chapter – 4

Define

Design Thinking

The method describes a human-centered, iterative design process consisting of 5 steps

EMPATHIZE   DEFINE   IDEATE   PROTOTYPE   TEST

Design Thinking

A 5 Stage-Process

| empathize | define | ideate | prototype | test |
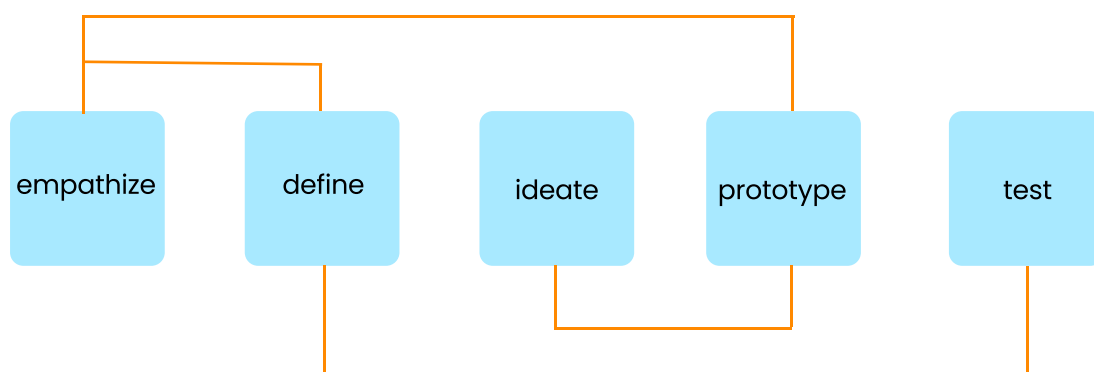
These stages are not always sequential. Designers will find the stages often occur in parallel and see repeated use on an iterative basis.

Over view

During the Define stage of Design Thinking, you put together the information you have created and gathered during the Empathize stage.

You analyze your observations and synthesize them in order to define the core problems you and your team have identified so far.

Empathy Mapping
over view

Visualizing user attitudes and behaviors in an empathy map helps UX teams align on a deep understanding of end users. The mapping process also reveals any holes in existing user data
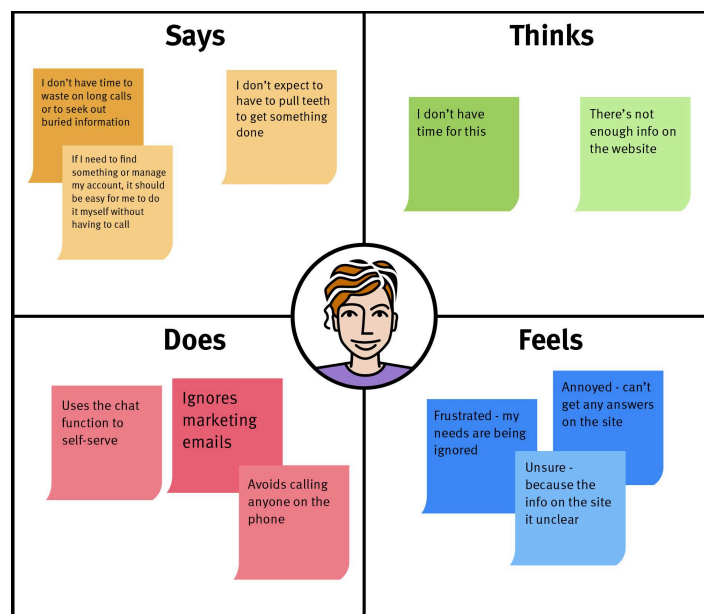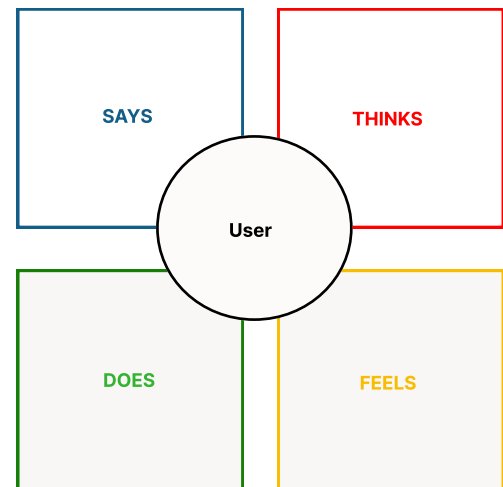
Empathy Mapping
traditional maps

Traditional empathy maps are split into 4 quadrants (Says, Thinks, Does, and Feels), with the user or persona in the middle.

Empathy maps provide a glance into who a user is as a whole and are not chronological or sequential.
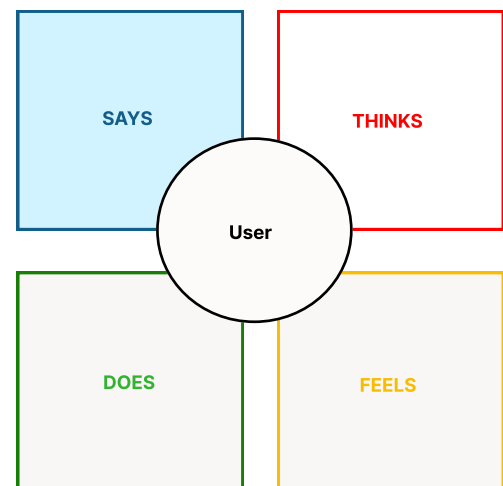
SAYS	THINKS
User	
DOES	FEELS

Says Quadrant
empathy map

The Says quadrant contains what the user says out loud in an interview or some other usability study. Ideally, it contains verbatim and direct quotes from research.

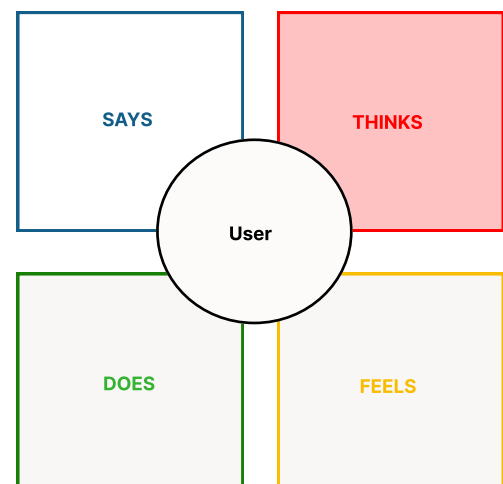"I want something reliable." "I don't understand what to do from here."

SAYS	THINKS
User	
DOES	FEELS

Thinks Quadrant
empathy map

The Thinks quadrant captures what the user is thinking throughout the experience.

Try to understand why they are reluctant to share — are they unsure, self-conscious, polite, or afraid to tell others something?
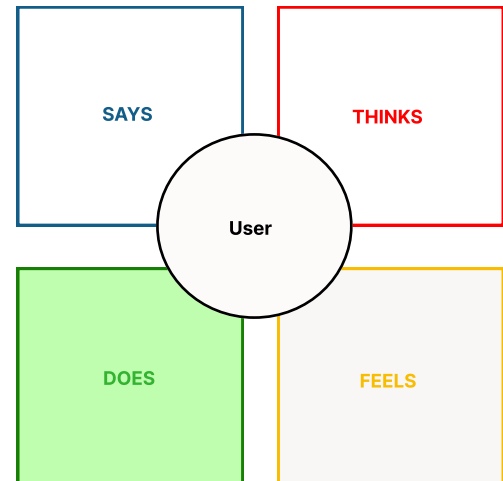
SAYS	THINKS
User	
DOES	FEELS

Does Quadrant

emapthy map

 The Does quadrant encloses the actions the user takes. From the research, what does the user physically do? How does the user go about doing it?

 Refreshes page several times. Shops around to compare prices. or sequential.

SAYS	THINKS
DOES	FEELS

User

Feels Quadrant

empathy map

 Ask yourself: what worries the user? What does the user get excited about? How does the user feel about the experience?

 Impatient: pages load too slowly
Confused: too many contradictory prices
Worried: they are doing something wrong

SAYS	THINKS
DOES	FEELS
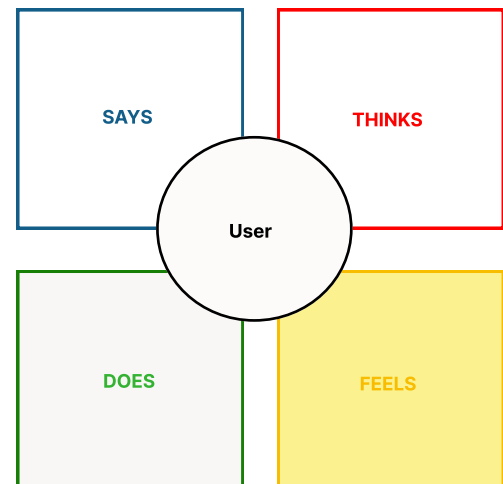
User

Why We Use Empathy Maps?

Importance of Empathy Map

Capture who a user or persona is The empathy-mapping process helps distill and categorize your knowledge of the user into one place. It can be used to:.

- Categorize and make sense of qualitative research
- Discover gaps in your current knowledge and identify the types of research needed to address it. A sparse empathy map indicates that more research needs to be done.

Persona Sample

Jing (28)
Product Manager

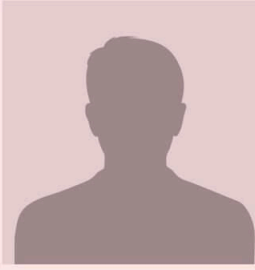## MOVIATIONS

TAKE NICE PHOTOS

EAT NICE FOODS

STAY AT COMFORT PLACES

PERSONALITY

Jing is a Product Manager who loves to travel around the world, she very busy with her works, she always wants to fly to someplace at every weekend and have a short trip.

GOAL

"I want a service can help me plan a short trip. I want them to prepare everything for me from flight tickets, hotels, restaurants... I just want to backpack and go, don't want to think anything, just rest someday and back to work"

Trait 1   Trait 2   Trait 3   Trait 4

Goals
- A task that needs to be completed.
- A life goal to be reached.
- Or an experience to be felt.

Frustrations
- The challenges this user would like to avoid.
- An obstacle that prevents this user from achieving their goals.
- Problems with the available solutions.

Bio
The bio should be a short paragraph to describe the user journey. It should include some of their history leading up to a current use case. It may be helpful to incorporate information listed across the template and add pertinent details that may have been left out. Highlight factors of the user's personal and of professional life that make this user an ideal customer of your product.

Remember - you may modify this template, remove any of the modules or add new ones for your own purpose.

Motivation
Incentive

Fear

Growth

Power

Social

Brands & Influencers

Preferred Channels
Traditional Ads

Online & Social Media

Referral

Guerrilla Efforts & PR

"A quotation that captures this user's personality."

Age: 1-100
Work: Job title
Family: Married, kids, etc.
Location: City, state
Character: Type

Personality

Introvert — Extrovert

Thinking — Feeling

Sensing — Intuition

Judging — Perceiving

Activity-1

**- Take 3 Kinds Of Leaves & Papers. Write What You See, Touch, Smell, And Feel
-Analyse The Statements And Prepare Empathy Map**

Activity-2

- While Buying A Mobile Phone, What You Are Looking Into. Write Down The Statements.
**- Analyse The Statements And Prepare Empathy Map**

Activity-3

- Prepare Empathy Map With Your Research Data
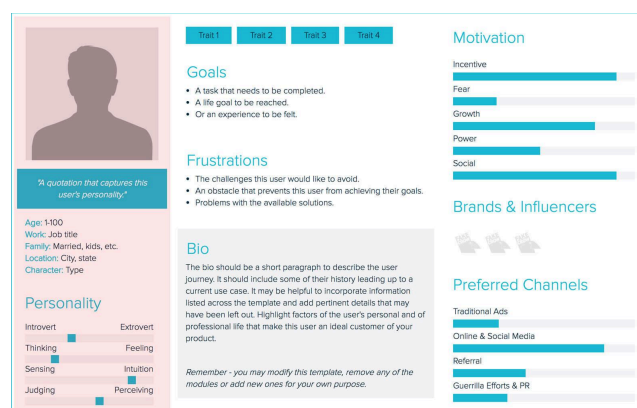
User Persona
over view

A user persona is a fictional representation of your ideal customer. A persona is generally based on user research and includes the needs, goals, and observed behavior patterns of your target audience.

You can find out how to create a user persona in this detailed guide.
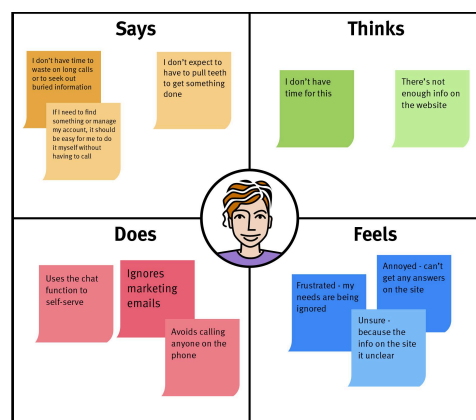
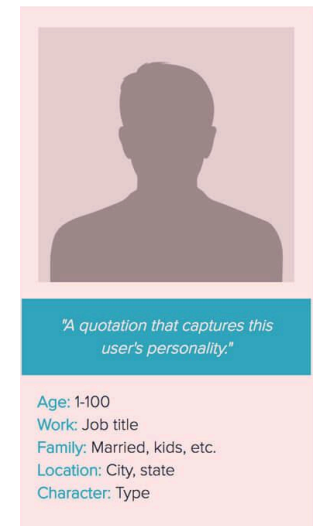# Why Do We Create User Personas?

 Whether you're developing a smartphone app or a mobile-responsive website, any user experience research job will require you to understand who will be using the product. Knowing your audience will help influence the features and design elements you choose, thus making your product more useful.

Basic Info
User Personas

1. Name, age, gender, and an image of the persona, preferably including some context in the backgroundz

2. A tag line, indicating what the persona does or considers relevant in his or her life

3. The experience and relevant skills the persona has in the area of the product or service you will be developing

"A quotation that captures this user's personality."

Age: 1-100
Work: Job title
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User Goals
User Personas

4. Some context to indicate how they would interact with your product or service (e.g. the voluntariness of use, frequency of use, and preferred device)

5. Any goals, attitudes, and concerns they would have when using your product or service

| Trait 1 | Trait 2 | Trait 3 | Trait 4 |

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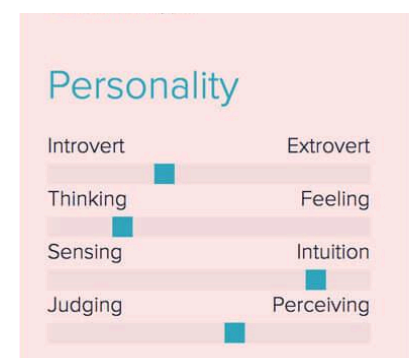- Problems with the available solutions.

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Personality Type
User Personas

6. Quotes or a brief scenario, which indicate the persona's attitude toward the product or service you're designing. If the persona already uses an existing product or service to meet his or her needs, you might describe the use of that here.

Personality

Introvert	Extrovert
Thinking	Feeling
Sensing	Intuition
Judging	Perceiving

| Trait 1 | Trait 2 | Trait 3 | Trait 4 |

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FAKE   FAKE   FAKE

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Referral

Guerrilla Efforts & PR

Mary

- Human rights defender from the Democratic Republic of Congo
- Well-known head of a human rights organization
- Travels internationally often
- Based in Goma, which was taken by rebels once last year
- Collects and collates documentation of abuse in rural regions

"Help me and my data stay physically safe so I can expose human rights violations."
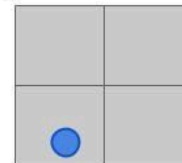
Technology expertise level
- Office-level computer skills
- Social media user

Technology use
- Documentation of sexual violence against civilians and roadside stop incidents.
- Staff store e-copies on the office computer, and paper copies in the office.
- No backups in a while.
- Files often have the names of the accused but not often the names of the victims.
- Physical security measures for the office include a guard, brick wall, and a gate.
- The office filing cabinet is locked but the key is kept in a drawer in the desk.

Access locations
- At work
- Roaming
- Three phones -- smart phone for social media, work cell, and personal

Threats from technology use
- Blind threats -- calls to her mobile from sources unknown
- Searches of her device at borders, by organized rebel groups or the army
- Unusual usage (VPNs, etc) may stick out as "suspicious" to the local government

Physical threats
- Kidnapping
- Sexual violence

Needs
- Access to the local and international organizations which are her allies and her protection
- To keep colleagues and family appraised of her whereabouts
- A break from the stress of worrying for her safety and meeting with victims of violence

Activity

- Prepare User Personas Based On Empathy Map

User Stories

Over view

User stories are short, simple descriptions of a feature told from the perspective of the person who desires the new capability, usually a user or customer of the system. They typically follow a simple template.

User Stories

template

As a . The role refers to the one who makes the action and who benefits.

I want . It is the action executed.

So That . It is the added value that the user gets from the action.

User Stories

Sample Story

As a library user, I want to search for books by title, with speed and ease-of-use, so that I can find all books with similar titles.

As a parent I would like to view different type of accomodation, so that i know my child will be living somewhere nice

As a parent I would like to view different type of accomodation, so that i know my child will be living somewhere nice

Activity-1

Create User Stories From Persona And Generate Ideas For Your Project.