

# Empathize and Understand

**Personas:** fictional characters, which you create based upon your research in order to represent the different user types that might use your service, product, site, or brand in a similar way. Creating personas helps the designer to understand users' needs, experiences, behaviors and goals.

## How to create personas?

- **Do research:** Conducting interviews with customers or users, Making assumptions, Taking advantage of other data sources,
- **Segment your audience:** group of customers with similar characteristics, needs, goals, and behaviors.
- **Decide on the layout:** Personas can have different layouts as they depend on your Persona's type and purpose.

- **Set demographic info:** like name, photo, age, marital status, job, income, residence, and so on
- **Describe the Persona's background:** everything you know about your Persona's background. Remember that any tiny detail may lead to valuable insight for your business. avoid unnecessary information that may cause cluttering and confusion.
- **Define Persona's goals:** Defining Persona's goals is extremely important because it allows you to see how your goals align with the goals of your customers or users.
- **Define motivations and frustrations:** Finding what motivates and frustrates your users or customers is something you must include in your Personas. Once done, it will illuminate what you can do to win their hearts and loyalty.

## Hook Canvas:

**Design Thinking is about understanding users, creating solutions for their needs, and iterating based on feedback. The Hook Canvas helps focus on user engagement and building habits around those solutions**

**Hook Canvas:** is based on the idea that a digital service or product can become a habit for a user.

## Trigger

**External Trigger:** relevant triggers of an action for your various personas?

**Internal Trigger:** What does the user want and how can we make more effective. What existing trigger for an actions are generally valid

## Action

What is the simplest action that our user must perform to be rewarded

Have we already minimised the effort to such an extent in order to perform the action for the user.

## Investments

How the persona release the next action  
What possibilities are there to close this loop in better ways

## Variable Rewards

How is the user rewarded?  
Does the reward develop beyond the original goal?

## The Four Stages of the Hook Canvas :

**Trigger:** This is what initiates the user action. It can be internal (boredom, curiosity) or external (a notification, an advertisement).

**Action:** The specific behavior the user takes in response to the trigger. This should be simple and easy to do.

**Variable Reward:** This keeps the user engaged with the possibility of surprise or novelty. It can be social recognition, points.

**Investment:** This is where the user puts something into the product or service, making them more likely to return. This could be data, content they create, or completing a task.

## Example: Fitness App:

**Trigger** Internal (feeling sluggish) or External (push notification reminding you of your fitness goal).

**Action:** Open the app and begin a quick workout routine.

**Variable Reward:** The app congratulates you on your workout, shows progress towards a goal, or awards points that can be redeemed for a virtual reward.

**Investment:** The app tracks your data, motivating you to continue and see progress over time.

By understanding these stages,

you can design a product or service that users will not only find useful but also keep coming back to.

## Job to be done framework:

- The Problem statements look familiar with us.
- Look at the properties of the product and then consider other factors.
- Focuses on change in behaviour and customer needs

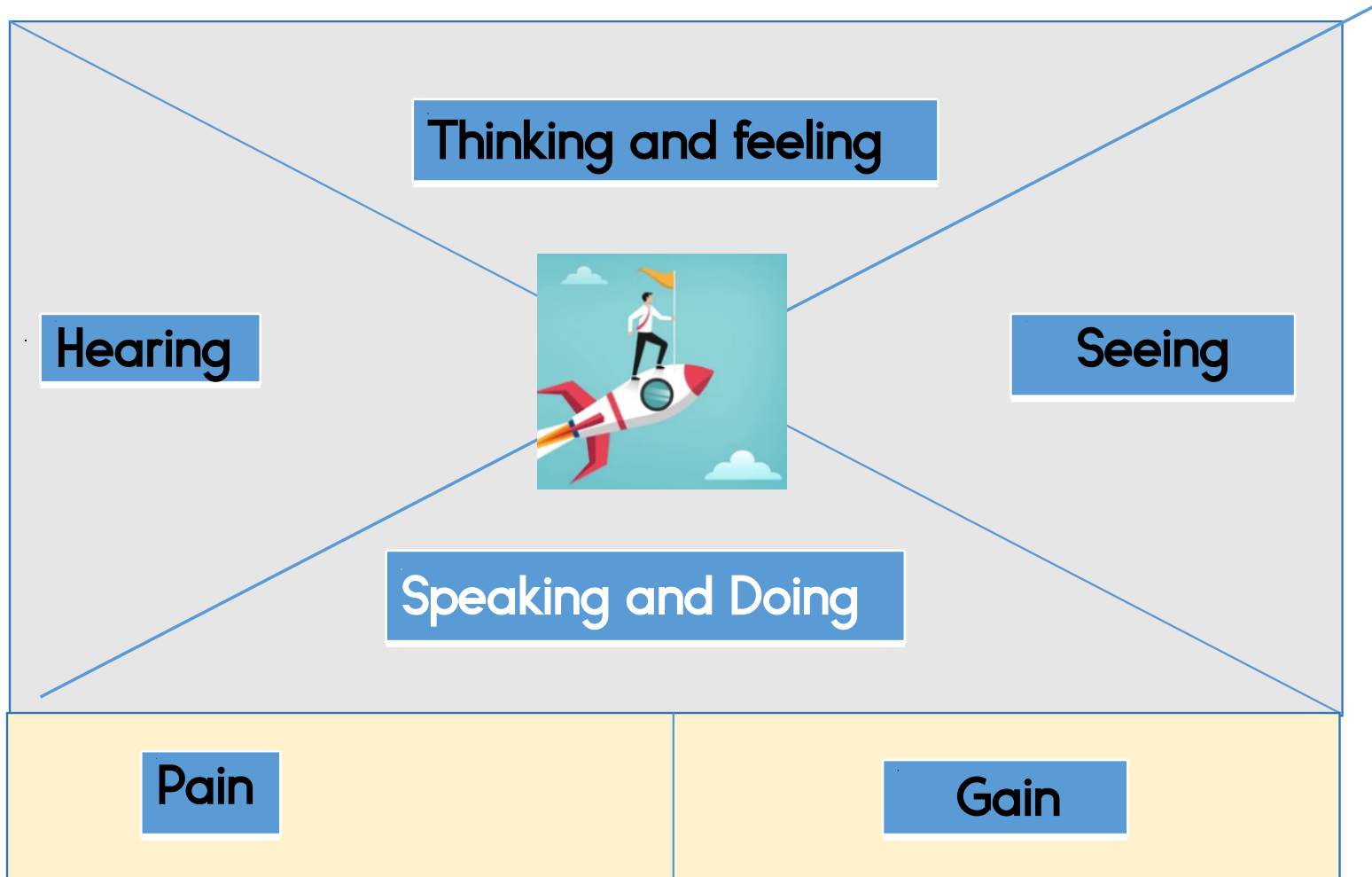
- ❖ When
- ❖ I want to
- ❖ So I can

## Create Future User:

- In radical innovation Projects the time horizon is far longer. It may take ten years before a product is launched. If its target group is 30 - 40 years old it means that its users now are 20 - 30 years old.
- It expands the classic persona by analysing today's persona and its developments over the last few years.
- Future target group is interviewed at their present age. Subsequently , the mindset motivation, lifestyle are explored to get a better idea of the future user.
- The method is easy to apply it is the best to start with the profile of current users and underpin with the facts , market analysis ,online survey , personal interview. and so forth



## Empathy Map:



## Empathy Map:

Thinking and feeling: Hopes and worries

Seeing : Environment, Market , Family

Hearing : Influencers, friends and other experts

Speaking and Doing: Attitude , Behaviour and Dealing

Pain: Obstacles, Chalanges , Fear

Gain : Whishes and Goals

## A,E,I,O,U Methods:

- To obtain initial Knowledge on the user.
- Put some structure into the observations.
- To make the task more clear.
- Understand potential user behaviour in proper ways.

AEIOU is broken down into five categories:

<b>Activities</b>	<b>What happens ? What are the people doing? What is their task? What activities do they carry out? What happens before and after?</b>
<b>Environment</b>	<b>What does the environment look like ? What is the nature and function of the space?</b>

<b>Interactions</b>	<b>How do the systems interact with one another?</b> <b>Are there any interfaces?</b> <b>How do the user interact among one another?</b> <b>What constitute the operations?</b>
<b>Objects</b>	<b>What objects and devices are used ?</b> <b>Who uses the objects and in which environment?</b>
<b>Users</b>	<b>Who are the users ?</b> <b>What role do the user play?</b> <b>Who influences them?</b>

## Check critical Assumption:

- Formulate the ideas and then visualise the ideas:
- Formulate the need assumption of the ideas:
- Identify the critical assumption:
- Random encounters:
- Review the critical Assumption:

## Need Assumptions of the idea:

- What does the user want to achieve by applying our ideas?
- What motivates the user to use our ideas?
- What prevent the user to use our ideas?

## Need Finding Discussions and Interview:

- Logical sequence
- Plan the course of interview in advance
- Gain the trust of interviewee
- Proper preparation



## Some of the steps in need finding interview:

### 1. Introduction:

- introduce yourself and explain the reason for the request as well as course of the interview.
- Create an atmosphere in which the respondent feels comfortable
- Respondents must have the feeling they are appreciated and understand that their knowledge and experience are valuable to us

## 2.Actual Begining:

- Introduce them self at the begining
- General and open questions
- Deeper with the questions
- Expand and clarify the issue
- People questioned feel comfortable and win the trust

### 3. Create Reference:

- Find recent examples that the person remembers well
- Motive is to bring the person closer to the topics and problems
- Continue to build trust assure the interviewee that their answers are important to us and helpful to us
- If the desired depth is not reached, ask for more stories and experiences

## 4. Grand Tour:

- Deepen other critical topics and search for contradictions
- Get to the bottom of details if possible
- Things that were hidden bring to light
- If the interviewees trust us they can open up and share exiting stories and needs with us that would have remained hidden in a normal interview

## 5. Reflection

- Express the gratitude for the important findings
- Summarise the main point from our point of view
- Point out inconsistencies and emphasize important items
- Ask the “Why” Questions and dig deeper, if necessary

## 6. Wrap-up

- Give enough space and time
- Thanks the interviewee for the conversation, the time spent with us, and the insight we gained.
- Give the interviewee the opportunities to ask us questions
- Summarize the most important finding both in terms of content and approach

## Lead Users:

- The Term lead user are coined by Eric Von Hippel
- The observation and questioning of Lead user can help to identify future customer need.
- Lead users are the users who have the need and requirements earlier than the mass market and hope for the particularly high benefits and competitive edge

## Three Steps approach to involve lead users:

- We identify needs and trends
- We search for lead users and lead experts
- We develop solutions concept



## WH Questions:



<b>What</b>	<b>Who</b>	<b>Why</b>	<b>Where</b>	<b>When</b>	<b>How</b>
What is the problem?	Who is involved?	Why is the problem important?	Where does the problem occur?	When did the problem begin?	How could this problem be an opportunity?
What would we like to know?	Who is affected by the situation?	Why does it occur?	Where was it already resolved before?	When do people want to see results?	How could it be solved?
What are the assumptions that are scrutinized?	Who decides?	Why was it not yet solved?	Where did similar situations exist?	When can the project be started?	What has already been tried to resolve the problem?

## WH questions

- Create a set of WH questions
- Make a list of possible sub questions
- Try to answer all wh questions
- If a WH question doesnot make sence in the context skip it
- Try to find out more than one answer to every questions
- Conflicting answers can be of particular interest
- Evaluate the answers only in the end

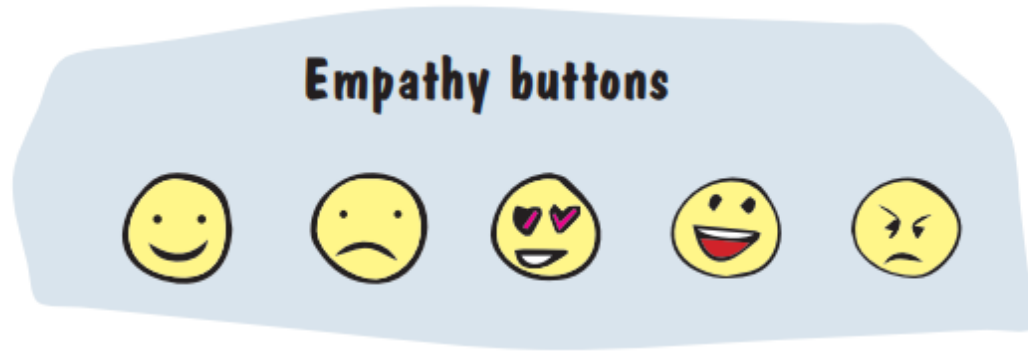
## Talking Stick:

It is a tool for empathy and attention. In a meeting a stick is given to one person. This person explains his standpoints and keeps the talking stick until he feels the other participants in the meeting have understood him. The other participants listen and ask other comprehensive questions otherwise remains silent.

## Benefits of talking sticks

- Members improve their ability to listen
- Being understood boost the willingness to compromise
- members willing to change perspective is nurtured and promoted
- everyone get the chance to speak and is allowed to finish what he has to say
- Only one person speaks at a time which has a positive impact on acoustic comprehension

## Empathy in UX design and the digital environment:



- In digital environment empathy has become a pivotal element for linking context with emotions. such as love, laughter, anger facebook is a good example.
- Simplicity convince Users

## Assignments:

- 1.Explain how empathy influences the outcomes of Design Thinking.
- 2.Define the Guidelines for an Empathetic Research.