## Capstone Project: Applying UI/UX Design in the Real-World

Lab: Creating an Empathy Map

## Instructions: Fill out each section below based on your research and insights. Replace the guidance in parentheses with your own content.

Step 1: Review research insights

*(Describe your reviewed interview note, identified quotes, user behavior patterns, pain points, emotional reactions, and information.)*

Olivia Carter, a 34-year-old digital marketing consultant living in Portland, Oregon, is a conscious gifter who values meaningful, handcrafted items. Her archetype suggests she seeks products that align with her values and can be gifted to others with a personal touch. From her interview, Olivia expressed a strong preference for supporting local artisans and sustainable practices. She often discovers products through social media, particularly Instagram and Pinterest, and appreciates the visual storytelling aspect. Her pain points include the lack of transparency in the sourcing and production process, as well as the difficulty in finding products that align with her ethical standards. Olivia values a seamless shopping experience with clear product descriptions, high-quality images, and trustworthy reviews. Emotionally, she feels connected to products that have a story behind them and are crafted with care.

Step 2: Set up the empathy map framework

*(Generate sticky notes for the Demographic Information, Think, Feel, Say, Do, Pain Points, and Goals. Use the table below to fill in information.)*

| **Field** | **Information** |
| --- | --- |
| Name | Olivia Carter |
| Age | 34 |
| Location | Portland, Oregon |
| Occupation | Digital Marketing Consultant |
| Preferred Device | Laptop and iPhone |
| Archetype | Conscious Gifter |

**Step 3: Fill the empathy map**

*(Populate each section of the empathy map with insights from your research.)*

**Think:**

* "I need to find unique, handcrafted gifts that align with my values."
* "How can I be sure the artisans are fairly compensated?"
* "What's the story behind this product and its creator?"
* "Is this product sustainable and ethically sourced?"

**Feel:**

* Excited when discovering a new artisan with a compelling story.
* Guilty if she can't verify the ethical practices of the seller.
* Connected to products that have a personal narrative.
* Frustrated when product descriptions are vague or misleading.

**Say:**

* "I love this piece; it's perfect for my friend who appreciates handmade goods."
* "I wish there was more information about the materials used."
* "I'm not sure if this is ethically sourced; I need to do more research."
* "The story behind this artisan is so inspiring; I have to share it with my friends."

**Do:**

* Spends time researching artisans and their stories before purchasing.
* Looks for products with detailed descriptions and high-quality images.
* Checks reviews and ratings to ensure product quality and seller reliability.
* Uses social media to discover new artisans and handcrafted items.

**Pain Points:**

* Lacks transparency in the production and sourcing process.
* Difficulty in finding products that align with her ethical standards.
* Inconsistent quality and craftsmanship across different sellers.
* Limited options for personalized recommendations.

**Goals:**

* To find unique, handcrafted gifts that reflect her values and the recipient's interests.
* To support local artisans and sustainable practices.
* To ensure transparency and ethical standards in her purchases.
* To have a seamless and trustworthy shopping experience.

**Step 4: Reflect and analyze**

*(Answer reflection questions based on your empathy map)*

* What are the dominant emotional drivers in Olivia’s journey?

The dominant emotional drivers in Olivia's journey are her desire for connection and her commitment to ethical consumption. She feels a strong emotional connection to products that have a story and are crafted with care. This emotional resonance is crucial in her decision-making process, as it allows her to feel good about her purchases and the impact they have on artisans and the environment

* Where does Olivia hesitate or get stuck?

Olivia hesitates when she encounters products without clear information about their origin, materials, or the artisan's story. She gets stuck when she can't verify the ethical practices of the seller, as this goes against her values as a conscious gifter. The lack of transparency in the sourcing and production process is a significant barrier for her.

* What patterns did you observe across multiple sections?

A pattern observed across multiple sections is Olivia's emphasis on storytelling and transparency. This is evident in her thoughts, feelings, and actions, where she consistently seeks out products with a compelling narrative and clear information about their creation. Additionally, her pain points and goals align with her desire for ethical and sustainable practices, indicating a strong commitment to her values.

* How do these insights guide you toward your upcoming processes, such as creating personas and features?

These insights guide the creation of personas by highlighting Olivia's archetype as a conscious gifter and her emotional and ethical considerations in purchasing decisions. Features for the ArtisanCrafts platform should focus on enhancing transparency, storytelling, and trust. This includes detailed product descriptions, artisan profiles, and reviews, as well as a seamless and secure shopping experience. Personalized recommendations based on her values and interests would also be beneficial.