|  |  |
| --- | --- |
| **GROUP:**    **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** | EMPATHY STUDY PLAN\_SAMPLE QUESTIONS  Use the template below to plan your group’s empathy study. Give as much details as you can so that your lecturer will be able to give you the necessary feedback. |
| **PROJECT STATEMENT** | **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |

Who will be interviewed?

(Think about the profile of your target users)

Where will the interviews be conducted?

(Think about the possible places your target users frequent)

What time of the week & day will the interviews   
be conducted? (Plan your schedule with   
your team mates and interviewees)

What are the different roles the members of the group will play? (Interviewer, observer, note-taker)

**WHAT KIND OF INFORMATION DO WE NEED TO FIND OUT ABOUT THE USER?**

**Where will the interviews be conducted?**

**(Think about the possible places your target users frequent)**

**What time of the week & day will the interviews   
be conducted? (Plan your schedule with   
your team mates and interviewees)**

**What are the different roles the members of the group will play? (Interviewer, observer, note-taker)**

|  |  |  |
| --- | --- | --- |
| Title | Details | Questions |
| Demographics and Habits | **Collect information on:**   * Age, Gender, Marital Status * Occupation * Hobbies * Personal Habits /Practices * Social Life |  |
| Personal Motivations | **Collect information on:**   * Aspirations * Inspirations * Motivations * Pain Points |  |
| Areas relevant to problem statements | **Collect information on areas related to the project statement:**   * Motivations * Pain Points * Etc. |  |