

Your job during empathy....

Connect with people.



Seek stories, feelings & beliefs.

d.

Your job during empathy....

Understand someone who in many ways is very unlike yourself.



See the world from someone else's shoes.

d.

Develop your empathy persona.

listener
observer
investigator
detective
journalist
psychologist
anthropologist
?

which combination suits you and those that you are designing for?

d.#####

The beginner's mindset...



d.#####

em·pa·thy: the intellectual identification with or vicarious experiencing of the **feelings**, **thoughts**, or **attitudes** of another

d.#####

you can think through the experience of another by understanding it completely

you can feel what another is feeling by immersing yourself completely in an experience

d.#####

Map the user terrain.



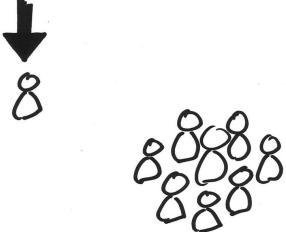
d. 

Think along continua.

Religious	↔	NOT religious
Have given to charities	↔	Have NOT given to charities
Wealthy	↔	Poor
Large local family	↔	No family around
Recent Immigrant	↔	Multi-generations in US
Self-identifies with Muslim community	↔	Does NOT self-identify with Muslim community

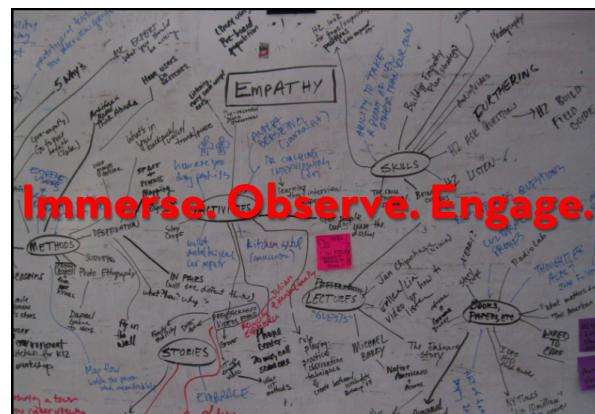
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SEEK and FIND Extreme Users



d. 

Immerse. Observe. Engage.

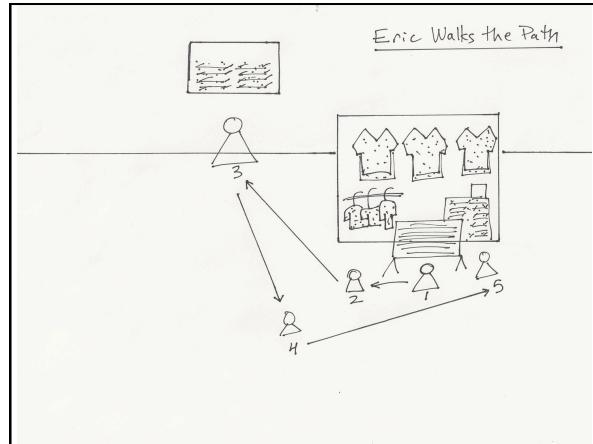


d. 



14 Sep 2012 Keshavnagar Market	
8:11 - set up to wash candle gray	8:
8:11 - light fire off	3:
sets aside green beans of neighbor stand	3:
8:22 - inspects candle flame, cuts off bad part with scissor; women comes by & bags up candle; apple, leaves up to PTD	3:
8:23 - goes off to buy seed; walks two stands over? Calls w/ other shopkeepers	3:
8:24 - people gaze at his stand (young couple), keep walking still talking at other stand	8:
8:26 - receives ro stand, plays with bags tries to light candle, it goes out (guess he gets matches from kernels partly on candle)	3:
8:27 - women & boy approach, talk to him, look at candle woman picks up candle; looks both down & shows woman picks up 2 more, fiber bowl, apple, small tree Beggar weighed + can be done!	3:

d. #####



d. #####

concrete	emotional
WHAT (what are they doing in the photo?)	HOW (how are they doing it?)
-little girl picking root vegetables	-she's smiling, even though it looks bigger than them, it looks fun
(why are they doing it this way? Take a guess!)	
-somehow it's been made into a game...gardening is fun...getting messy is fun to her?	

d. #####



d.❀❀❀❀❀



d.❀❀❀❀❀



d.❀❀❀❀❀



d.❀❀❀❀❀



d.⊕⊕⊕⊕

A.E.I.O.U

Activities	Environments	Interaction	Objects	Users

d.⊕⊕⊕⊕

OBSERVE THE BLOOD DRIVE

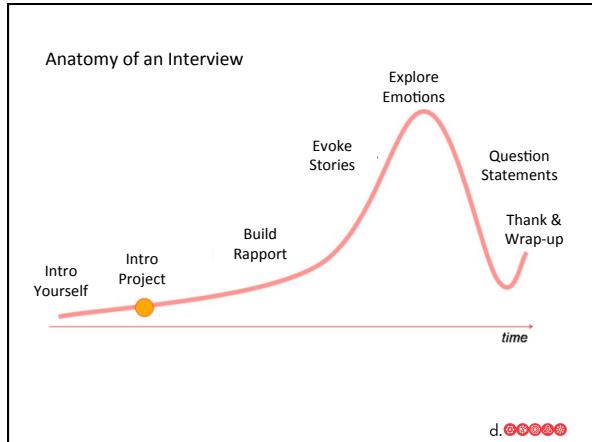
Reinsert video clip here. Download it from this link:
[http://www.frazerbradshaw.com/d.school/
BloodDrive-final-small.mov](http://www.frazerbradshaw.com/d.school/BloodDrive-final-small.mov).

d.⊕⊕⊕⊕

Immerse. Observe. Engage.

Have conversations...

d.⊕⊕⊕⊕



H2 Prep for an Interview

Question brainstorm

Finding themes

Question refinement

Learn about the gas station experience.

When do you typically fill up?
Is it a pain? why?
what is the worst part?
The best part?
How do you choose the gas station?
Have you changed your habits w/ gas prices?
How has the economy affected you?
How do you make big financial decisions?

d. #####

H2 Prep for an Interview

Question brainstorm

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Question refinement

Step-by-Step
1. Learn about the gas station experience.
Do you ever purchase other items? car wash?
When do you typically fill up?
Is it a pain? why?
What is the worst part?
The best part?
How do you choose the gas station?
Have you changed your habits w/ spending or gas prices?
Habits
How has the economy affected you?
Financial State
How do you make big financial decisions?
Decision-making process
Financial State
Decision-making process

d. #####

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Financial State
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d. #####

H2 Prep for an Interview

- Question brainstorm
- Finding themes
- Question refinement

Can you tell me about the **last time** you went to the gas station?

Walk me through your steps—
What do you do first?
Next?
What were you doing while waiting for it to fill up?

When driving up to the gas station, how do you **feel**?

Learn about the gas station experience.

Do you ever purchase other items? car wash?

When do you typically fill up?

Is it a gain? why?

what is the worst part?

The best part?

How do you choose the gas station?

Have you changed your habits of spending gas prices?

How has the economy affected you?

How do you make big financial decisions?

Financial State

Decision-making process

d. #####

Interviewing Rules

1st RULE: You do not say 'usually' when asking a question.

2nd RULE: If someone says "I think" or states a belief or seems to prefer one thing over another, then the conversation is NOT over. Ask why that's important.

3rd RULE: Only 10 words to a question.

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- 3rd RULE: Only 10 words to a question.
- 4th RULE: No binary questions, no leading questions.
- 5th RULE: Capture the interview!

d.⊕⊕⊕⊕⊕

What might be hard for you our team?

[discuss!]

d.⊕⊕⊕⊕⊕

What might be hard for you our team?

Things that help:

- Be honest
- Be humble
- Remind your user that everything is confidential
- Take your time
- Practice asking the hard questions
- Try again

d.⊕⊕⊕⊕⊕



needfinding: discovering people's explicit and implicit needs so that you can meet them through your designs

need: a physical, psychological or cultural requirement of an individual or group that is missing or not met through existing solutions

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some examples...

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The story of the acorn grinder...

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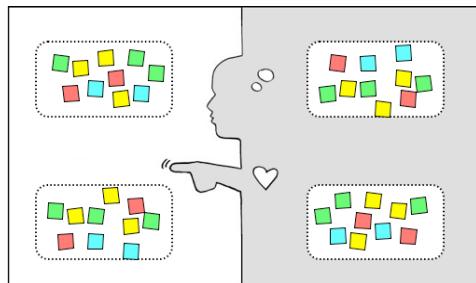
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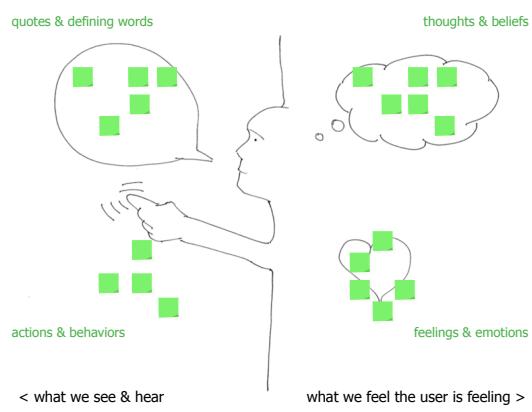
**...be persistent & dig for the big insight.
(you'll hit it out of the ballpark.)**

d.ooooo

User Empathy Map



d.ooooo



For the rest of today:

- Full group improv
- Begin to saturate your empathy map (20 min)
- Share with another team (5 min x 2)
- Share one emergent need nugget with full class (20 min)

d.ooooo

