

EMPATHISE

Empathise is a mechanism to understand and share the feelings of your users to foster deep user understanding and be able to uncover the deep user insights and needs.

Purpose:

- Deep Understanding of the User
- Feelings, Needs, Life
- Be in the shoes of your users, experience same and gain fresh insights and uncover their needs
- Develop passion to act and help and inspire us to find new solutions



METHODS & TOOLS

Observation



User Interviews



Needs Finding



Persona
Development



Field Observations

- Structured approach to observing people in their natural Environment to uncover user insights and fresh perspectives of people and their behaviours

DEEP USER INTERVIEW

An art of conversation to elicit stories and uncover deep user insights and needs – both latent and unmet needs

NEEDS FINDING

Human process of making sense & transforming your observations and deep user interviews into usable data cluster & meaningful insights to uncover the unmet needs of your users.

PERSONA DEVELOPMENT

- A process of humanising your target users, giving voice and character and making them real.

Field Observations

It is a structured approach to observing people in their natural Environment rather than in a formal research setting. It is to uncover user insights and fresh perspectives of people and behaviour.

- Attentive (in the presence)
- Curious (keep asking why?)
- Perceiving with all your senses
- Open-minded to learning

Methods to conduct observation:

Shadowing
(A Day in the Life)

Fly on the Wall

Site visits

Body storming

- **Shadowing** allows the researcher to experience the individual's environment firsthand, understanding the context and challenges they face.
- **Fly on the wall**, The goal is to observe individuals or groups without influencing their behavior, allowing them to act naturally.
- **Body storming**, Use your body pretending to be them! You walk around like them, use your hands like them, and see the world through their eyes.

POEMS framework

- **People:** Who are involved? (e.g. commuters, street vendors, office workers, children, motorists, delivery men, etc.) What roles do they play? How are the people engaging with each other? How are they related? What is the relationship? What is the social context?

Objects:

What artifacts are important? (e.g. bus stops, signage, traffic lights, benches, etc.) What roles do they play? How are people engaging with the objects, and with their surrounding? What is interaction? How does the object influence people's behavior?

Environment:

- Where is the action taking place? (e.g. public bus, road side, government office, garden, etc.) What is happening? What are the people doing? How do the people behave in this environment? How does the environment influence people's behavior? What is the mood? Ambience?

Messages & Media:

What are the messages and communication media used? (e.g. signage, online materials, posters, apps, etc.) What roles do they play?

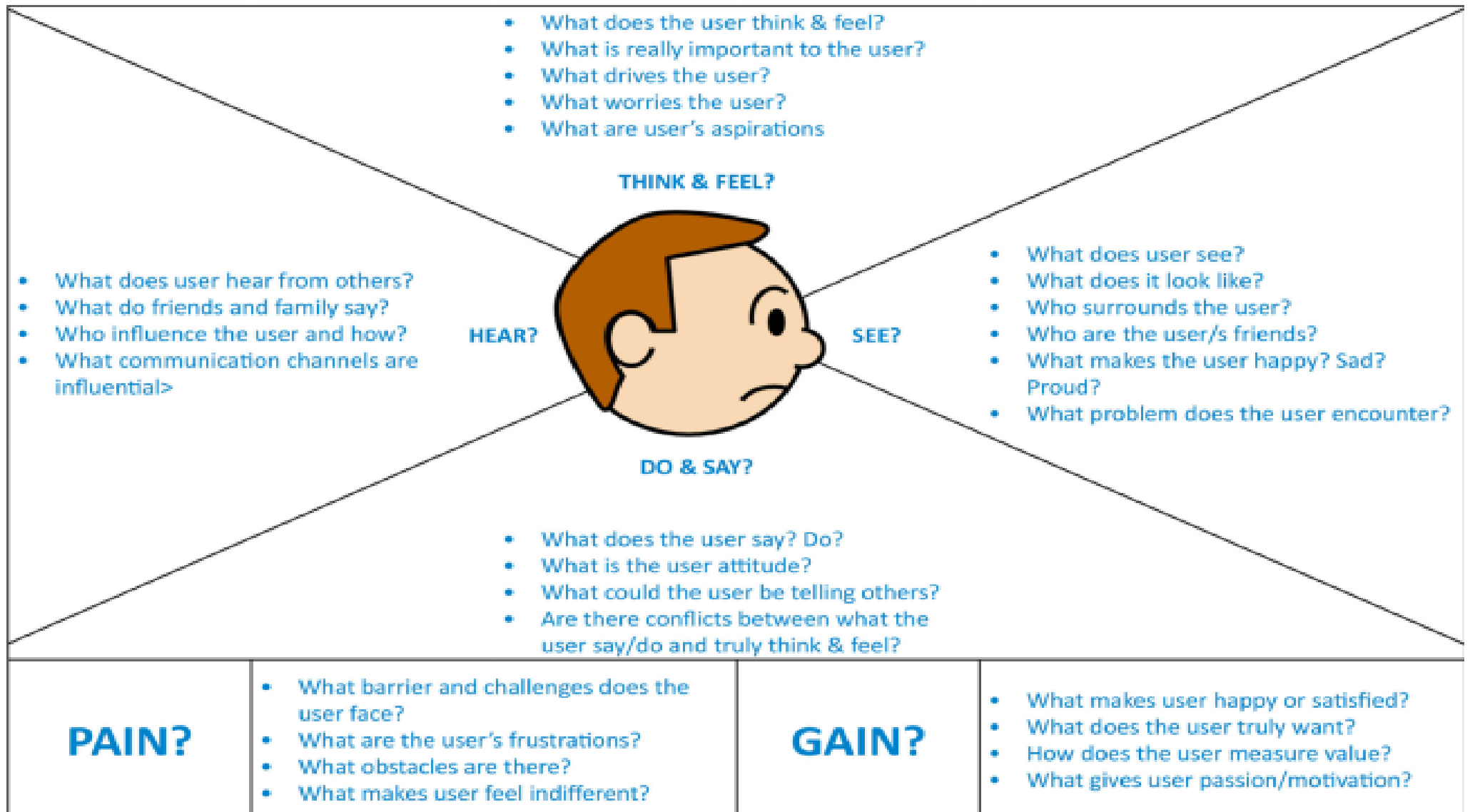
Services:

- What are the services and support systems provided? (e.g. registration, library services, hands-on guide, online booking, etc.)

Deep User Interview

- Deep user interview is an art of conversation to elicit stories and to uncover deep users' insights and needs – both latent and unmet needs through understanding of the users'

- Behaviour & feelings,
- Goals,
- Motivations,
- Aspirations,
- Values,
- Beliefs,
- Pains and challenges.



FIVE MAIN ACTIVITIES OF DEEP USER INTERVIEWS

ASK

Ask Open Ended

LISTEN

Listen for Deeper

OBSERVE

Observe with All

SENSE

Make Inference

RECORD

Record Everything

DEFINE

*The relationship between the empathize and define stages can best be described in terms of **analysis and synthesis**. In the empathize phase, we use analysis to break down everything we observe and discover about our users into smaller, more manageable components—dividing their actions and behaviour into “what”, “why” and “how” categories, for example. In the define stage, we piece these components back together, synthesising our findings to create a detailed overall picture.*

Why is the define stage so important?

- *The define stage ensures you fully understand the goal of your design project and provides a clear-cut objective to work towards.*
- *Without a well-defined problem statement, it's hard to know what you're aiming for. Your work will lack focus, and the final design will suffer.*

- As the second step in the Design Thinking process, the define stage is dedicated to defining the problem:
- what user problem will you be **trying to solve?**
- In other words, what is your **design challenge?**
- The define stage is preceded by the **empathize phase**
- you'll have learned as much about your users as possible, conducting interviews and using a variety of immersion and observation techniques.
- Once you have a good idea of who your users are and, most importantly, their wants, needs, and pain-points, you're ready **to turn this empathy into an actionable problem statement.**

What is a problem statement?

- Identifies the GAP between the problem and the GOAL
- user problem = unmet need
- Designing a solution - meets this need, you can satisfy the user.
- A problem statement, or point of view (POV) statement, frames this problem (or need) in a way that is actionable for designers.
- It provides a clear description of the issue that the designer seeks to address, keeping the focus on the user at all times.

- Writing a meaningful problem statement can be extremely challenging.
- How do you condense all the complexities of the user's conscious and unconscious desires into one simple, actionable statement?
- Fortunately, there are some tried-and-tested methods that will help you do just that.

- ❖ **From the user's perspective:** "I am a young working professional trying to eat healthily, but I'm struggling because I work long hours and don't always have time to go grocery shopping and prepare my meals. This makes me feel frustrated and bad about myself."
- ❖ **From a user research perspective:** "Busy working professionals need an easy, time-efficient way to eat healthily because they often work long hours and don't have time to shop and meal prep."
- ❖ **Based on the four Ws—who, what, where, and why:** "Our young working professional struggles to eat healthily during the week because she is working long hours. Our solution should deliver a quick and easy way for her to procure ingredients and prepare healthy meals that she can take to work."

The four Ws

Asking the right questions will help you put your finger on the right problem statement. With all your findings from the empathize phase in one place, ask yourself the four Ws:

Who, what, where, and why?

Who is experiencing the problem? In other words, who is your target user; who will be the focus of your problem statement?

What is the problem? Based on the observations you made during the empathize phase, what are the problems and pain-points that frequently came up? What task is the user trying to accomplish, and what's standing in their way?

Where does the problem present itself? In what space (physical or digital), situation or context is the user when they face this problem? Are there any other people involved?

Why does it matter? Why is it important that this problem be solved? What value would a solution bring to the user, and to the business?

To help identify the root cause, or the problem behind the problem, ask the people directly involved.

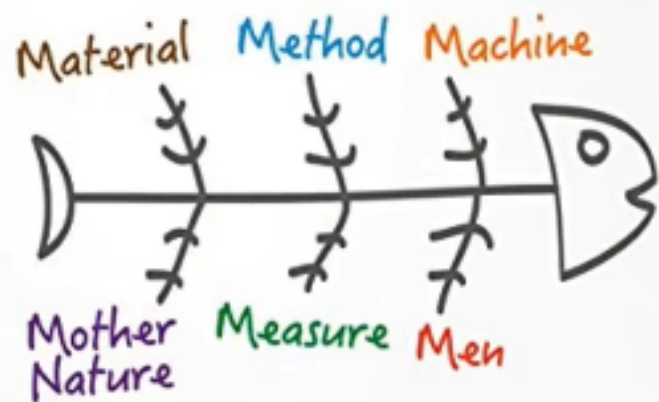
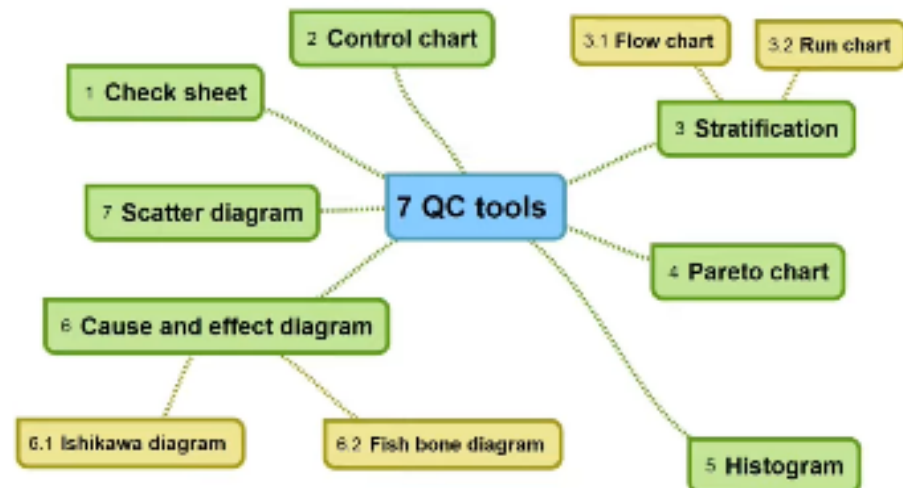
The Ishikawa diagrams (also called fishbone diagrams) is a good visual way of showing potential root-causes and sub root-causes.

Fishbone Diagram

It is one of the Seven basic tools of quality control

About **90 %** of Quality related problems can be solved using these 7 QC tools.

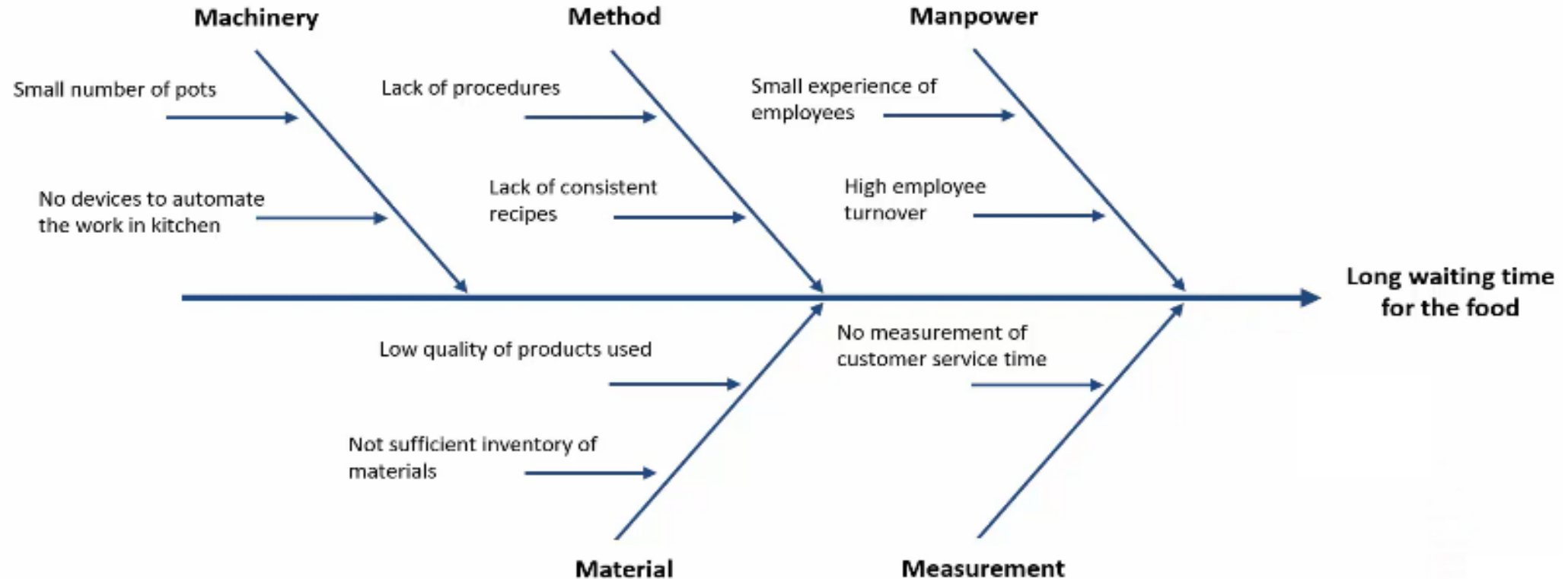
The design of the diagram looks much like a skeleton of a fish. Fishbone diagrams are typically worked right to left, with each large "**bone**" of the fish branching out to include smaller bones containing more detail



Fishbone Diagram Example

- Suppose you run a business selling products online and your website unexpectedly crashes.
- You decide to use a fishbone diagram to perform a deep analysis of what caused the crash.
- There are four steps to using a fishbone diagram:
 - State the problem.
 - Define your categories.
 - Brainstorm each category.
 - Analyze your results.

Let's have a look at the example of Fishbone Diagram which was used to describe the causes of a problem – long waiting time for the food



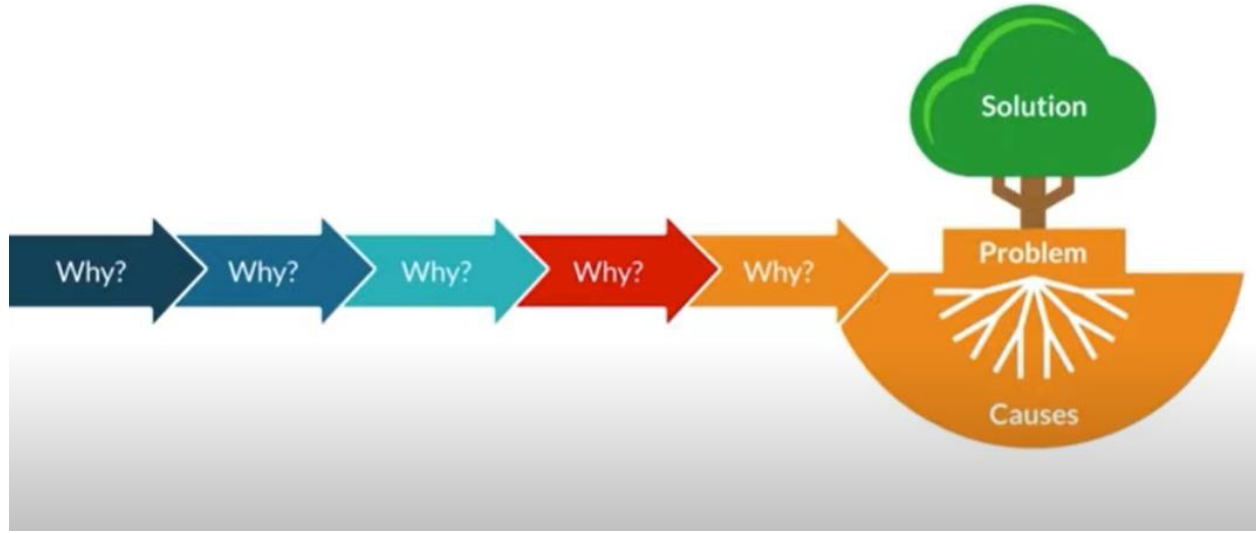


Pros

- Display relationships clearly and logically
- Comprehensive root cause analysis
- Easy to implement
- Facilitate brainstorming
- Help maintain team focus
- No special skills required

Cons

- Extremely large space is needed for creating fishbone .
- Not easy to update
- Not used for reactive risk management activities
- Interrelationships between causes are not easily identifiable



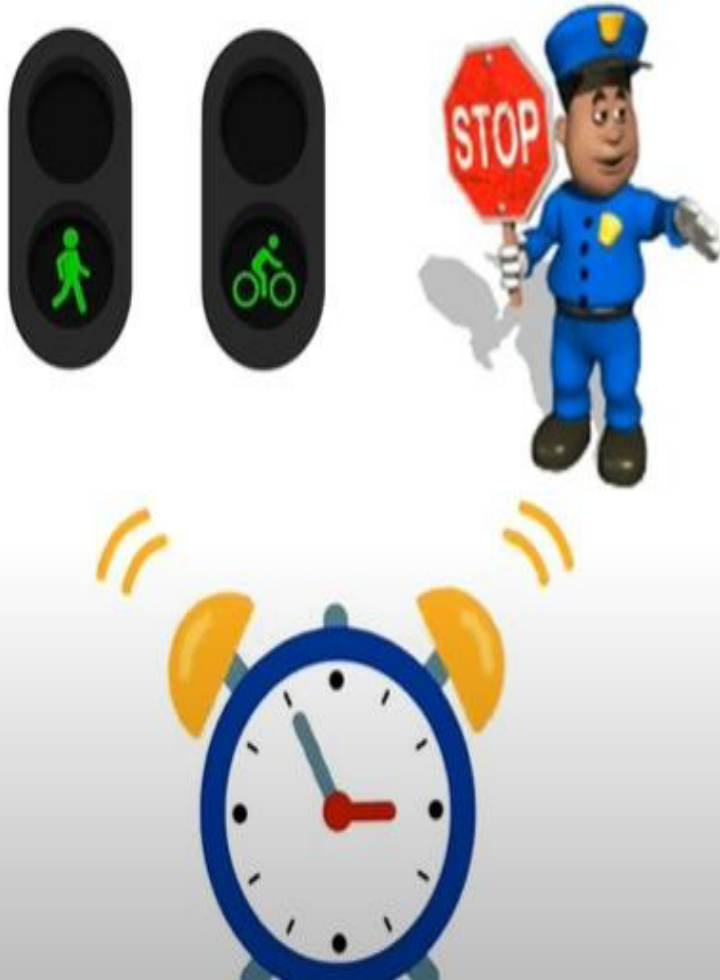
Another popular technique to compliment and understand the problem behind a problem is the 5 whys methods which is part of the Toyota Production System

The 5 Whys

- Fact: sometimes things go wrong.
- Sometimes you need more than a quick fix.
- The 5 Whys by asking why 5 times to find the root cause of your problem.



Problem statement: Crossed the red light.



Why 1: Why he crossed the red light

Why 2: Because he was late for work

Why 3: Because he woke up late in the morning

Why 4: Because alarm clock was not working

