

UNIT 2

EMPATHIZE AND DEFINE

Persona

Background

Family background, education, childhood,

Motivation

What motivates the individual

Doubts / Fears

What are the doubts / fears faced by the individual

Challenges faced

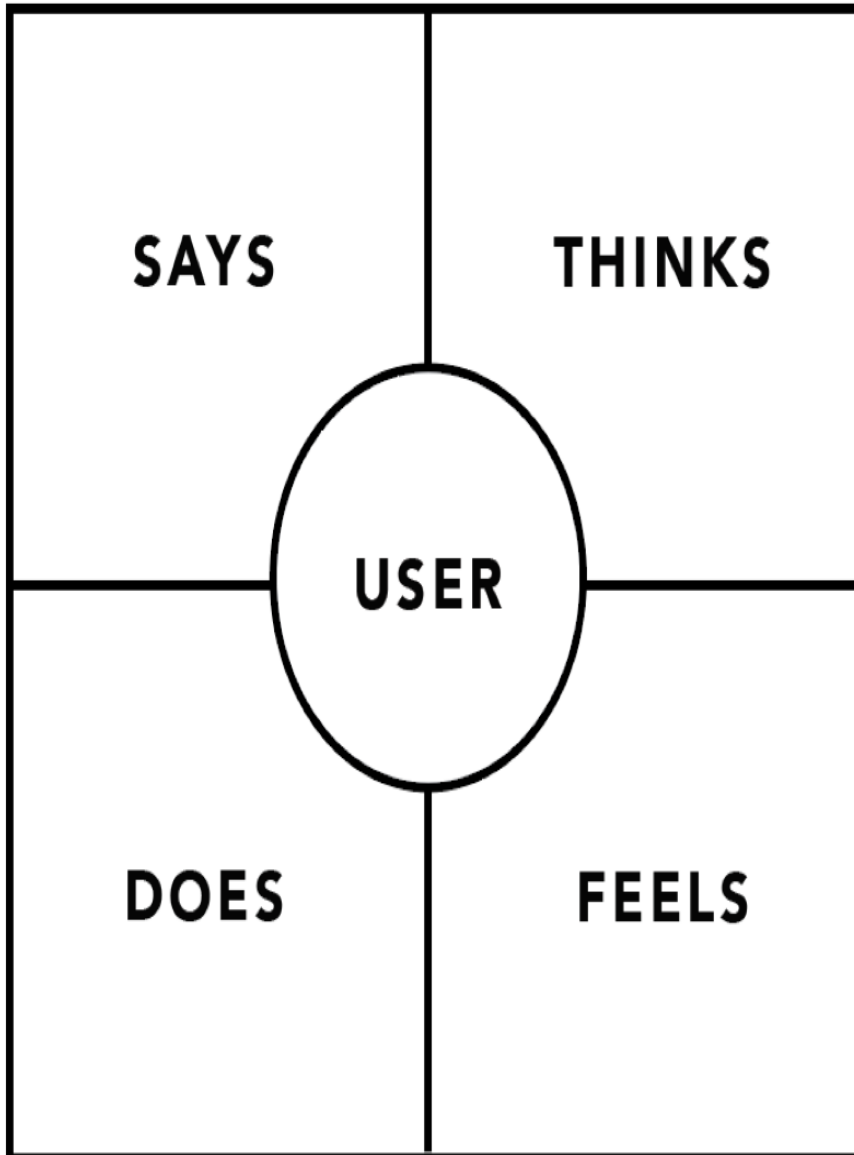
Challenges faced by the person in dealing with his stakeholders

Aspirations

What this individual aspires to be / his vision

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

EMPATHY MAP



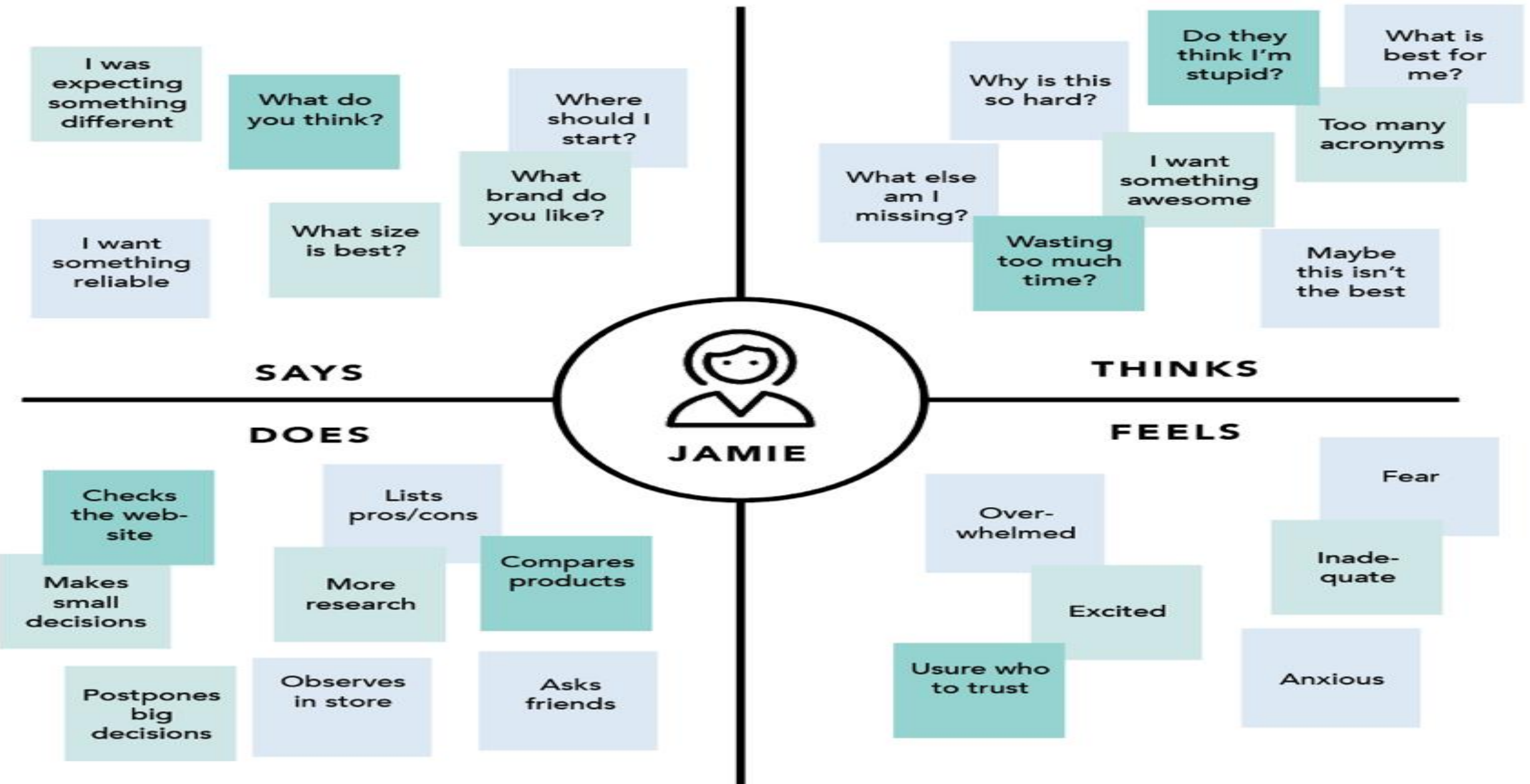
Says : What does user say in public and how he behaves
"I want something reliable."
"I don't understand what to do from here."

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

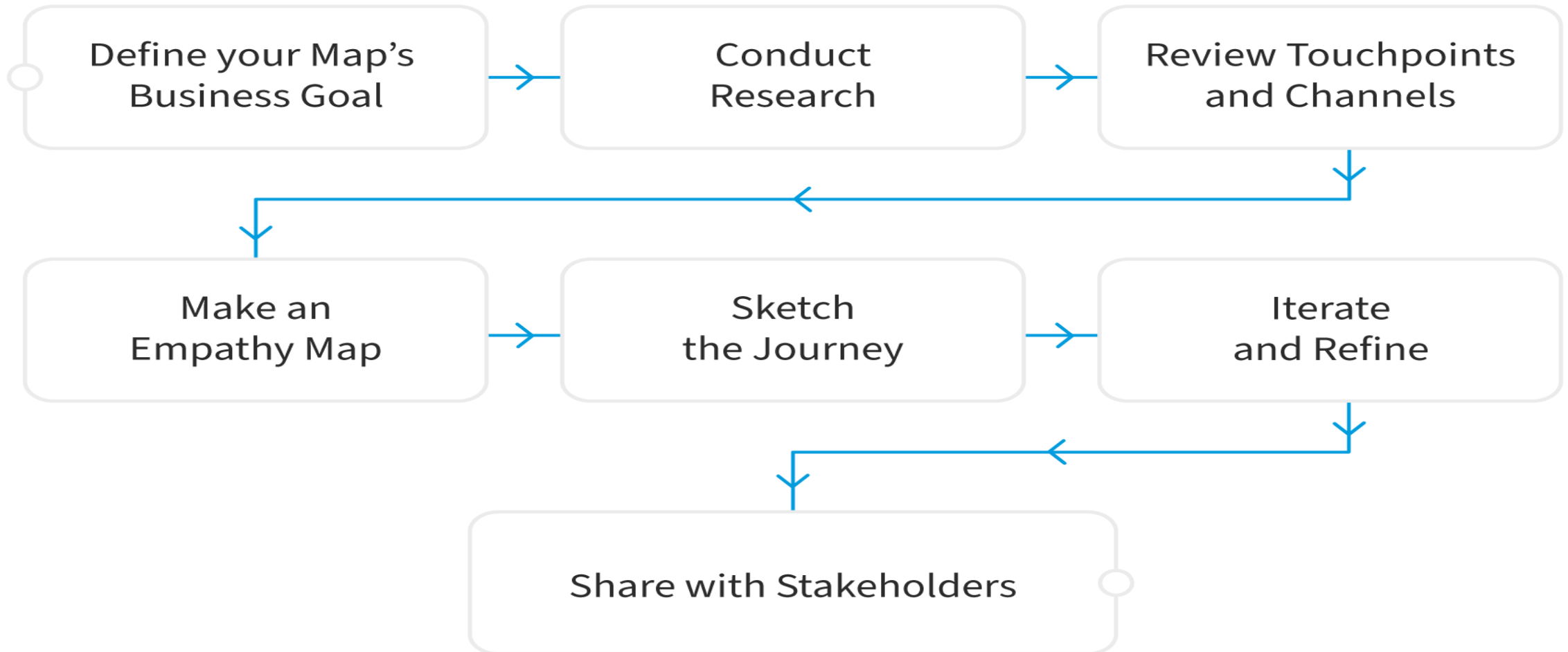
Does: Research on his behavior aspects
Refreshes page several times.
Shops around to compare prices.

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

EMPATHY MAP *Example (Buying a TV)*



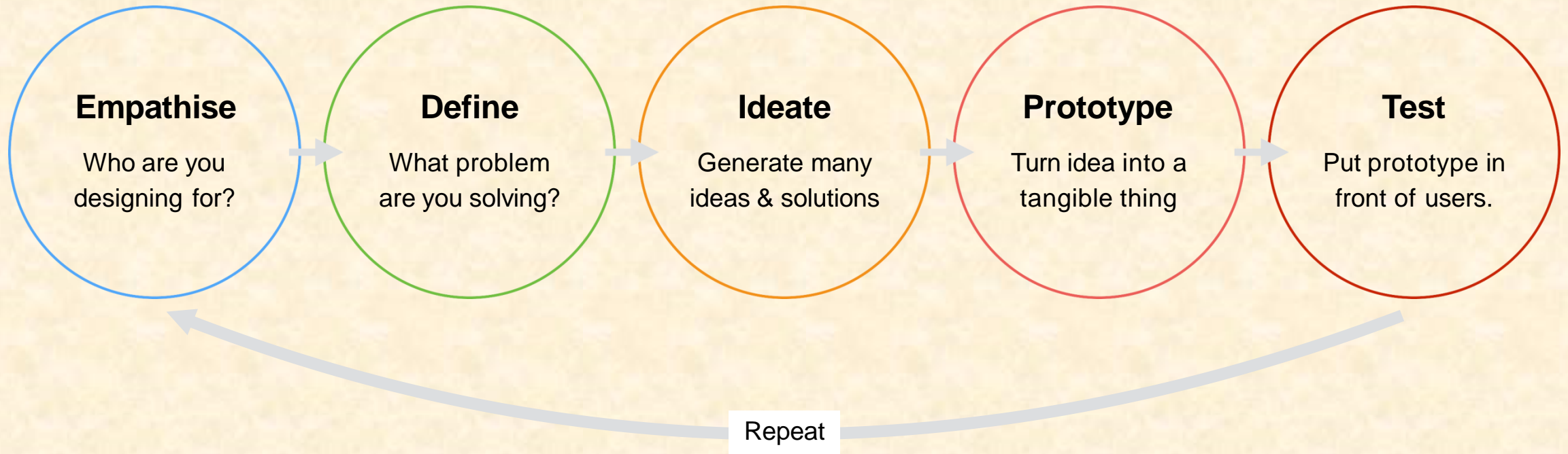
How to Make Customer Journey Maps?



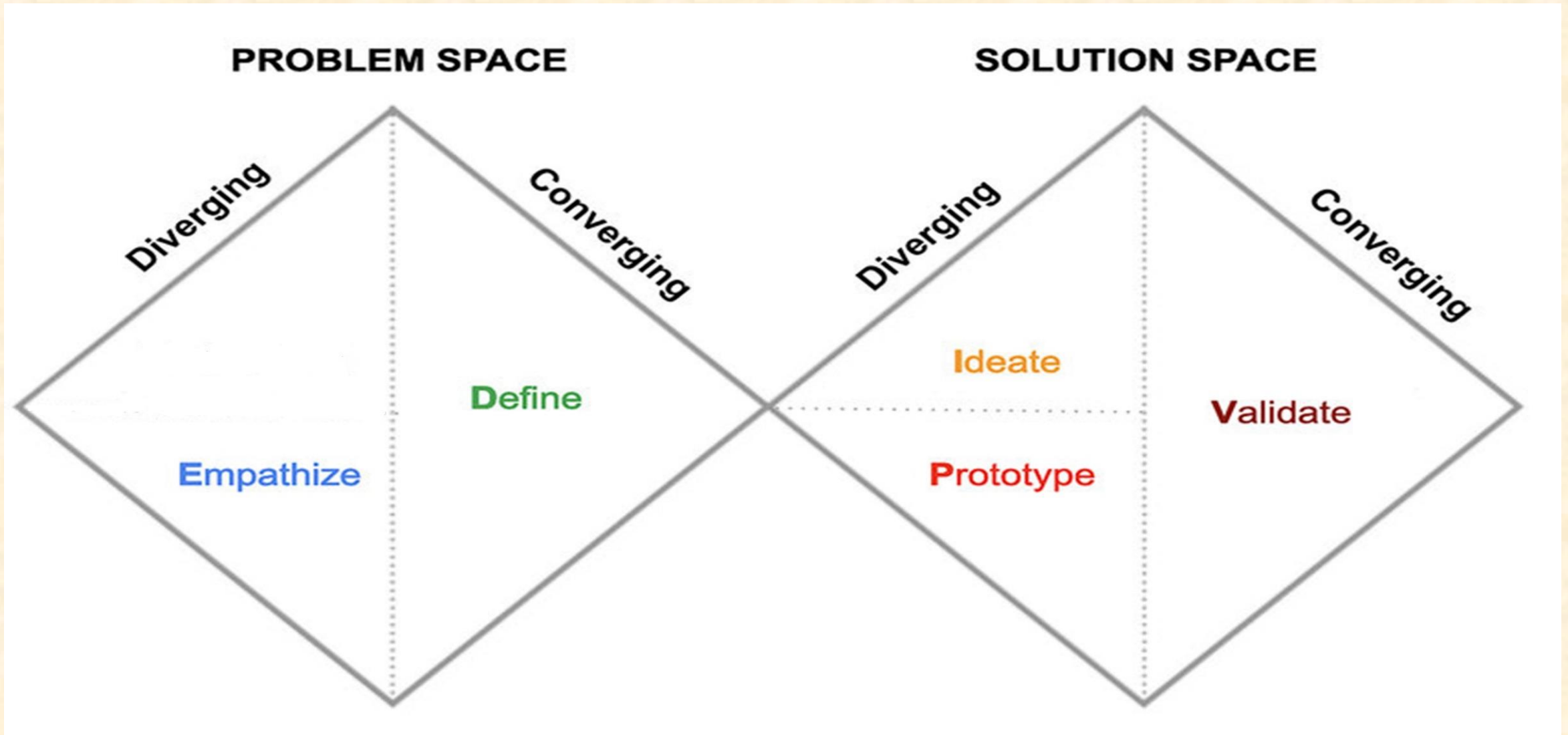
A mindset for innovation, and asking "What if?"
asking "What wows?" and "What works?"



The 5 Stages of the Design Thinking Process



- Double Diamond Approach



- Wheel of Life

