

# The Art of Empathizing

## What is Design Thinking — USERDES SS191

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Design Thinking is a design methodological approach but emphasizes on innovation. Ms. Rebecca mentioned that this methodology allows different ideas, throwing out what a person know and starting from scratch, it opens endless possibilities (Linke, 2017). Moreover, it is not limited on innovation; it is also centered on humans, empathizing is a step, where the methodology eyes on yielding quality services and product that may satisfy the consumers or audience (IDEO, 2020).



The five steps of design thinking are: **Understanding the Problem** (Define); **Observe Users and Interpret Results** (Research or Define); **Generate Ideas** (Ideation); **Prototype or Experiment** (Prototyping); **Test, implement, or improve** which are also called as Tests or Objectives (SAP User Experience Community , 2017).

We can put similarity with design thinking along with philosophy. Whereas people put boundary between the factor: emotions and rationality. In this case, we can utilize these factors to further improve and yield an innovative idea by following this methodology. The empathy map, the pain points, along with the Persona and storyboards allows the innovators or individuals who utilizes this methodology to foresee and have a discourse on how to further tweak the idea they currently have.



Art has technicalities to follow — in this case, emotions has a rational approach and may yield to innovation. In a surface level of observing, empathizing may seem like an investment of emotion in order to understand one person but in reality, mind and heart must come in play.

Thus, Design Thinking is an **Art of Empathizing**.

