# ONLINE TASKS: An Introduction to Empathy

First stage of the Design Thinking process

## Lets understand a bit about Empathy

Make a note of some answers to these questions which we will discuss in class

* How would you describe Empathy in 2 sentences?
  + For me Empathy means trying to understand how ones feeling can impact others.
* What are examples of how Empathy is used in your own discipline
  + **Design Thinking: Empathise to help define the problem** – *(When conducting research into a problem that you’ve been given you’ll always need to get user feedback.*
  + **Assuming a Beginners Mindset** *– (As an example when UX Designing it is paramount that you design a user interface with in the mindset of the users that will end up using it.*
  + **Photo & Video User-based Studies** - (When researching a location for a study its important to take photos and videos of the how the place is used and traversed and also what features are around. Taking note of details like this can really help you find out how and why people do what they do.
* Do you think there are opportunities that it could be used more in your field of study?
  + Why: Definitely in regards to near any technology field in industry there are countless reasons why empathising you’re user base is important as in short it allows you to know what your users clients want.
* What does assume a beginner’s mindset mean?
  + In relation to UX designing it means exactly that.  
    To figure out exactly what your client / user base wants you always need to place yourself into their shoes and this becomes very useful when going about creating your designs and even more so when testing your designs.
* What do we need to be aware of when we are gathering information in the Empathy stage.
  + The information you gather in this stage is vital to understanding the problems presented as it can give insight about What, Why and how this problem came about and how to go about finding solutions.

## Watch the video about Empathy Interviewing by our Design Factory Aficionado Jeremy Suited

https://learning.wintec.ac.nz/mod/helixmedia/view.php?id=1504435

* What are three key messages that stand out to you from the video?
  + How using an Empathic approach can help in finding solutions the problems.
  + Empathic Intiverews and its differences compared with other types of information gathering techniques. / How to conduct an Empathic interview.
  + What are the benefits of such an interview.

## Read through the following resources on some Empathy tools we have

<https://learning.wintec.ac.nz/mod/resource/view.php?id=1504433>  
<https://learning.wintec.ac.nz/mod/resource/view.php?id=1504434>

* What are some techniques you think will be best used for your challenge to collect information?
  + Observing:
    - **Observe users or stakeholders they can help you with initial understanding around behaviors and interactions.**(Some needs are difficult to describe, or are not obvious to the user.   
      This approach helps you to understand latent needs, the non-obvious needs that users are not conscious of.   
      You could observe what is naturally occurring without focusing on a specific user, or you could observe in a structured way where you have created an event or scenario, or you could observe specific users where they normally work, live or play.)
  + Immersing:
    - **Immerse yourself in the context of your** **user**.  
      (This could be a workplace or in their home, where they study or where they play, depending on the problem you are working on).   
      (The goal is to become familiar with their behavior and get a deeper understanding, feeling their pain and their delight and in a way, walking in their shoes.)
  + Engaging to understand user needs:
    - **An interview with your users or stakeholders that will help you to understand their real needs.**  
      Understanding of these needs will guide you to **“Human Centred Solutions”.**

## Wrap Up Tasks

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| Take post it notes home to write up key research to go on a research map. | Done |
| Write up the questions from industry partners. | Done |
| Create a starter to run in class. | Check |
| Complete the Ethics forms - everyone sign them. | Done |
| Settle on a group name and start to think about a group logo | Check |
| Complete the online activities | Done |