

# EMPATHIZE STRATEGY

## SEGMENT(S)

*(WHO DO WE DESIGN FOR?)*

The main focus will be on people with a kind of disability related to learning difficulties. These are all young people who do not fit into the standard educational system and thus go to a place where they learn how to take care of themselves and be autonomous. We will aim to create a tool that will help fulfill some of their needs.

## Research and Collection methods

*(HOW DO WE GET TO KNOW THEM?)*

We believe that the best way to empathize with the people for this given field is to observe them and engage with them in face-to-face interactions.

- Observe
  - Shadowing the targeted group could help gain a specific overview of their needs and struggles. Furthermore, conducting thorough research in the field of disability can help people find tools that could help in their daily lives.
  - Learning the answers to the “What? How? Why?” questions that came up from the observation could give us a deeper understanding of the problem area. This could be done using photos or videos taken as part of the observe collection.
- Engage
  - Engaging the people we aim to design for in interviews could provide us with answers and possible areas to focus on in further development.
  - The interview should consist of well-defined and refined questions prepared beforehand. We should ask questions we think we know the answers to as well.

## **ASSUMPTIONS**

*(WHAT DO WE THINK WE KNOW ABOUT THEM?)*

We assume that...

- They are happy and positive
- They are unhappy
- They behave like children
- They have no filter when speaking
- They have a weird social behaviour