**An Ngoc Truong**

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**Design Thinking: Understanding your Client's Context**

1. **What did Kirsten say about Tim Brown in the second lecture and what did he say about Design Thinking in the quote she used in that lecture?**
   * In the second lecture, Kirsten said that Tim Brown was one of the man who quite term the definition of Design Thinking, he did lots of foundations in the field.
   * Tim Brown said: ‘Design Thinking is a human-centered approach to innovation that draws from the designer’s toolkit to integrate the needs of people, the possibilities of technology, and the requirements for business success.’
2. **What does he say about the importance of understanding context in his TED talks?**
   * Understanding context is important, especially in the relationship between the company and clients, which enhances our ability in understanding the customer, their needs and why they behave a certain way in connection with your company.
   * The first of those is that design is human-centered, which means that no matter it may integrate technology or economics, it always starts with what humans need, or might need.
   * As the result, understanding culture and context of clients are needed to be done before we even know where to start or to have ideas that are mainly based on knowing customer’s needs and thereby gain their loyalty and profitability and prevent ambiguity while serving them.
3. **Do you think an understanding of the client's context is relevant to design? Why or why not?**
   * Yes, there is a strong bond between design and client’s context.
   * As design without any awareness of client’s information, their background and culture is one of the reasons which cause the failure in agreement between company and clients, design is a process that requires and depends on knowing client, understanding and satisfying their needs.

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**Design Thinking: empathy**

1. **Why should an innovator care about the experiences of people in other walks of life?**

Because observing the experiences of people helps innovators comes up with new ideas, renews or alters the ways something has been done. It’s also the way to help them understand others better and improve their ideas to meet other’s demand and needs.

1. **What is the difference between affective and cognitive empathy?**

Affective empathy is the ability to share the emotions of others, which means feeling the same emotions with others, while cognitive empathy, on the other hand, is the ability to understand the emotions of others.

1. **Which type of empathy do you think will be most useful during the design thinking process?**

In Design Thinking, empathy is, as explained in IDEO’s Human-Centred Design Toolkit, a “deep understanding of the problems and realities of the people you are designing for”, which learns about challenge, struggles that people are facing, their solutions as well as understanding of people's emotional and physical needs. As the result, emotional regulation, which refers to the ability to regulate one’s emotions, would be the most useful during the design thinking process that not only understand and share the feelings, but also control the emotions to handle the recent situation.

1. **Why would the other type not be as useful?**

The other types would not be as useful because both cognitive empathy and affective empathy are just focus on only one ability for each, such as only either sharing or understanding the emotions, without any process or solutions.

1. **Do you think it is possible to learn to be empathetic?**

Empathy is some kinds of human natural abilities, however, it doesn’t mean it’s unable to learn that, to some extent, to improve significantly.