Empathize stage

During the empathize stage of the design thinking process, we decided to start with a small brainstorming session regarding the most confusing thing about the TQ4 building.

The main topic that everyone picked was navigation throughout the building. Furthermore, we asked fellow students the same question and the result was the same, the navigation is the main problem from their point of view.

The next step was to create an empathy map (Figure 2) in order to gain a deeper understanding of our users. Having finalized the empathy map it was time to create a persona (Figure 5) of our target group, students.

22 Years Old | Media Design student

Background

Michael is currently studying in Advanced Media Design in semester 6 and regularly visit the Fontys building - TQ. He is required to be present at the building 3 days of the week and work together with his team (which consist of 6 people), usually from 10 till 15-00.
The Applied Sciences University encourages it's students to learn by doing, seek a lot of feedback from mentors rather than having lectures and think beyond "normal".

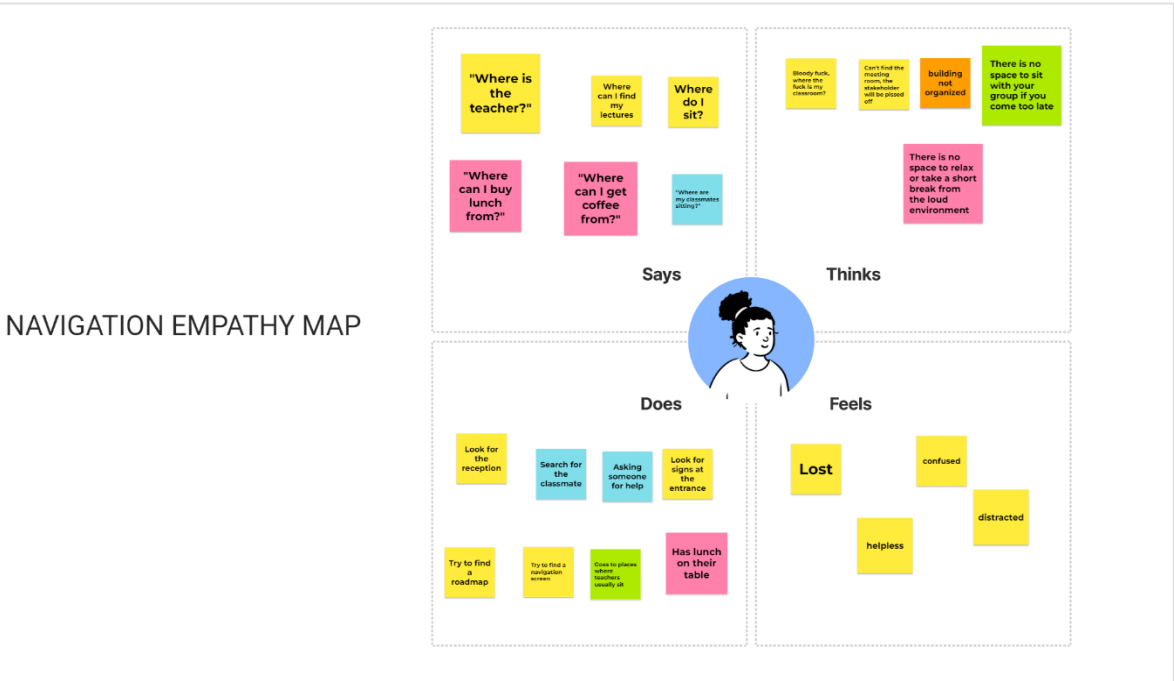
Goals

- Build good team chemistry and have fun working in a creative environment that encourages the "out of the box" thinking.
- Socialize - establish new connections, cultivate new friendships.
- Have a good understanding of the building "TQ" and its resources. Be able to navigate through it confidently

Frustrations

- During his first days of the semester, he had some difficulties finding his own class. Even spent a few days in the wrong floor, felt embarrassed.
- Has to spend some time to find the mentor and ask for feedback.
- The number descriptions of the Workshop spaces are almost impossible to follow, because there are no signs or instructions. He has to ask classmates.
- No proper space to have a lunch, meetings or to take a creative break.
- His table is occupied by students from other courses.
- The space could be too loud to concentrate
- Finding other students from the class could be hard

(Figure 1) Persona



(Figure 2) Empathy map