

UNIT 2

EMPATHIZE AND DEFINE

Empathise

When you feel what the other person is feeling and can mirror their expression, opinions and their hopes.

Why?

To discover people's explicit and implicit needs so that you can meet them through your design solutions.

Who are we designing for?

People are diverse. One thing commonplace in Europe is a completely foreign and weird concept in Asia. It's important to go out and talk to people, listen and learn from them.



Step 1: Empathise

The User Persona

Persona

Background

Family background, education, childhood,

Motivation

What motivates the individual

Doubts / Fears

What are the doubts / fears faced by the individual

Challenges faced

Challenges faced by the person in dealing with his stakeholders

Aspirations

What this individual aspires to be / his vision

Construct a story while explaining the persona to your peers and document the insights



Hindustan Unilever Limited



चमकते रहना

Parvathi – RIN USER

Background

- *Belongs to a middle class family*
- *Graduate in an arts college*
- *More than one sibling*
- *Could be a working woman or a home-maker or a recently graduated student*

Challenges faced

- *Needs a detergent within the budget that takes care of the clothes*
- *Spending too much money on detergents and other natural resources like water.*
- *Unable to portray her integrity and uprightness*

Motivation

- *Excellence in whatever she does*
- *Good feedback about her activities (either peers or neighbours or family)*

Doubts / Fears

- *She doubts that colleagues envy her & doesn't want to hand them any issue.*
- *E.g: A spot of dirt on cloth/uniform should not become a major embarrassment for her*

Aspirations

- *She wants to stand different from the crowd either in the neighborhood or at her workplaces*
- *Wants to make her parents and siblings proud*

The Target User wants herself to be unique among her peer group & cherishes excellence in her field.

The logo features a stylized sunburst or flower-like icon in red and orange above the brand name.
Surf
excel
matic



Padma - SURF EXCEL USER

Background

- Financial background is Upper middle class & elite economy class of the society
- A post-graduate in a reputed institute
- Has travelled abroad for holidays
- Residing in upmarket locations , gated community locations of city
- Has kid(s)

Challenges faced

- Though she would love her kids to play in open, she would definitely not scold them for soiled clothes. She would keep on encouraging them . She has clothes for her kids in abundance & necessary best-in-class washing machine available.

Motivation

- Liberty for kids & Freedom to try new things which are beneficial for kids' learning motivates her.

Doubts / Fears

- She feels that nowadays kids don't get involved in physical games & activities. She fears they may never get exposed to benefits of outdoor games, develop sportsmanship etc.

Aspirations

- She aspires to be a caretaking mother & wants to give freedom to her kids to enjoy the nature, play outdoor games, develop more friends etc .

The Target User cherishes freedom for her kids & wants to look supportive in helping her kids to get their hands dirty in exploring variety of things.

Name: Cathy

Age: 67

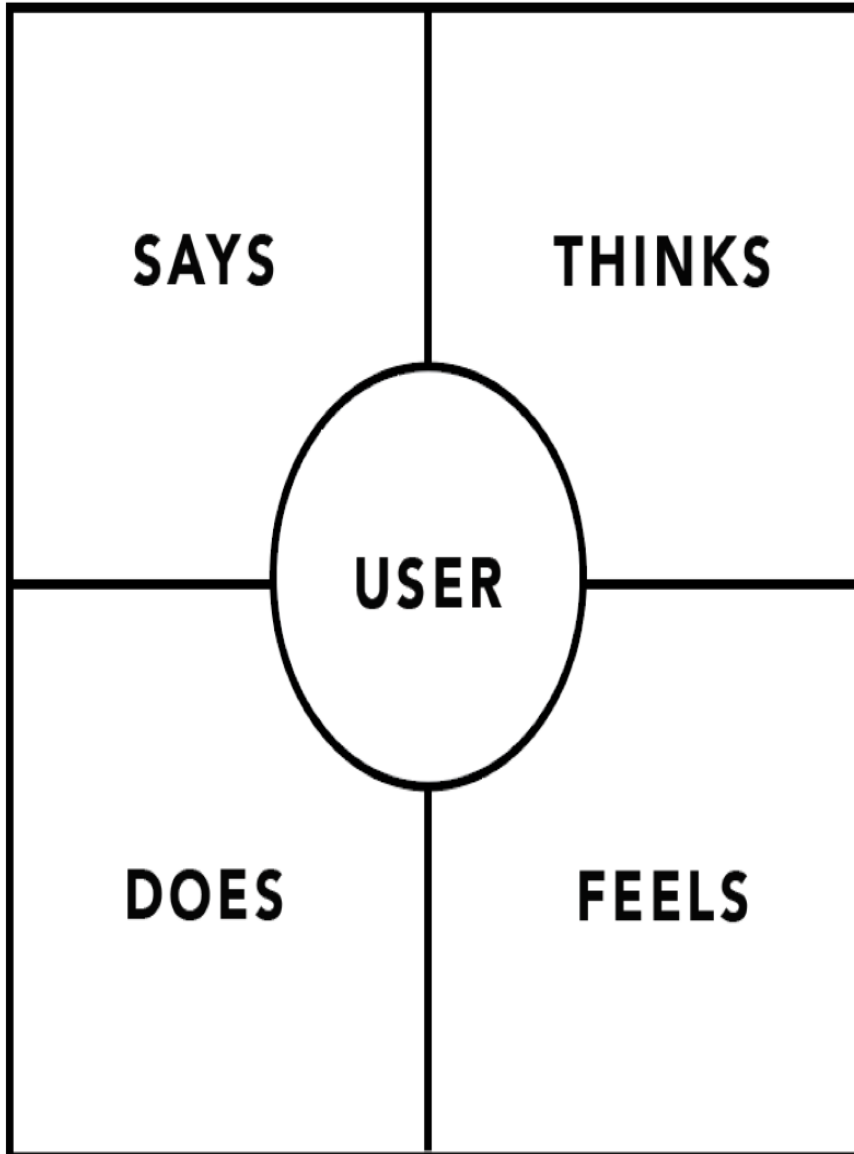
Pains: Has Arthritis in hands

Hobbies: Knitting, cooking

Needs: Ways to get through day without pain

Empathise
Empathy Map

EMPATHY MAP



Says : What does user say in public and how he behaves
"I want something reliable."
"I don't understand what to do from here."

Thinks : What is going inside the mind of the user
"This is really annoying."
"Am I dumb for not understanding this?"

Does: Research on his behavior aspects
Refreshes page several times.
Shops around to compare prices.

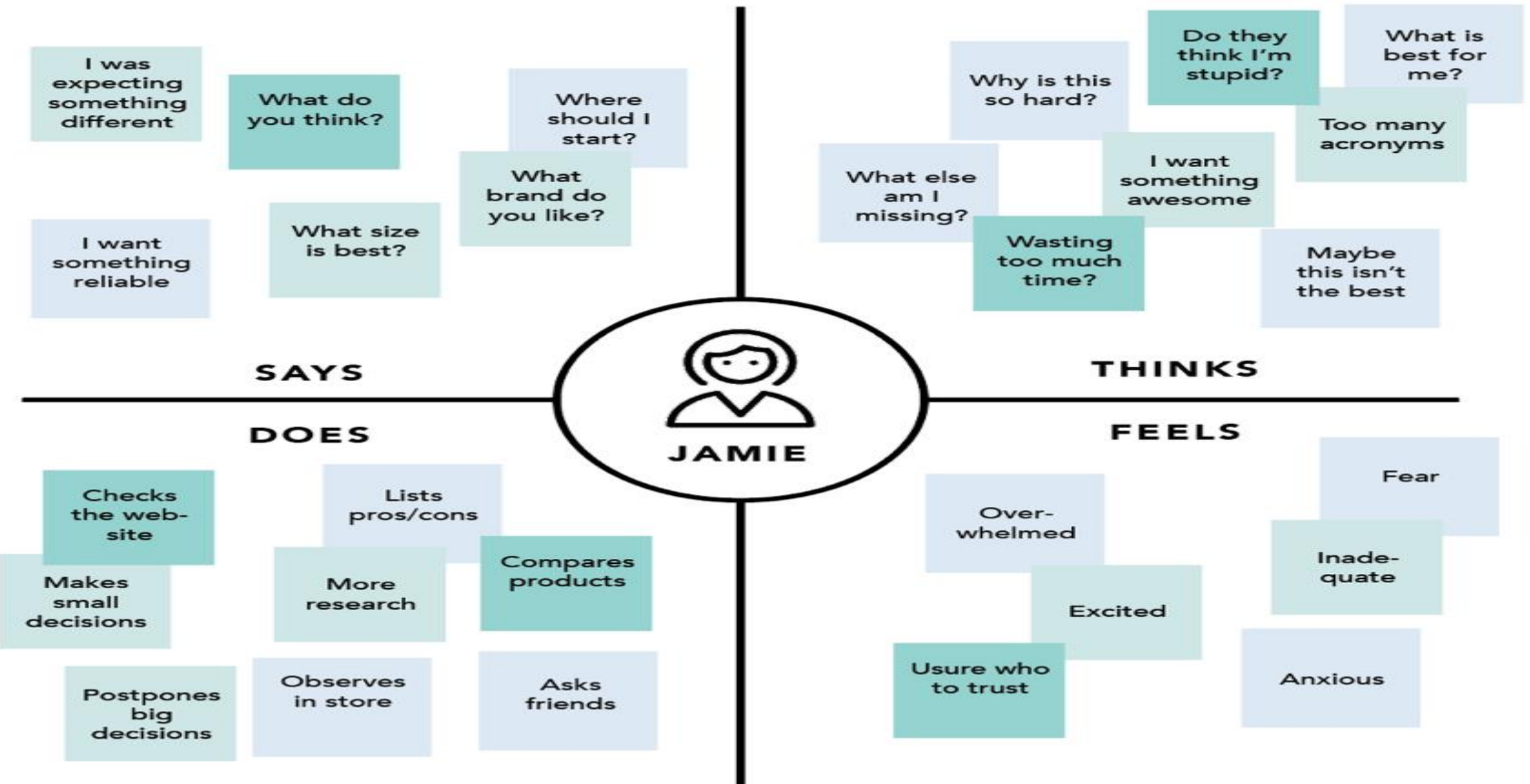
Feels: How he internally feels emotionally
Impatient: pages load too slowly
Confused: too many contradictory prices
Worried: they are doing something wrong

Empathise with your user so you can make better decisions.

1. Write the goal of the user in the middle. 'Cathy needs an easy-to-use tool to help her with some delicate tasks'.
- 2. Spend 10 minutes** writing your assumptions on notes for each section.
3. Stick them up and **talk through these assumptions with your teammate.**

10 Minutes activity

EMPATHY MAP *Example (Buying a TV)*



Journey Map of Customer

Define Your Map's Business Goal

Before creating a customer journey map, you must ask yourself **why you're making** one in the first place. *Clarify who will use it and what user experience it will address.*

Conduct Research

Use customer research to determine customer experiences at all touchpoints. Get analytical/statistical data. Leverage customer interviews, surveys, social media listening, and competitive intelligence.

Review Touchpoints and Channels

List customer touchpoints (e.g., paying a bill) and channels (e.g., online). Look for more touchpoints or channels to include.

Make an Empathy Map

Pinpoint what the customer does, thinks, feels, says, hears, etc., in a given situation. Then, determine their needs and how they feel throughout the experience. Focus on barriers and sources of annoyance.

Sketch the Journey

Piece everything—touchpoints, timescale, empathy map output, new ideas, etc.

Show a customer's course of motion through touchpoints and channels across the timescale, including their feelings at every touchpoint.

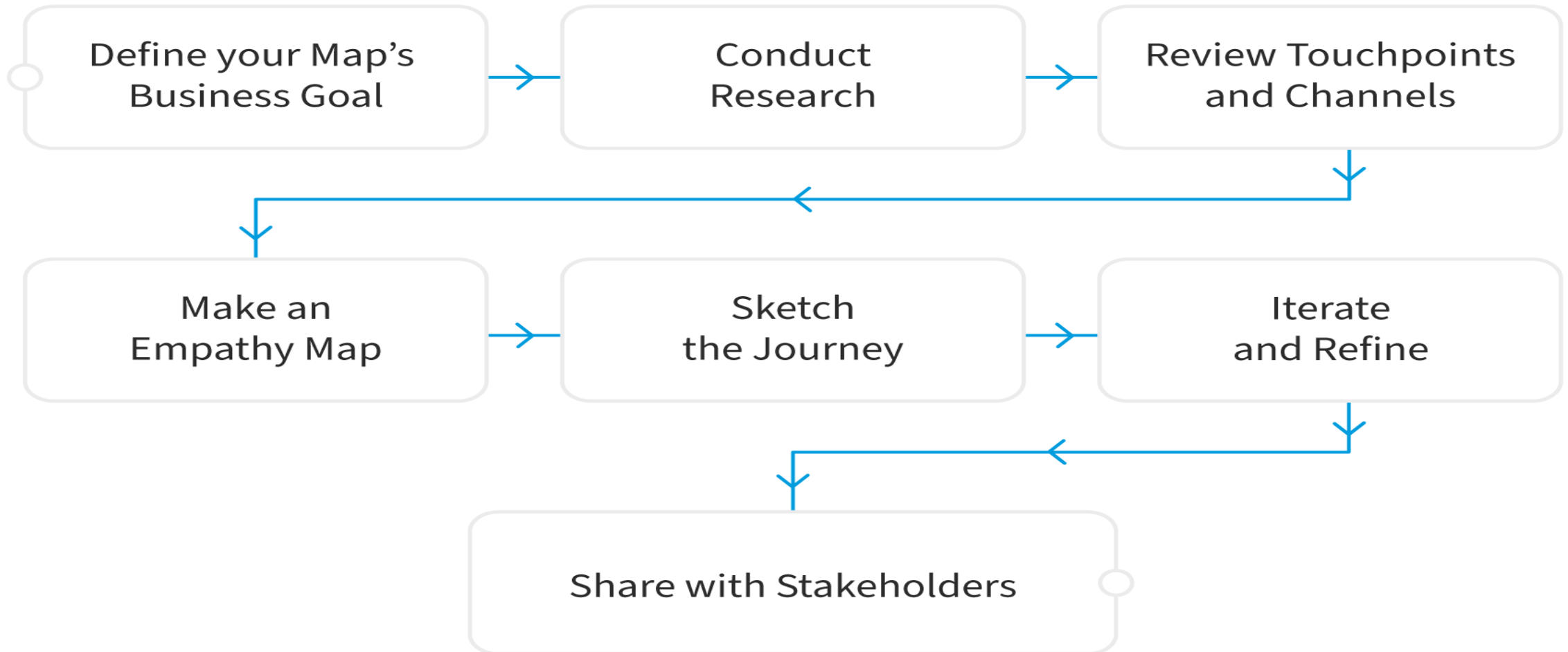
Iterate and Refine

Revise and transform your sketch into the *best-looking version* of the ideal customer journey.

Share with Stakeholders

Ensure all stakeholders understand your map and appreciate how its use will benefit customers and the organization.

How to Make Customer Journey Maps?



Define

The phase transition from Empathize to 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.
- Helps you to articulate your design problem
- Provides a clear-cut objective to work towards.

Note:

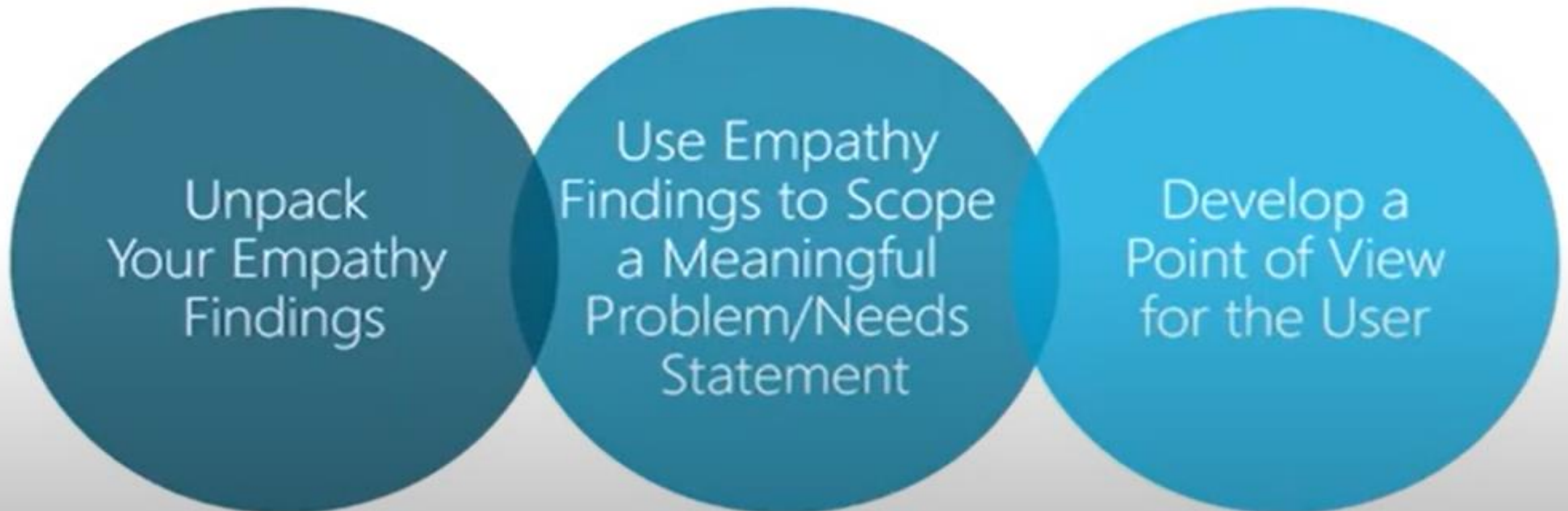
A meaningful, actionable problem statement will steer you in the right direction, helping you to kick-start the ideation process and work your way towards a solution.

If you do not DEFINE in advance

- It's hard to know what you're aiming for.
- Your work will lack focus, and the final design will suffer.
- In the absence of a clear problem statement, it's extremely difficult to explain to stakeholders and team members exactly what you are trying to achieve.

Define

- Analyse data to reveal users needs and insights.
- The **define** stage is where you'll establish a clear idea of exactly which problem you will solve for the user.
- You'll then shape this into a **problem statement** which will act as your northern star throughout the design process.



- Reframe the user's view/needs to form that it becomes
 - Meaningful
 - Actionable
- **Writing a NEEDs Statement**
 - Be specific
 - Positive statements not negative
 - Describe an attribute of the product/process/ experience
 - Avoid “must” and “should”



Writing Needs Statements

Take what the user has said and extract a need from it

USER STATEMENT	NEEDS STATEMENT	HOW MIGHT WE...
"I work in the field and don't have a computer or office. My routine changes day-to-day."	User needs ability to access information in the moment of need.	How might we provide learning in the moment of need?
"I don't learn by watching an online course, I learn by doing it myself."	User needs to learn from experience.	How might we give learners experiential ways to learn on their own?

Problem Statement

What is a Problem Statement

- *A problem statement identifies the gap between the current state (i.e. the problem) and the desired state (i.e. the goal) of a process or product.*
- Within the design context, you can think of the user problem as an unmet need.
- By designing a solution that meets this need, you can satisfy the user and ensure a pleasant user experience.
- 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.

Formats of PS or POV

Problem or POV statements can take various formats, but the end goal is always the same: to guide the design team towards a feasible solution.

Let's take a look at some of the ways you might frame your design problem:

- **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."

What makes a good problem statement?

- A good problem statement is **human-centered and user-focused**.
- Based on the insights you gathered in the empathize phase, it focuses on the **users and their needs— not on product specifications or business outcomes**.

Pointers that will help you create a meaningful problem statement:

- **Focus on the user:**

- The user and their needs should be front and center of your problem statement.
- Avoid statements that start with “we need to...” or “the product should”, instead concentrating on the user’s perspective: “Young working professionals need...”, as in the examples above.

- **Keep it broad:**

- A good problem statement leaves room for innovation and creative freedom.
- It’s important to keep it broad enough to invite a range of different ideas
- Avoid any references to specific solutions or technical requirements.

- **Make it manageable:**

- Problem statement should guide you and provide direction.
- If it’s too broad in terms of the user’s needs and goals, you’ll struggle to hone in on a suitable solution.
- Don’t try to address too many user needs in one problem statement; prioritize and frame your problem accordingly.

How to write a meaningful problem statement

- 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.

Space saturation and group

- Organize your findings from the empathize phase.
- Space saturation and group is a popular method used by design thinkers to collect and visually present all observations made in the empathize phase in one space.
- As the name suggests, you will literally “saturate” a wall or whiteboard with Post-It notes and images, resulting in a collage of artifacts from your user research.

- As the [Stanford d.school](#) explains:

“You space saturate to help you unpack thoughts and experiences into tangible and visual pieces of information that you surround yourself with to inform and inspire the design team. You group these findings to explore what themes and patterns emerge, and strive to move toward identifying meaningful needs of people and insights that will inform your design solutions.”

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?

Approaching your observations with these four questions in mind will help you to identify patterns within your user research. In identifying the most prevalent issues, you'll be one step closer to formulating a meaningful problem statement.

Storytelling

- Storytelling is nothing but **driving home the point.**
- It is about creating a compelling narrative for your audience by linking your “point to be driven” to something that will resonate with them.
- There is no formal OR a methodical way to apply storytelling in your conversation with your audience.
- Influencers use different techniques to create that resonance.
- There is one underlying critical element which forms the crux of storytelling. **That's called Persona.**

Persona of Audience and Story Telling

- Persona of your audience/ stakeholders/customers is an integral part of any design thinking application.
- You have heard about empathy playing a critical part in design thinking.
- Persona is an outcome of empathy.
- Empathy is putting ourselves in other's shoes whereas persona reflects how best have you applied empathy.

Why is storytelling so important?

- Design Thinking will **give great path-breaking ideas** , but **ideas can't explain themselves.** Every idea/solution will need a guidance of proper communication to create the impact for all the stakeholders. That proper communication is storytelling.
- It will develop a buy-in from the audience who will be your stakeholders.
- History is full of examples where ideas failed to trigger the excitement from the audience because those were not told correctly.

Why jump to history directly?

- *Kindly ask yourself – How many times did you feel after the presentation/discussion that ; had I communicated my presentation in this way, would it have created the interest? Why couldn't I think of this analogy while explaining? Oops!! It was so simple yet I complicated it while explaining....*

Persona-based storytelling

- It is very important to understand the persona of your audience before you try to stitch your story.
- Persona can be drawn of any specific person as well as of a particular demography.
- In case of the latter, the persona is called as 'Cluster Persona', meaning persona of a cluster / group of a people.
- Though there will be differences in minute elements of each person within that group/demography, yet at a group level, almost all of them will have same characteristics.

- *Storytelling is weaving a story around the elements of persona during the presentation.*
- You can use any mode for presentation.
 - It can be a meme, a roleplay, a simulation, a prototype, an act or it can be even a regular powerpoint presentation (PPT).

Storytelling is tapping to different elements of the persona of your audience & connecting it to the point you are making.