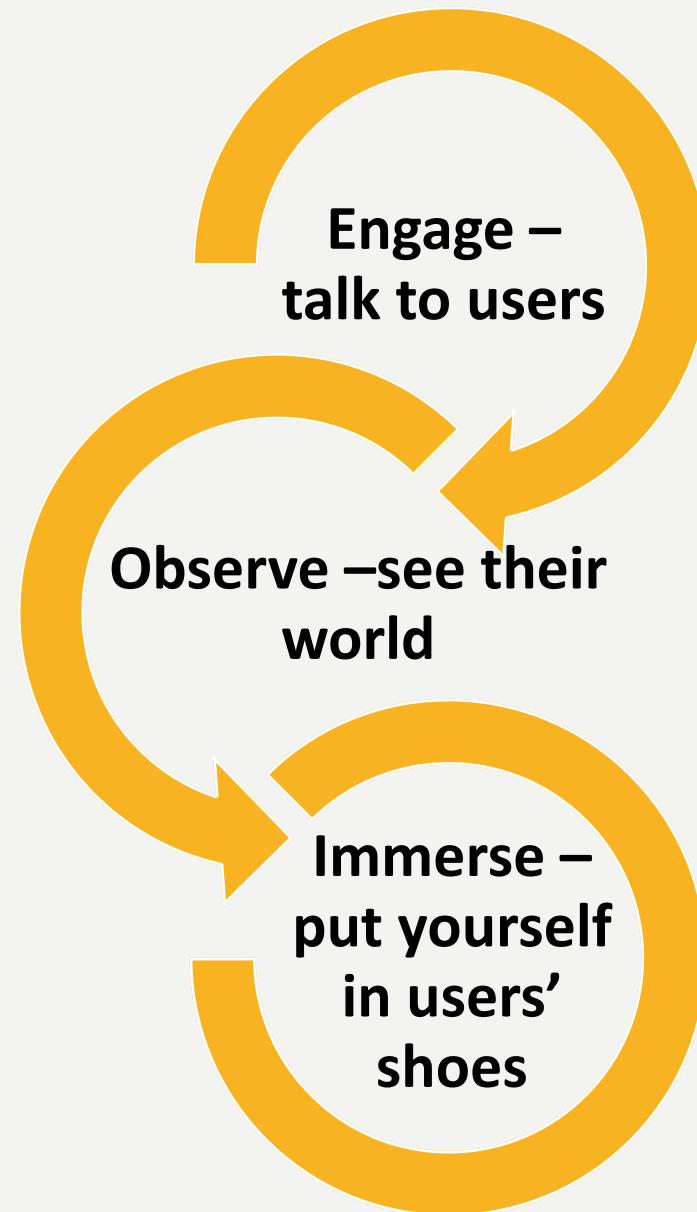
HOW TO DO MARKET RESEARCH



WORTH TO SOLVE



HOW TO EMPATHIZE



CLOSER LOOK AT EMPATHY



First plan your interview

Plan

- Choose a time and date that is convenient for them
- Create a set of open ended questions



Conduct your interview

- Tell briefly about why you need to talk.
Connect personally.
- Encourage them to tell their stories.
- Finish on an exciting note.



Observe your users

Now observe the users in their own environment

- What are they doing?
- What are they saying?
- Their gestures and postures
- Their body language



Step into their shoes

Finally, step into the users' shoes.

- Imagine you are in the users' space
- Place yourself in their shoes
- Think, feel and act like them

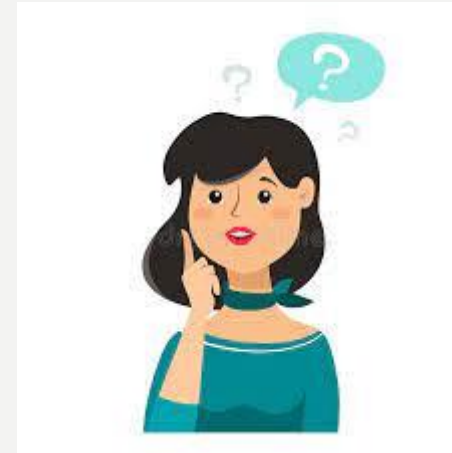


EXAMPLE SCENARIO



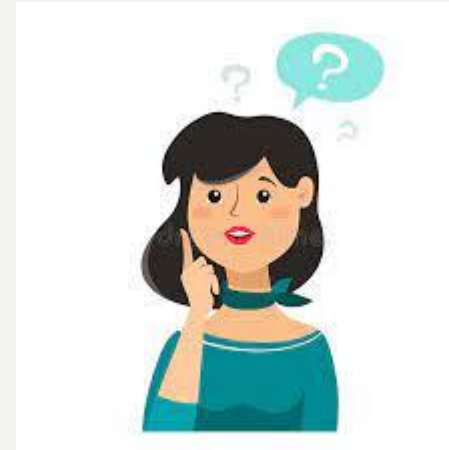
EXAMPLE SCENARIO

BIO-DEGRADABLE AND NON BIO DEGRADABLE WASTE ?



EXAMPLE SCENARIO

WHY A GREEN AND RED WASTE BASKET?



CORE PROBLEM IDENTIFIED FROM THE CONVERSATION

1. She don't have awareness on what is Bio-Degradable and Non-Bio Degradable
2. She don't have the awareness on the impact of not segregating Bio-Degradable and Non-Bio Degradable things



Empathy Map

Empathy Map

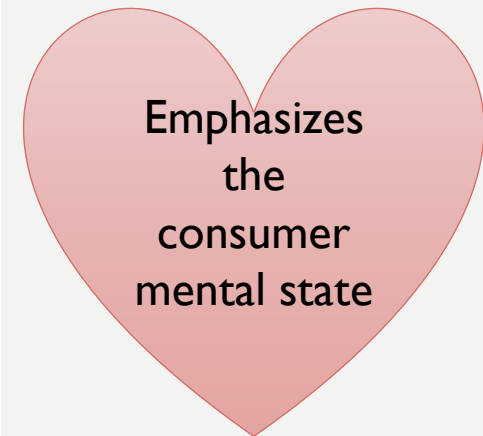
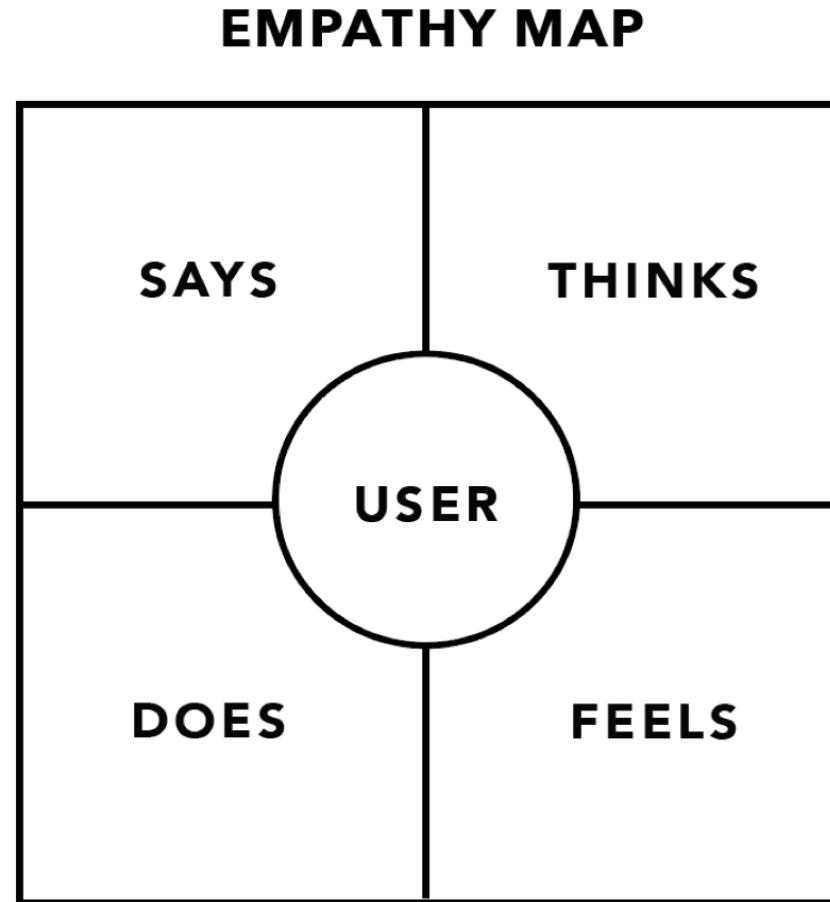
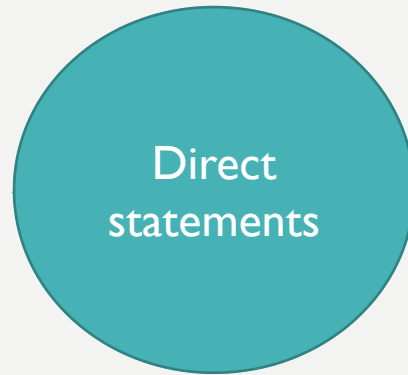
Visualization tool where designers gain an in depth understanding of the user behaviour and attitude



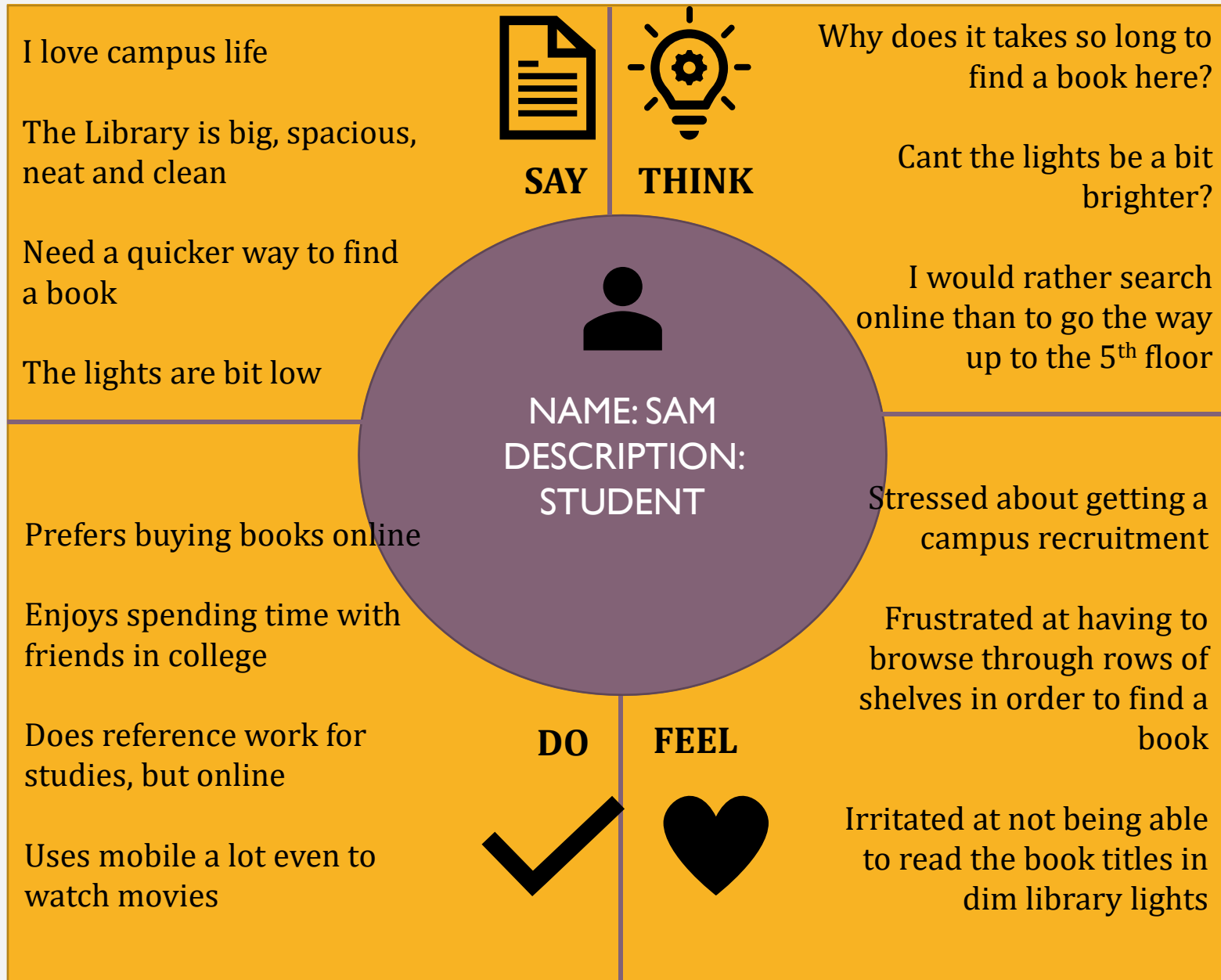
Represents a group of users, such as a customer segment

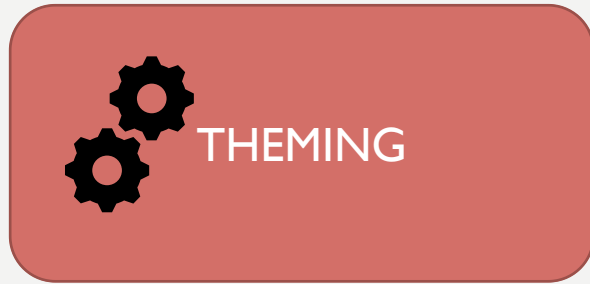


Empathy Map-Format



Empathy Map- Example

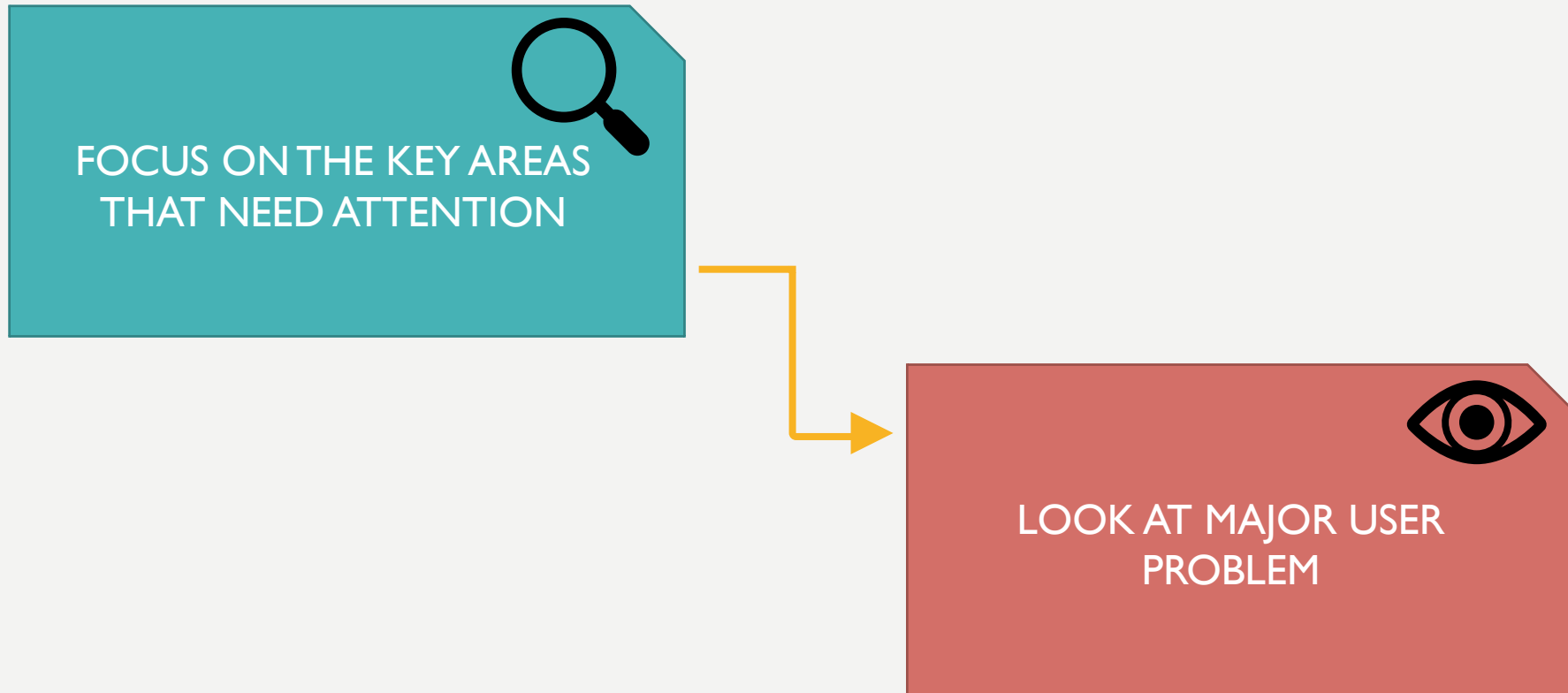




Empathy Map- Example



THEMING



Empathy Map- Example

COLLEGE LIFE

I love campus life
Enjoys spending time
with friends in college.
Uses mobile a lot even to
watch movies
Stressed about getting a
campus recruitment

COLLEGE LIBRARAY

Prefers buying books online
Does reference work for
studies, but online
The Library is big, spacious,
neat and clean
Need a quicker way to find a
book
Frustrated at having to browse
through rows of shelves in
order to find a book
Why does it takes so long to
find a book here?

Advantages of Empathy Map

- Empathy map helps designers and non designers to visualize their user needs
- It slots into their workflow before the designers get involved in interactive prototyping
- It allows UX designers to map their target audience in the best way possible

Summary

- Empathy identify the target users and their real problems
- It provides the ability to understand people and see the world through people's eyes.
- Empathy involves interactions with users in terms of conducting interviews and brainstorming sessions.
- Empathy can be done in three steps of Engage, Observe and Immerse.
- Empathy map is a visualization tool where designers gain an in depth understanding of the user behaviour and attitude.
- Empathy map allows UX designers to map their target audience in the best way possible

