

IDEATION PHASE

EMPATHIZE AND DISCOVER

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MAXIMUM MARKS	4 MARKS

EMPATHY MAP CANVAS:

As UX professionals, it is our job to advocate on behalf of the user. However, in order to do it, not only must we deeply understand our users, but we must also help our colleagues understand them and prioritize their needs. Empathy maps, widely used throughout agile and design communities, are a powerful, fundamental tool for accomplishing both.

Definition: An empathy map is a collaborative visualization used to articulate what we know about a particular type of user. It externalizes knowledge about users in order to 1) create a shared understanding of user needs, and 2) aid in decision making.

This article is a guide to empathy mapping and its uses.

Empathy has become a popular workplace concept, underlying new methods of leadership, teamwork and company culture.

It's also one way safety professionals can help their organizations adopt high-reliability practices.

Empathy in the Workplace

Empathy is defined as the ability to share and understand the feelings of another.

Michael breaks down how to use empathy in the workplace: “I’m going to listen for what’s happened; I’m going to check my own biases; I’m going to hear about the lived experience of others; then I’m going to use all that to inform how we make a change.”

One example Worden often shares: At a hospital, patient mobility equipment — which reduces or eliminates strain on staff who must move patients — was not being used. Rather than simply telling staff to use it or writing them up for not using it, the safety team asked the staff what was going on. They learned that no one had been properly trained to use the equipment, it was hard to access behind IV poles in a closet and there was no process for laundering and changing the slings. By identifying and fixing these issues, the safety team increased employee confidence in the machine and improved safety at the facility.

This empathetic approach, implemented across the safety management program, helped reduce the hospital’s recordable incident rate from between eight and nine to less than six.

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EMPATHIC THINGS

Intimate Computing from Wearables to Biohacking

