**Design thinking**

In order to create innovative solutions to prototype and test, teams use a non-linear, iterate process in order to understand users, challenge assumptions and refine problems.

**Empathize Stage**

**Importance of empathizing**

* Empathizing helps us understand the feelings of others.
* Able to understand the needs of the user.
* Enables designers to create user-centered solution which are tailored towards the needs of the user.
* Empathizing can help the designer discover new insights into the problem.

**Techniques to empathize**

**Engagement**

Become involved in activities with other parties in order to understand what they are feeling often in latent ways.

Example:

* **Generative sessions** used when a summary of users and their complex daily experiences are needed, by letting the user engage with activities which trigger memories, feeling and motives from their experiences.

**Observation**

Accompany the user in order to discover certain aspects of their life, but not engaging with them directly.

Example:

* **Shadowing** means accompanying the user and not interfering with their work. To understand how the person relates to the context, what their habits are, as well as routines and tasks they perform.

**Immersion**

Means a set of activities you have deeply involved yourself in, this activities will usually be the users’ daily routine which is under review.

Example:

* **A day in the life** takes the daily life experiences of a person and tries to simulate these experiences as much as possible. This puts the researcher “in the shoes” of their subject and is used to develop empathy of team members. This is done by researching the context under review understanding all aspects in order to replicate the user experience.

**Good practices in interviews**

An interview is a method of receiving information by questioning an interviewee or using other techniques.

Good practices:

* Introduce yourself.
* Make the participant feel comfortable and be friendly.
* Be quiet and tolerant.
* Don’t provide sugary drinks, instead offer water.
* Don’t tell them it’s an interview, say it’s a discussion.
* Do not interrupt.