

Designing with Empathy



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Designing with Empathy



Design ≠ Art





Art serves the Artist

“I’ve been amazed at how often those outside the discipline of design assume that what designers do is decoration—likely because so much bad design simply is decoration. Good design isn’t. Good design is problem solving.”

– Jeffrey Veen



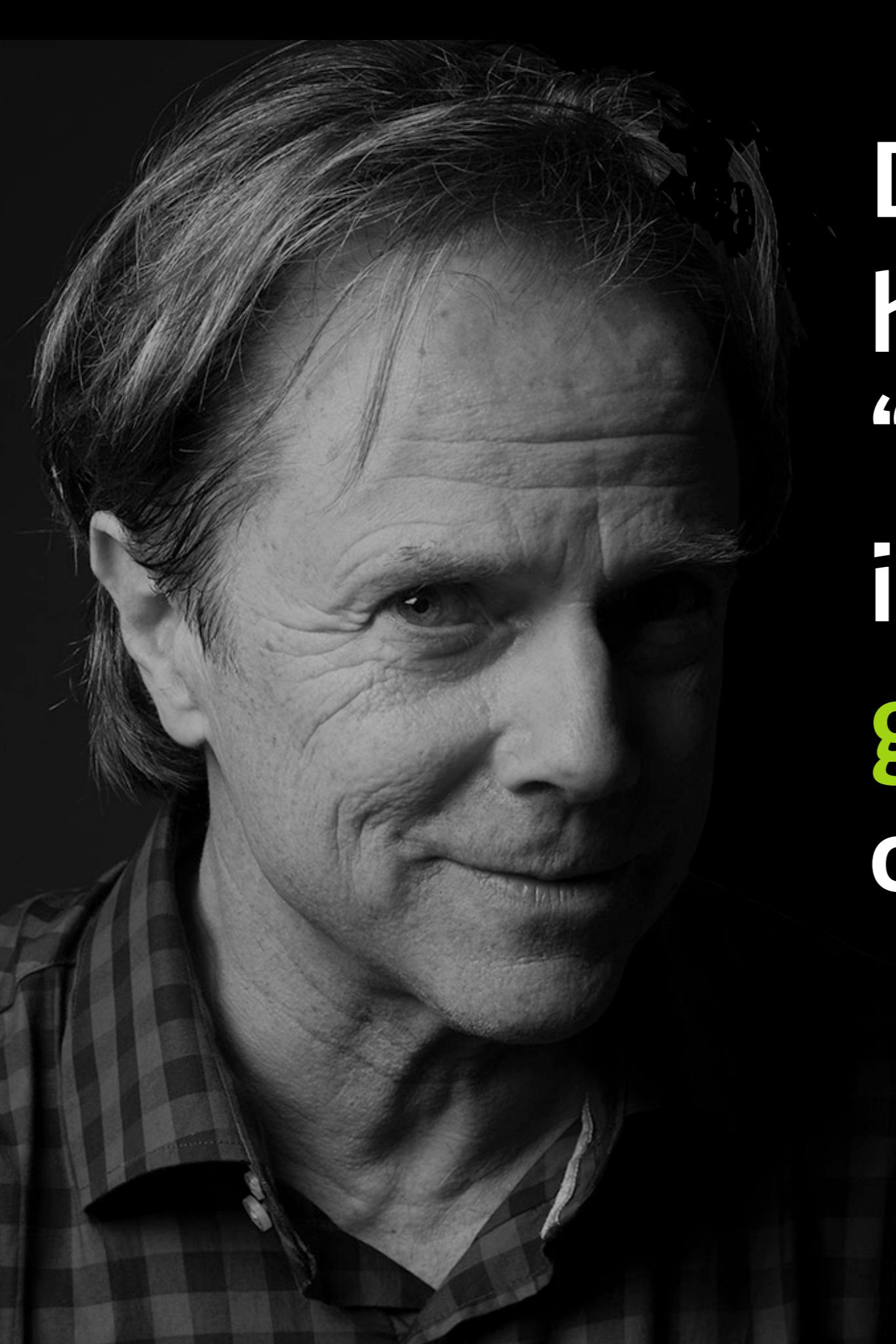
de-sign

/də'zīn/

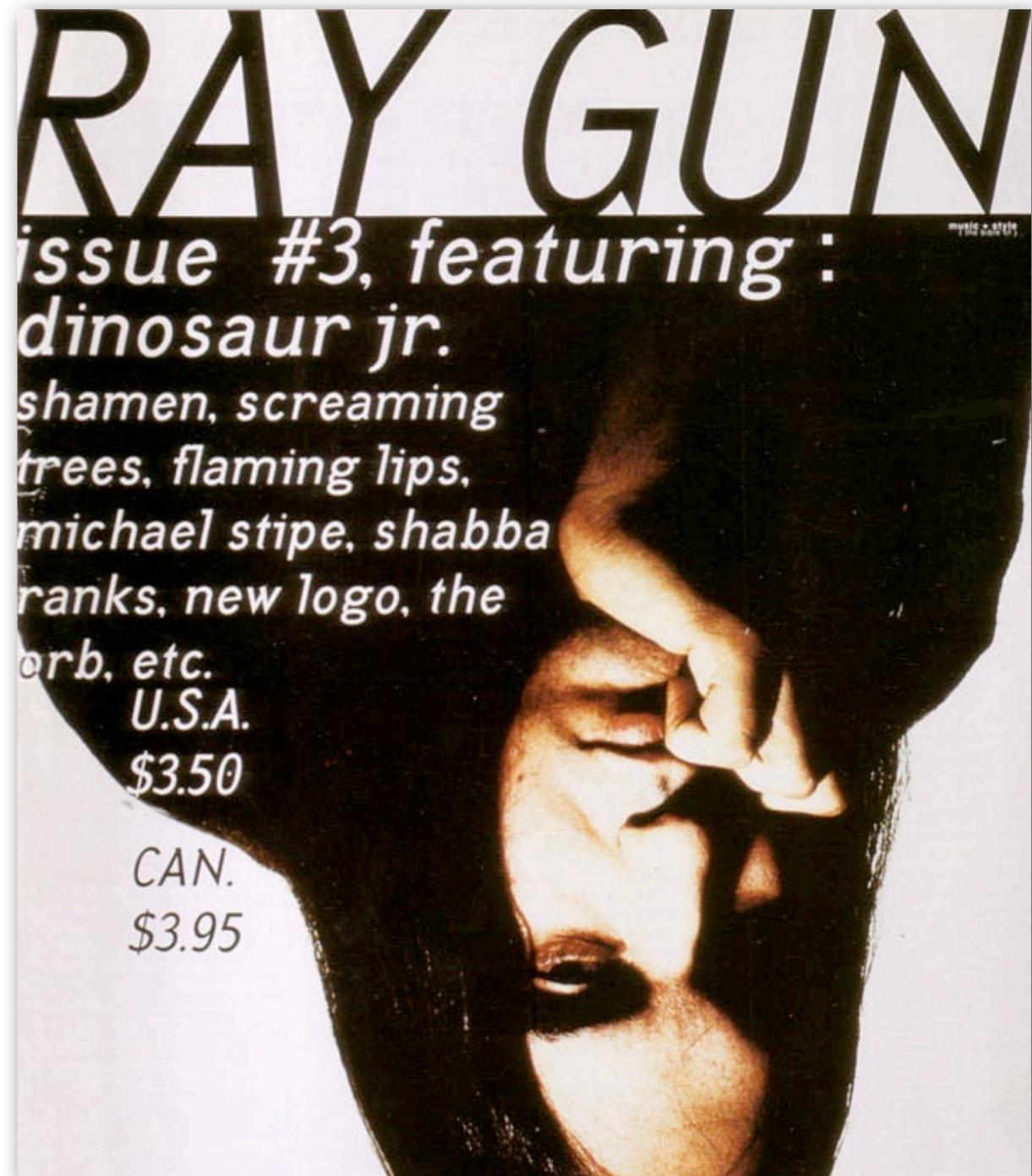
To devise for a specific function or end

Classical: To indicate

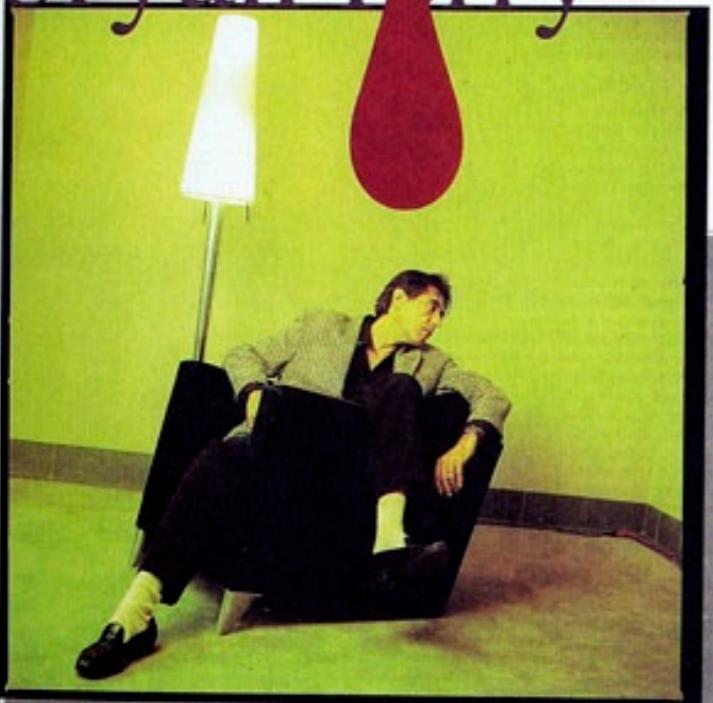
Medieval Latin: *designare*, to mark out

A black and white close-up photograph of David Carson's face. He has long, light-colored hair and is looking directly at the camera with a serious expression. He is wearing a dark, button-down shirt.

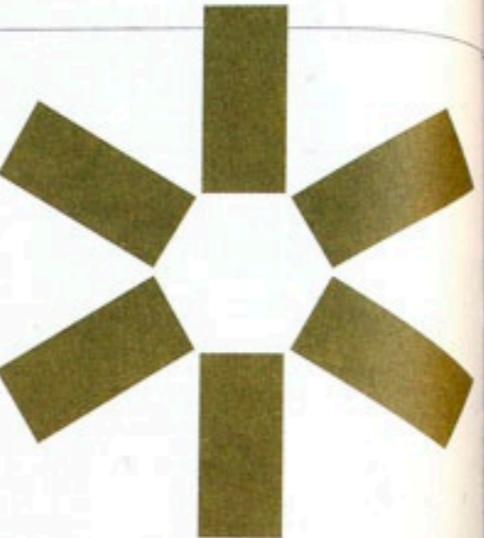
David Carson
has been called
“the most
influential
graphic designer
of our times”



bryant + may

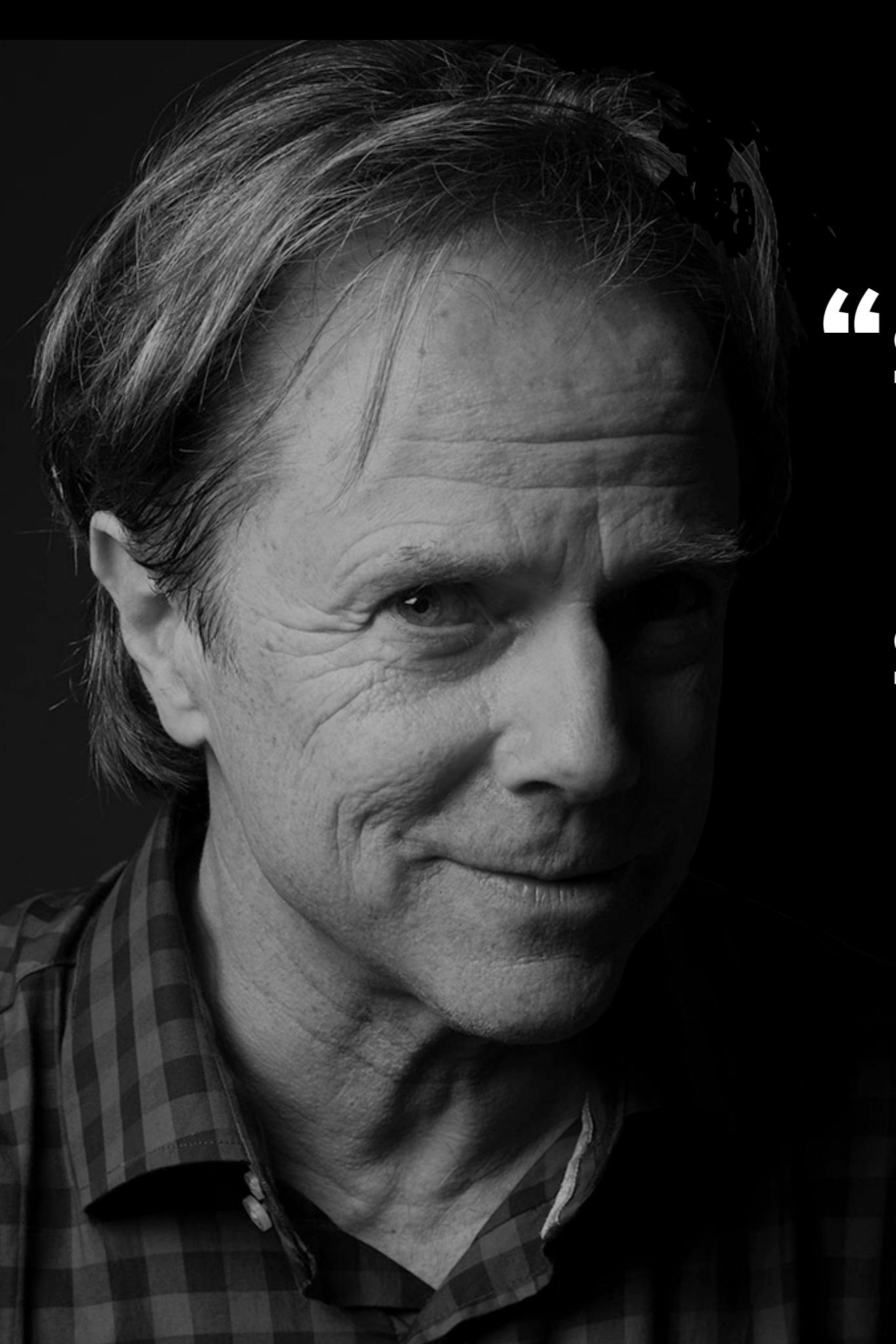


photos: Peter Morello stylist: Jill Spector



It was Art

It was Ego

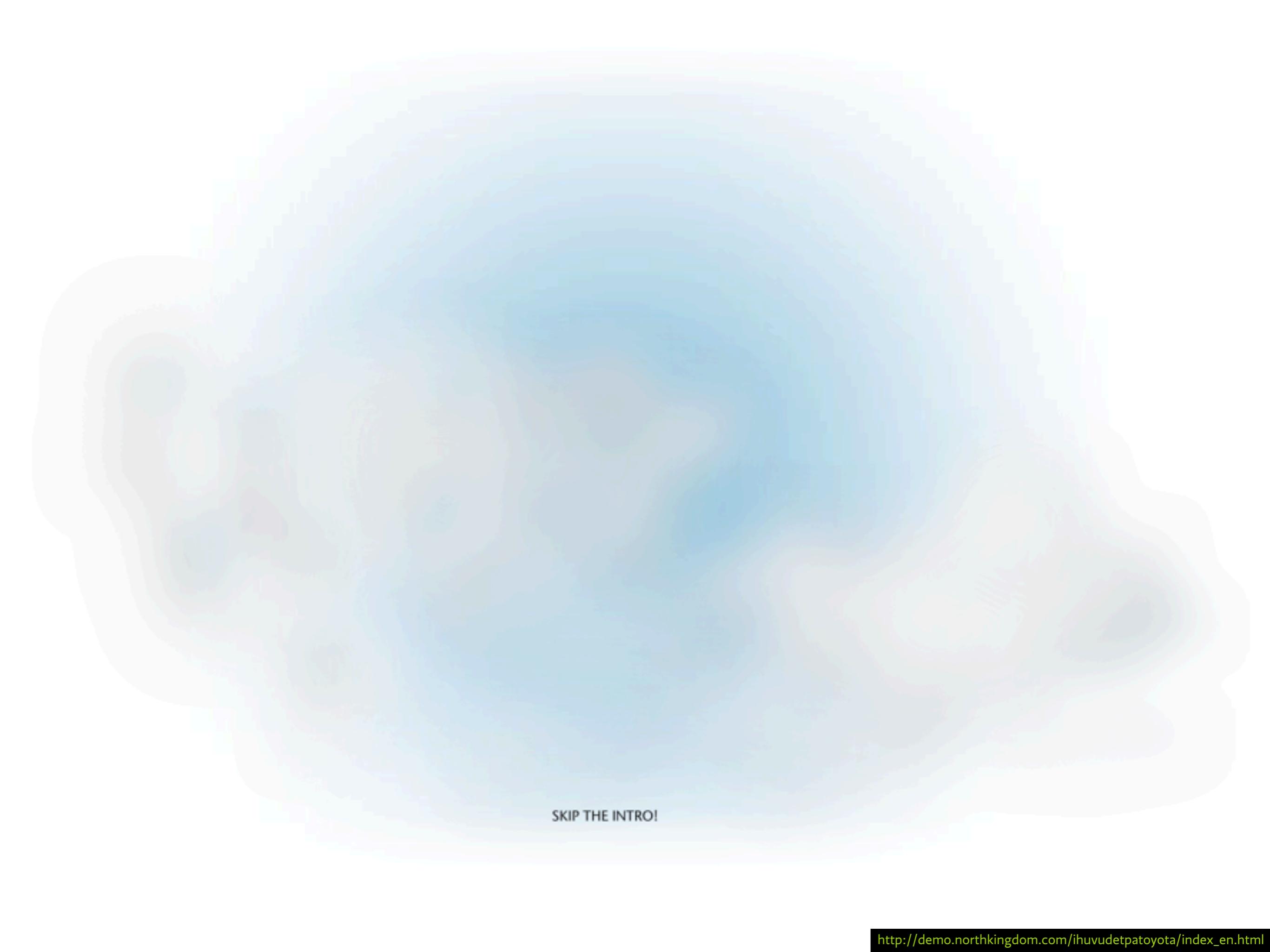
A black and white close-up photograph of a man's face. He has long, dark hair and deep-set eyes. He is wearing a plaid shirt. The lighting is dramatic, with strong shadows on one side of his face.

**“subjective,
personal, and
self-indulgent”**



“Your ego is a
bad designer.”

– Christopher Butler



SKIP THE INTRO!



#04 #05 #07 #18 #25 #33 #40 #49 #51 #61 #74 #86 #92 #96 #114 ⓘ



#04 #05 #07 #18 #25 #33 #40 #49 #51 #61 #74 #86 #92 #96 #114 ⓘ

Easy Flat System

YESHIVAH OF FLATBUSH

הישיבה דפלטבוש



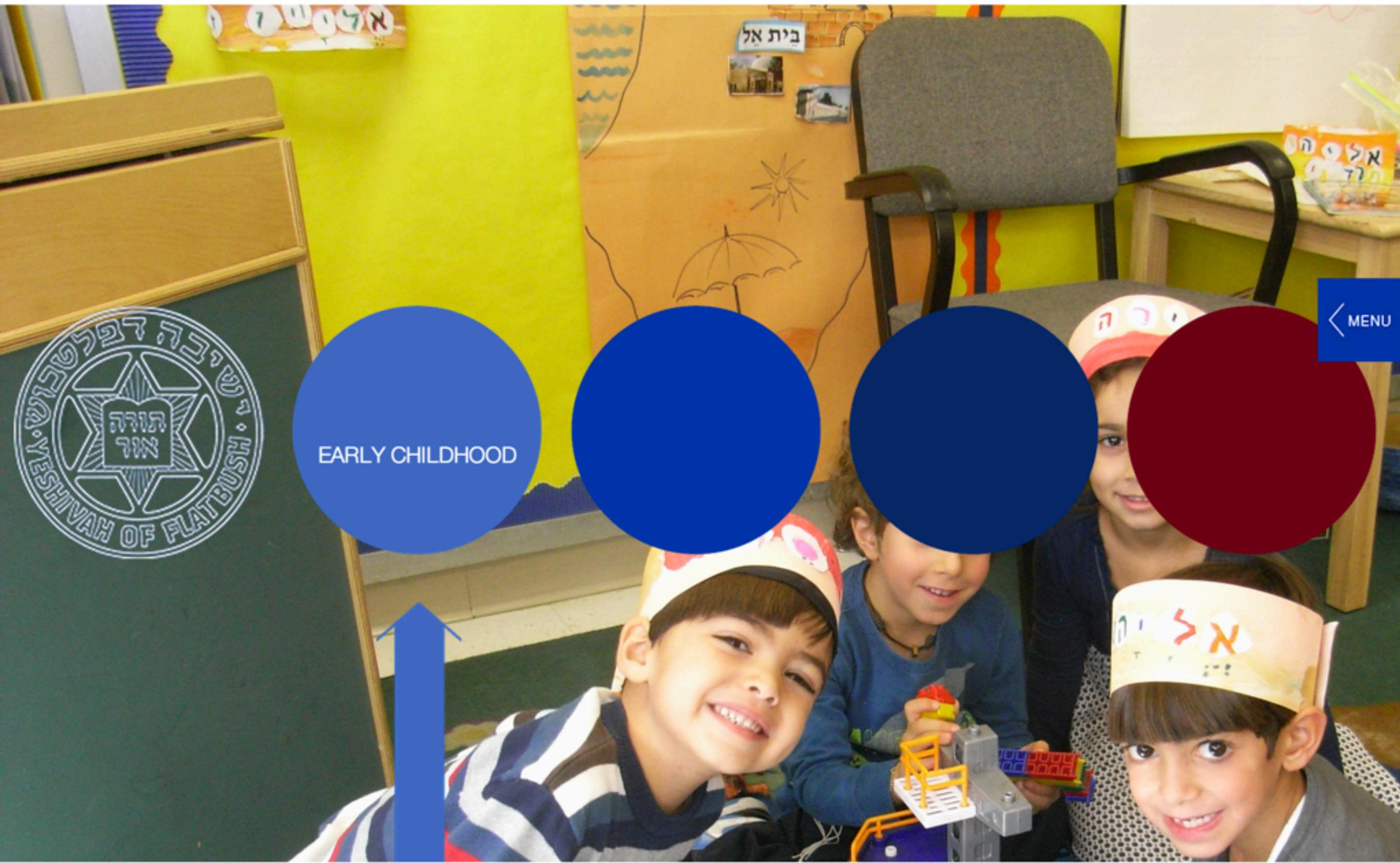
X

Yom HaShoah Community Program- featuring Witness Theater Sunday April 7 7:00pm



quick news: 3/06/2013 - 1st Annual Engineering Symposium at JBHS! [Read More](#)





quick news: 4/15/2013 8:00 PM - Yom Ha'atzmaut Community Program Monday April 15, 2013





Just because you can
doesn't mean you should





Design
isn't about
showing off

Design to



communicate
not alienate

**Design = Creativity
for Communication**

Designing with Empathy

em·pa·thy

/'em-pə-thē/

From the Greek *empathia* meaning
“state of emotion”

em·pa·thy

/'em-pə-thē/

The action of understanding, being aware of, being sensitive to, and vicariously experiencing the feelings, thoughts, and experience of another ... without having the feelings, thoughts, and experience fully communicated in an objectively explicit manner



Meet
Charlie

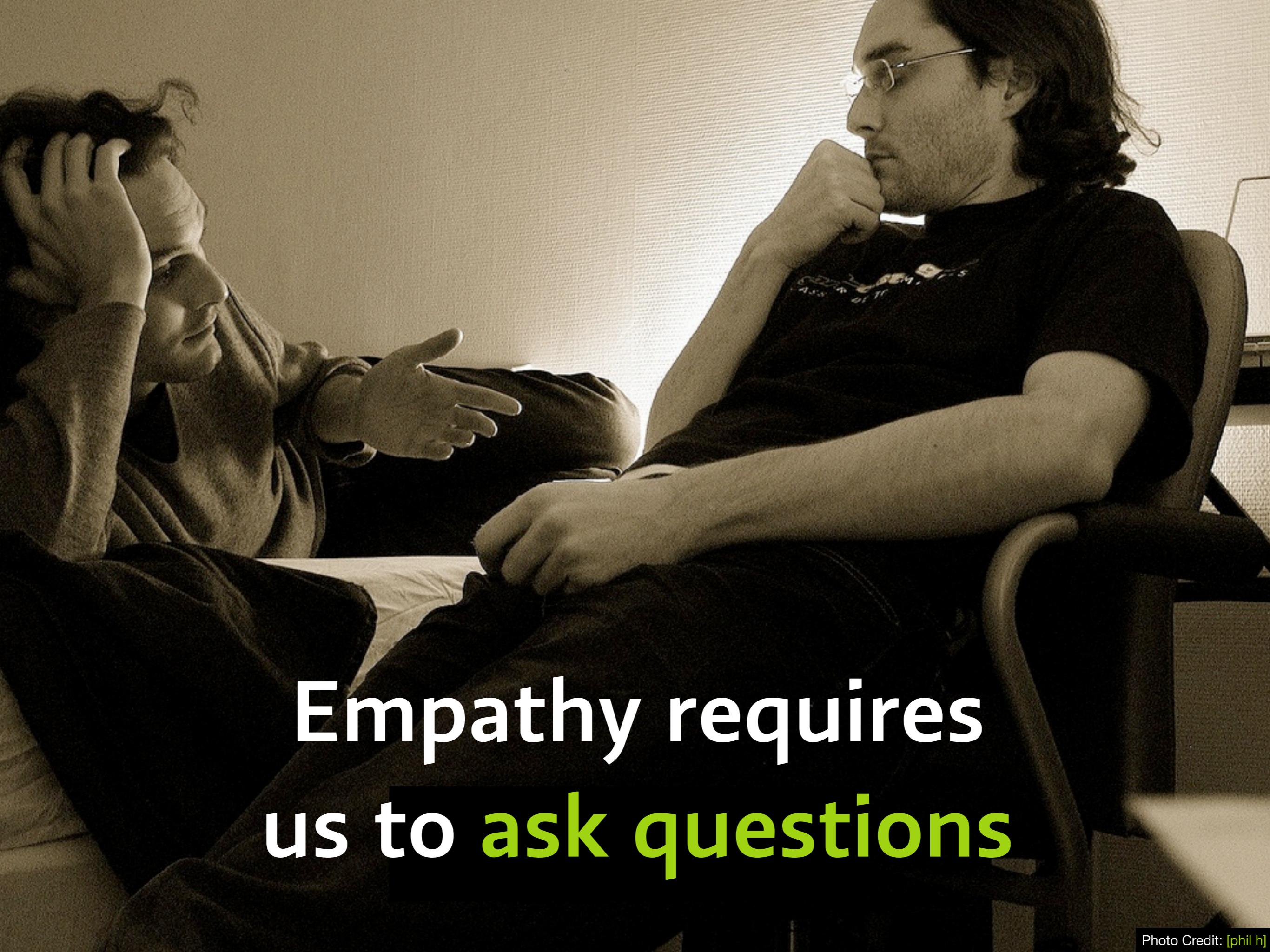


and
Jack

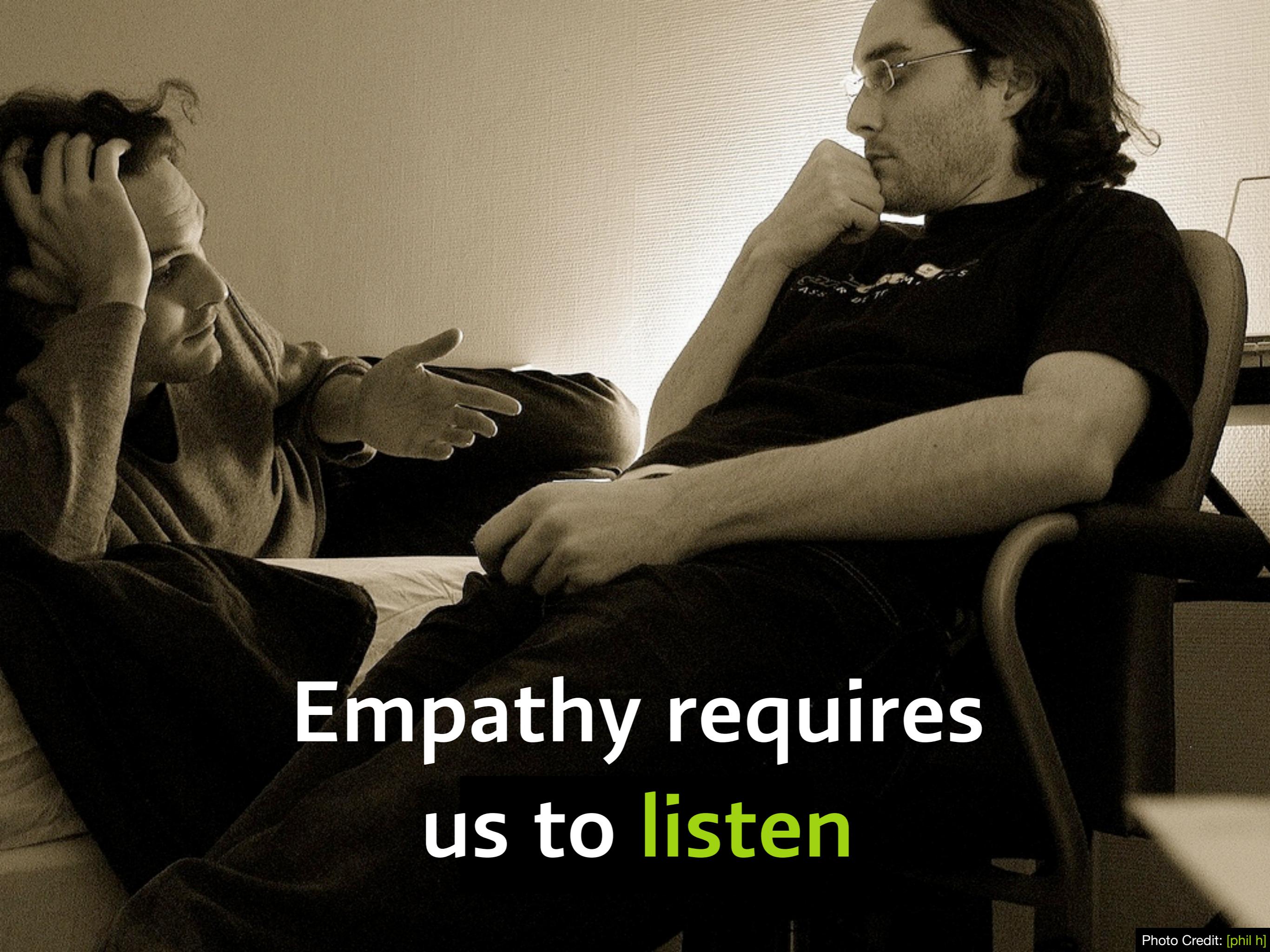




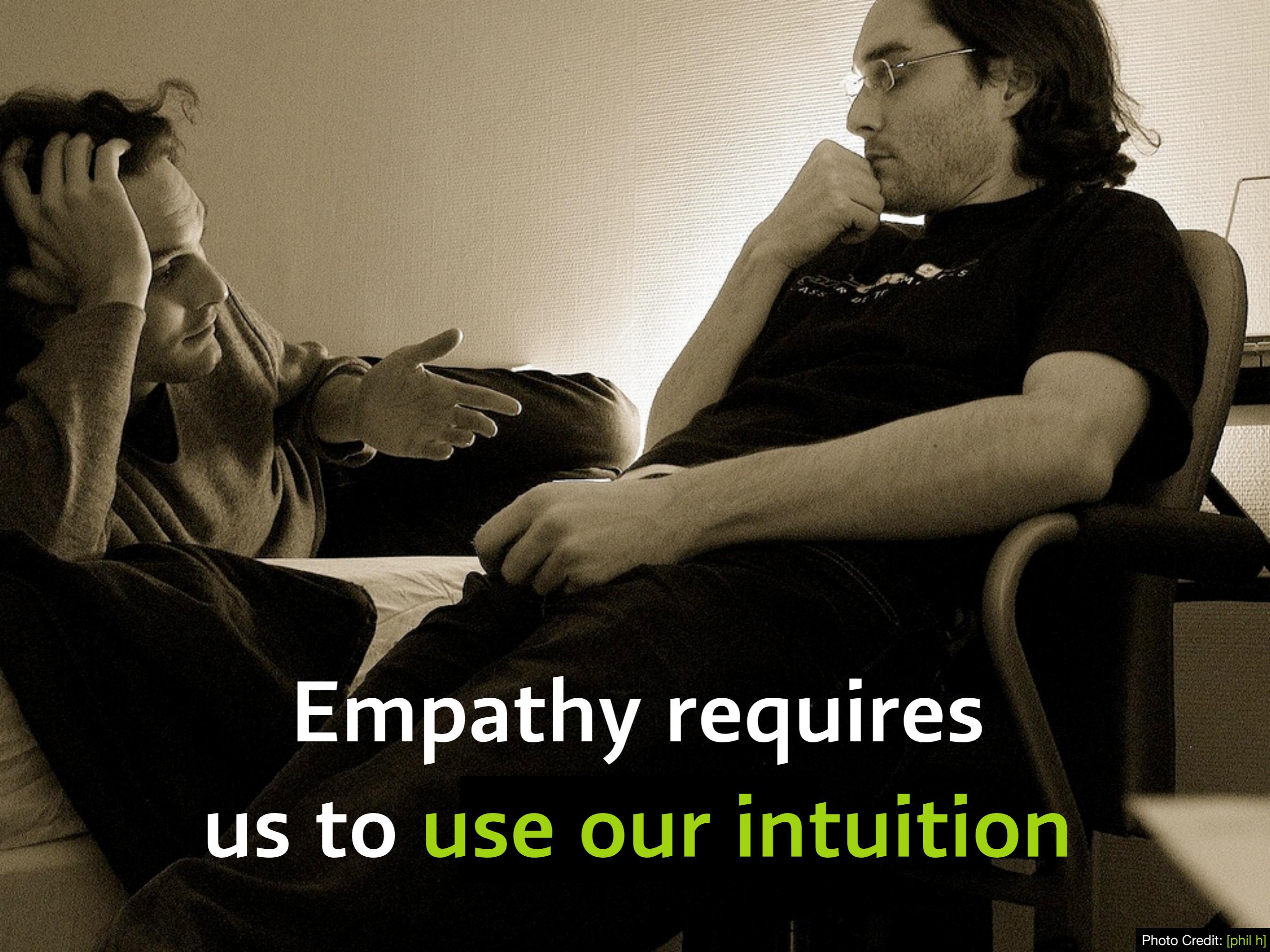
Empathy requires
us to observe

A black and white photograph of two people in a dimly lit room. A man with glasses and a dark t-shirt is seated on the right, looking down with his hand near his chin. A woman with her hair tied back is seated across from him on the left, gesturing with her hands as if speaking.

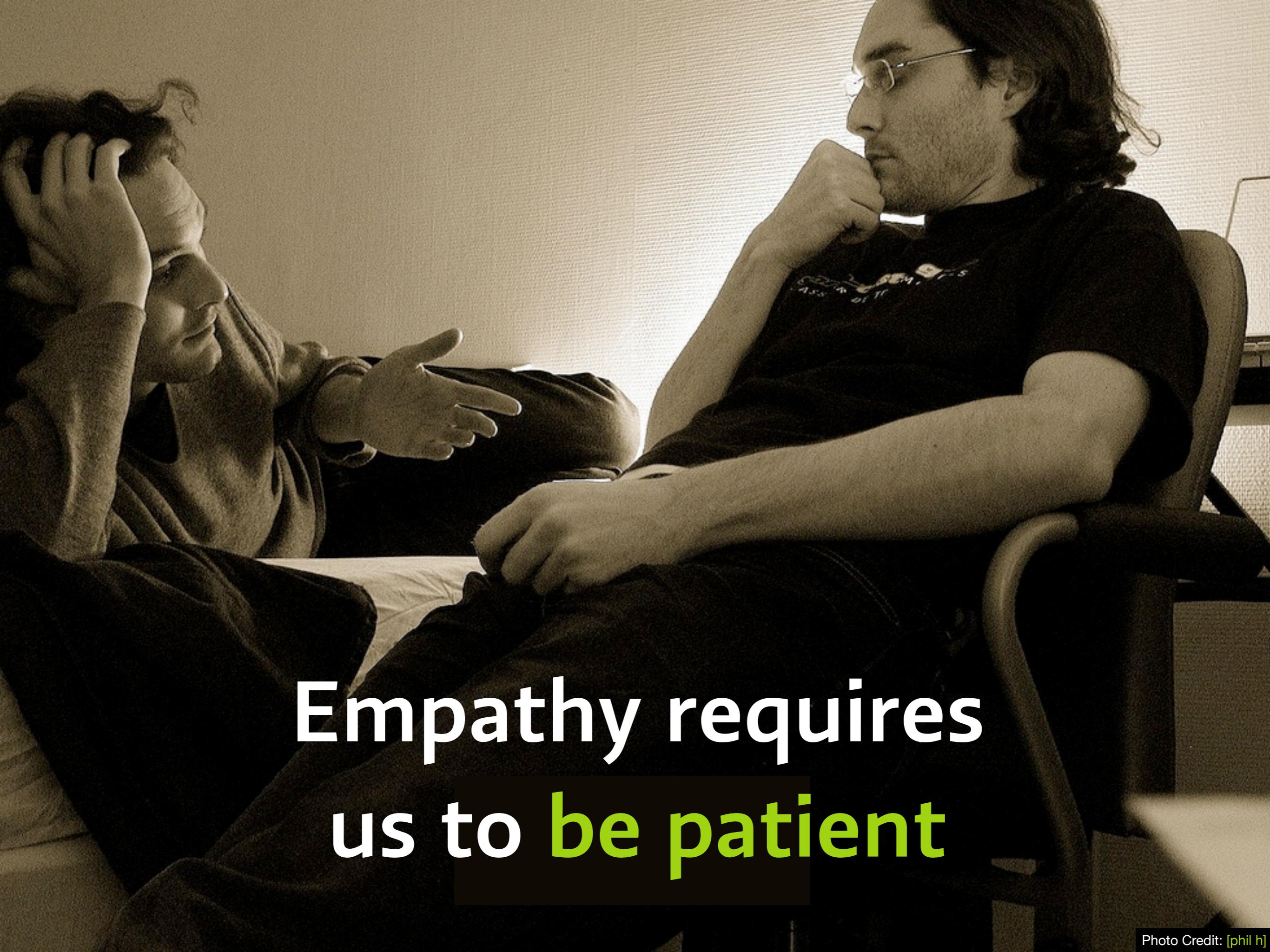
Empathy requires
us to ask questions

A black and white photograph showing a man and a woman in conversation. The man, wearing glasses and a dark t-shirt, is seated with his hand near his chin, looking thoughtfully at the woman. The woman, with her hair pulled back, is gesturing with her hands as she speaks. They appear to be in an indoor setting with a plain wall behind them.

Empathy requires
us to listen



Empathy requires
us to use our intuition



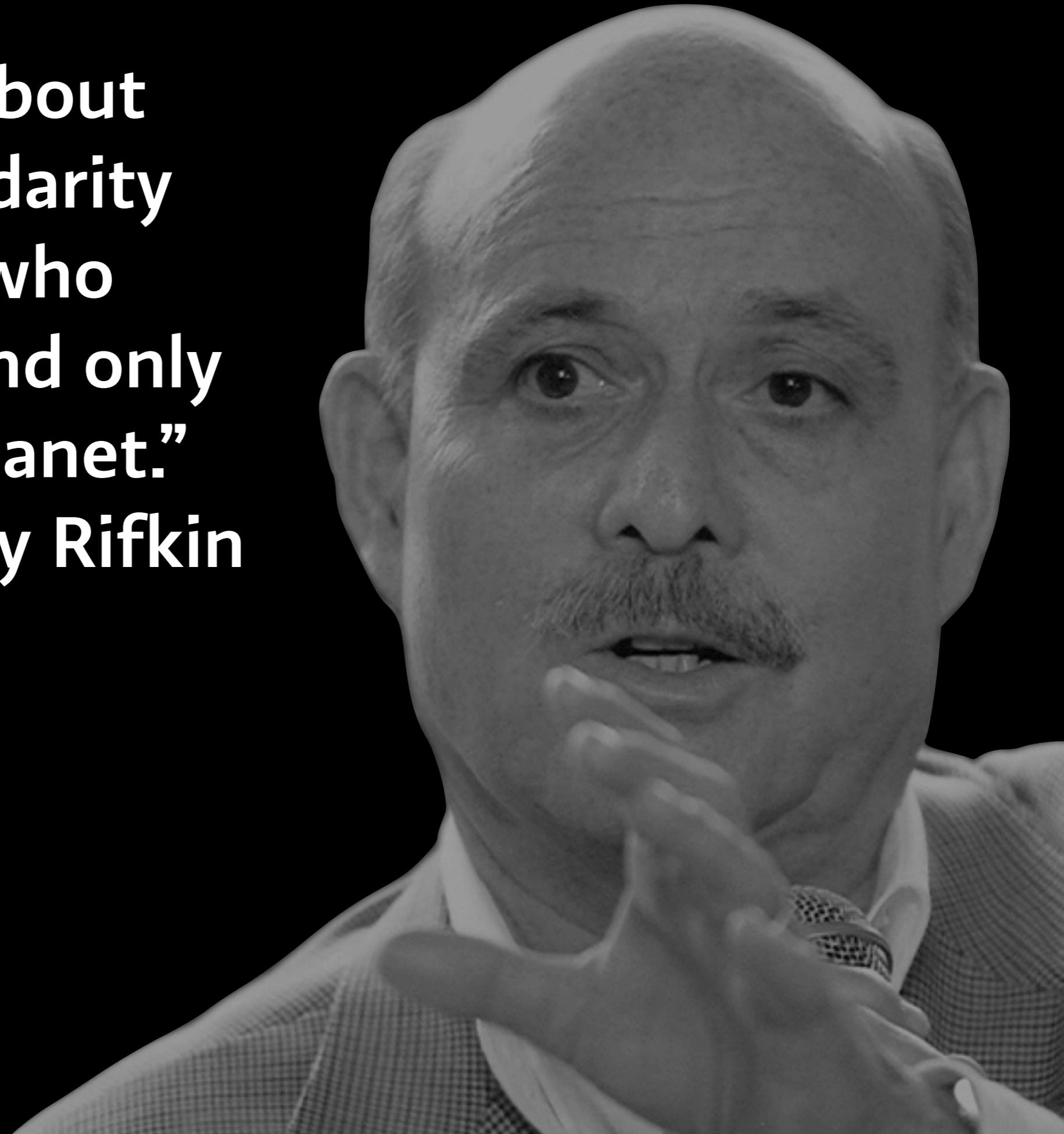
Empathy requires
us to be patient

Perspective is everything



**“Empathy is about
showing solidarity
with others who
have a one and only
life on this planet.”**

– Jeremy Rifkin





Solidarity requires
communication

Global Community



Nation States



Religious Groups



Tribes



Global response
within 3 hours

em·pa·thy

/'em-pə-thē/

The action of understanding, being aware of, being sensitive to, and vicariously experiencing the feelings, thoughts, and experience of another ... without having the feelings, thoughts, and experience fully communicated in an objectively explicit manner

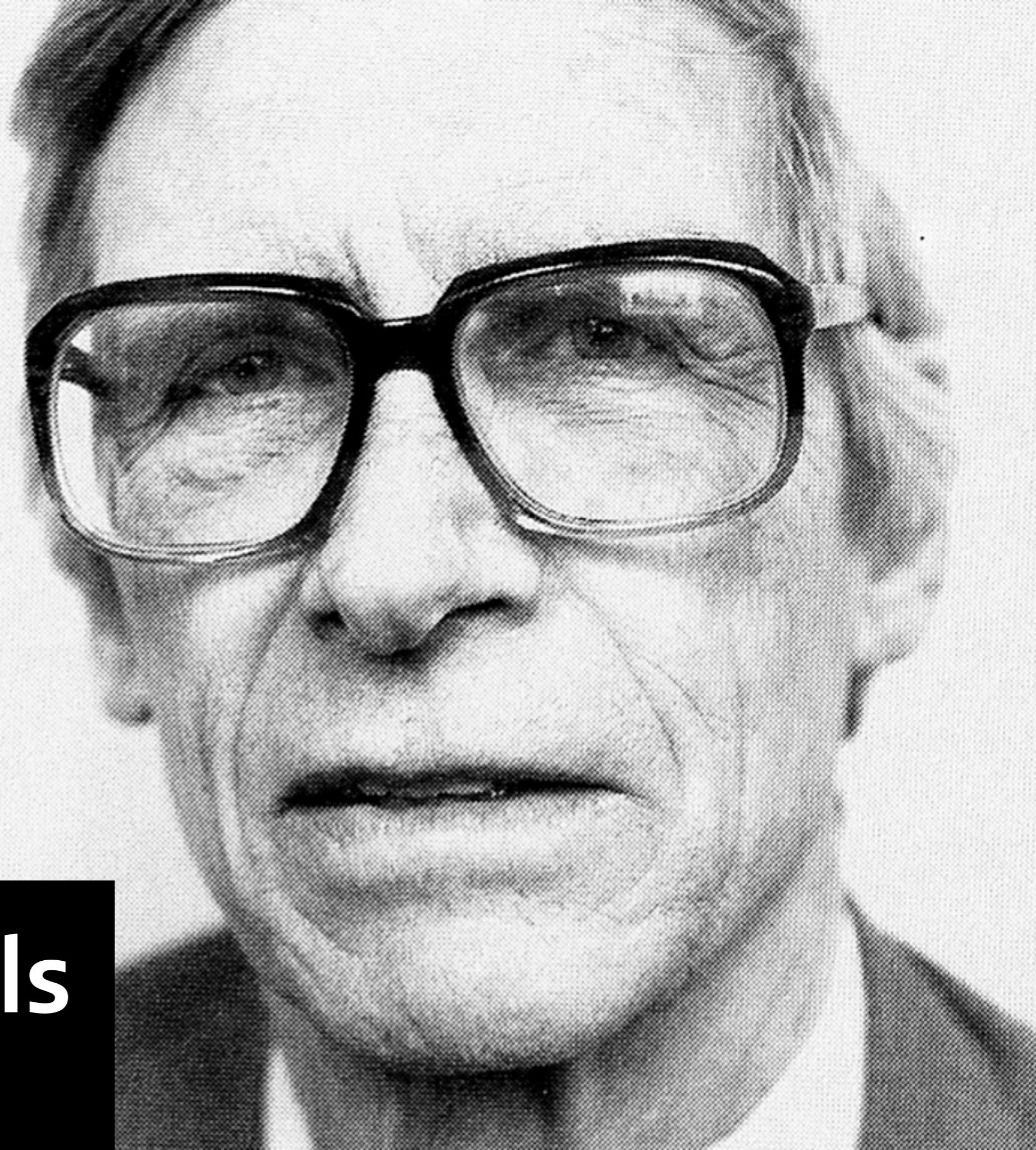
em·pa·thy

/'em-pə-thē/

The action of understanding, being aware of, being sensitive to, and vicariously experiencing the feelings, thoughts, and experience of another ... without having the feelings, thoughts, and experience fully communicated in an objectively explicit manner

Also: the capacity for this

John Rawls
1921-2002



Selfishness is a **survival instinct**



We are able to empathize by
seeing ourselves
in others.





Aw, dude.



That sticks.

Personas

foster empathy



“Tell me more! I need Internet at home and in my classroom. So, it’s got to work. When I do have trouble, though, I want to be able to fix it quickly on my own.”

My school continuously strives to be a premier educational institution in the state of Georgia. Technology is now a part of our everyday lives, so I use technology and the Internet in my classroom. I use it for personal projects, but also for classroom projects with all of my students. When in a classroom with 30 middle school kids, I don’t have time to call the DSL provider if I have trouble with the connection. So, I

Teach Me **TINA**

LEARNING FOCUSED Teacher

title

Science Teacher

company name

Crabapple Middle School

industry

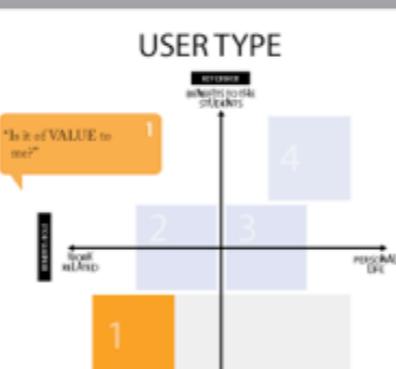
Education

location

Roswell, Georgia

description

Crabapple Middle School has enjoyed twenty plus years of excellence in education since its opening in 1983. In 1988, Crabapple Middle became Fulton County's first National School of Excellence and a Georgia School of Excellence. In 2003, Crabapple Middle was recognized as one of the first Georgia Lighthouse School to Watch for excellence in middle level education.



KEY VALUES

EMPLOYMENT

- » Medium sized middle school - Science teacher - Southeastern United States

TECH SAVVY

- » Knows some computer jargon, but may need further explanations for some terms and concepts

COMMUNICATION PREFERENCES

- » Likes seeing connection speed and other detailed information pertaining to her DSL connection

Credit: Kevin O'Connor

They also
frequently
devolve
into another
name for
“the user”





Personas
need to
be real.

They need
to be
human.

User Scenarios =
situational empathy

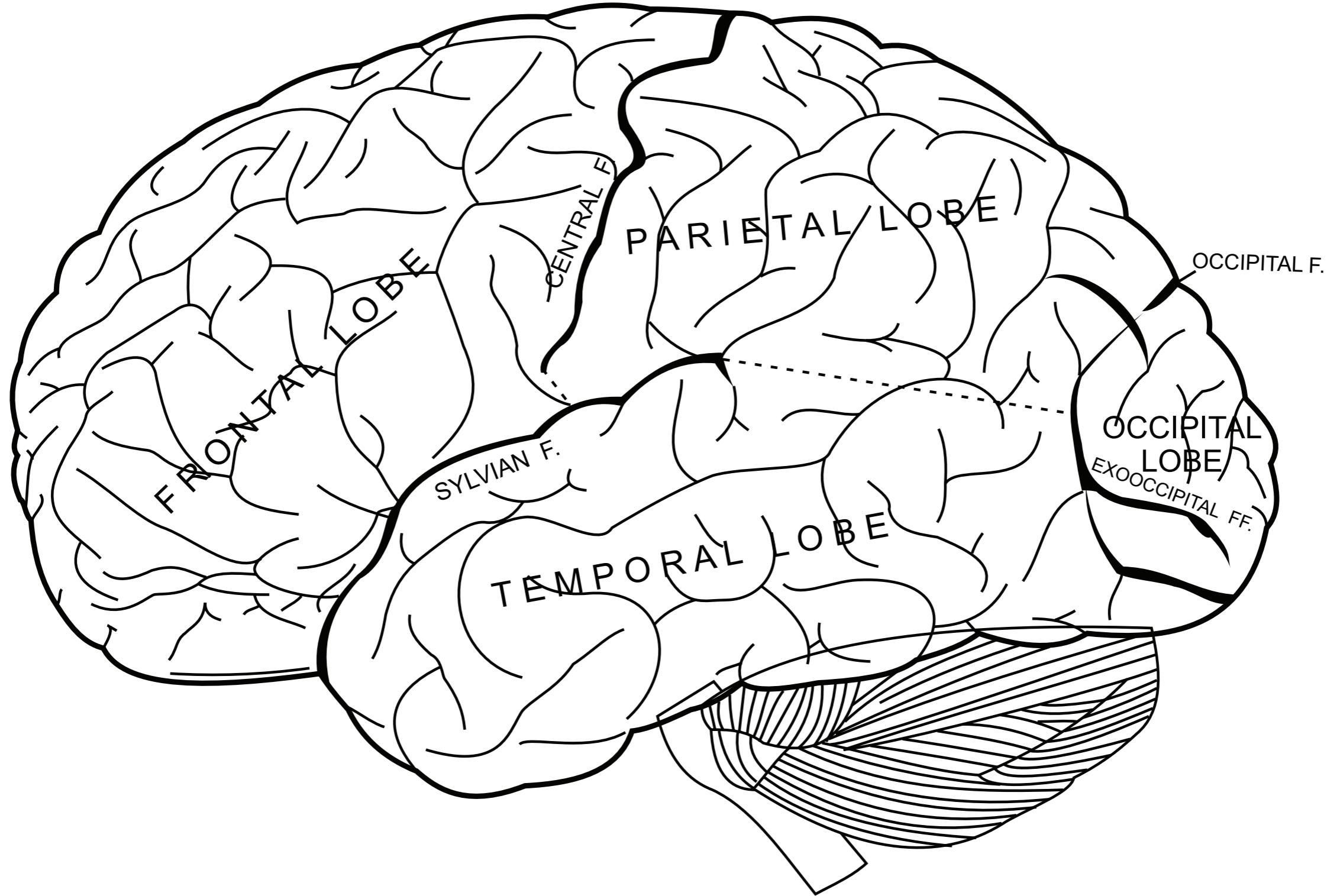


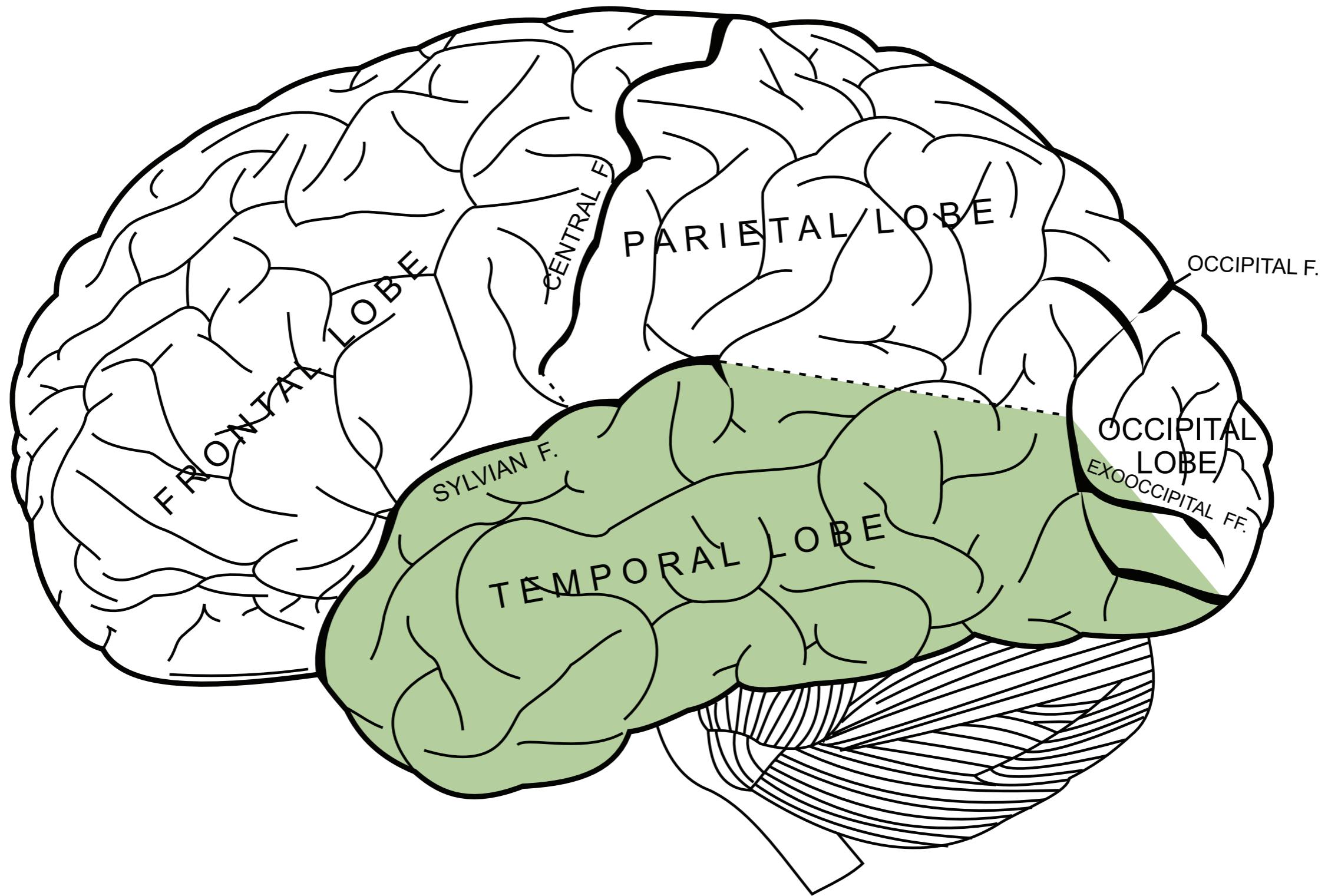
User Scenarios =
situational empathy

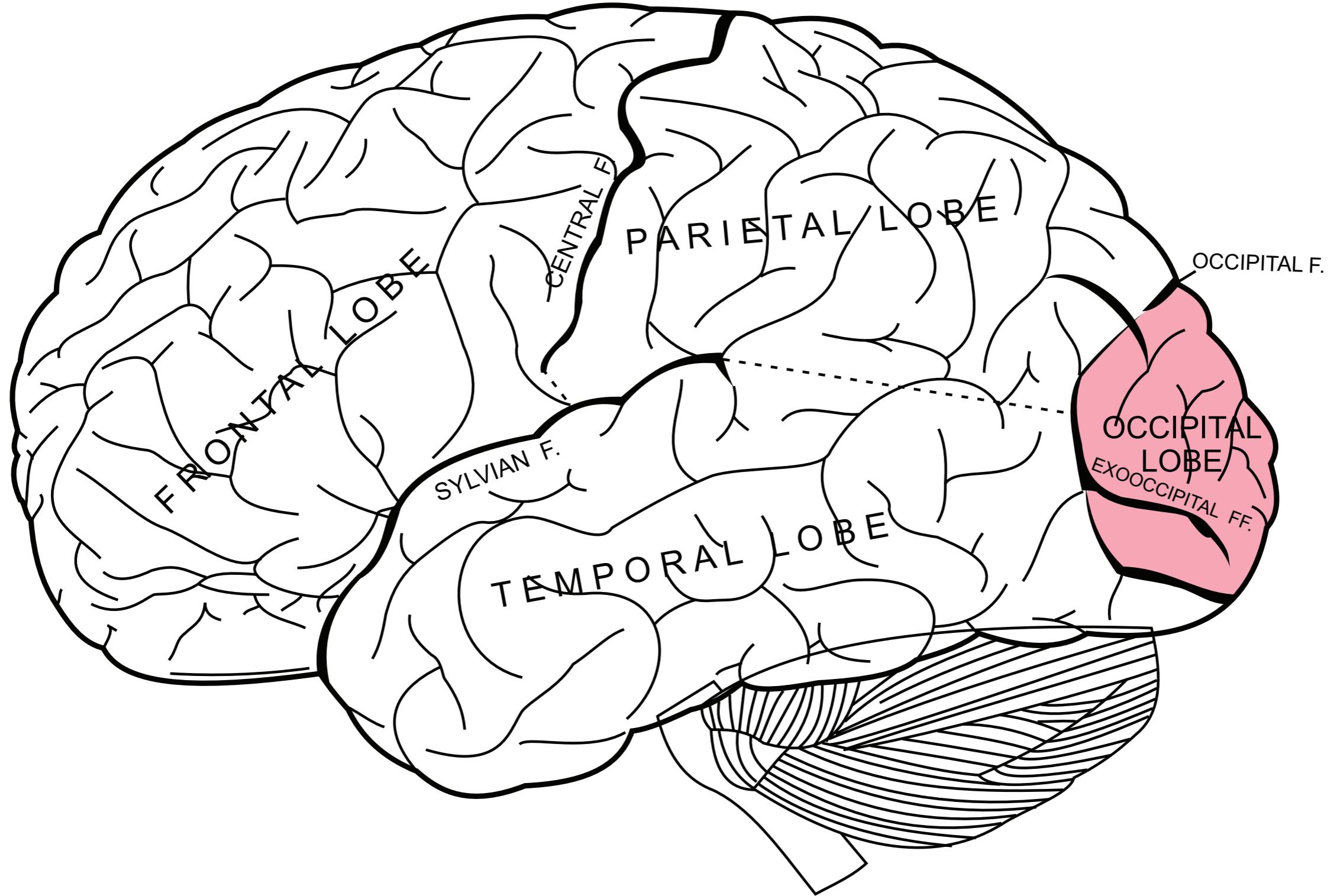


A photograph showing three individuals from behind, looking down at a desk and working together. They appear to be engaged in a collaborative task, possibly related to design or problem-solving, given the context of the text overlay.

Design is
problem
solving







Call out the relevant facts:

Bob is a mechanic

He is left-handed

He wants to look up parts info (and possibly order a replacement part) while under a car



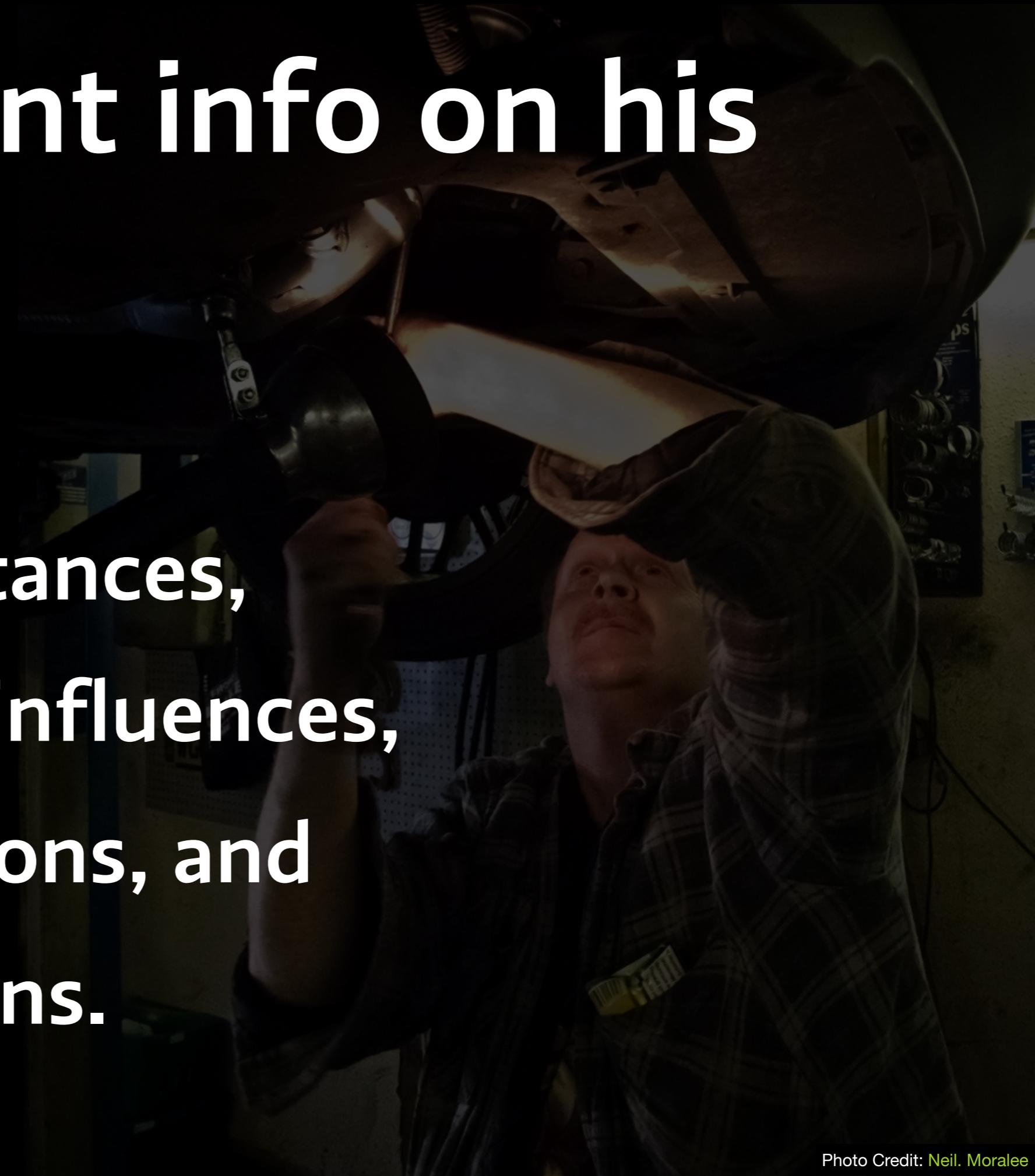
We only need **enough detail**
to be able to put ourselves in
his shoes.

Who cares
about his
macchiato
addiction?



We want info on his

- goals,
- needs,
- circumstances,
- outside influences,
- distractions, and
- limitations.



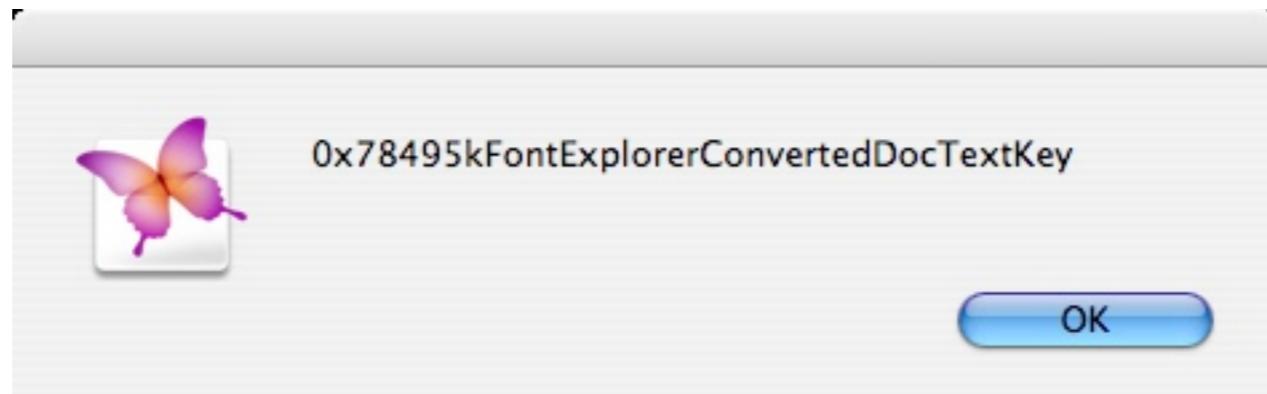
User scenarios help us
empathize in a **productive** way





Set a **performance budget**





Author appropriate content

Consider physical limitations





Facilitate **satisfaction**

Don't create unnecessary barriers



Don't force
your agenda
on your
customers



Consider indirect users

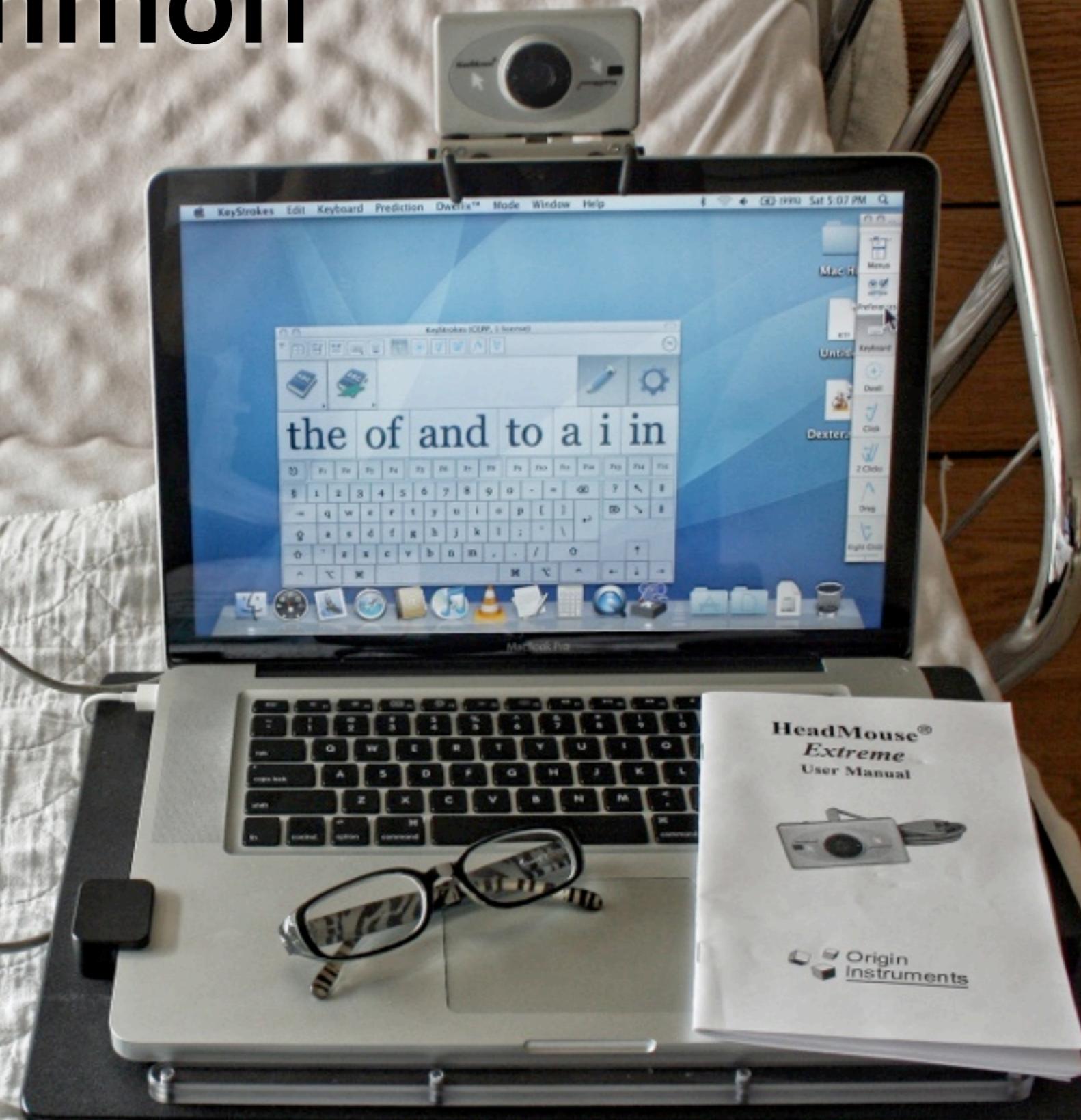


Consider indirect users



605 800 624 [REDACTED]

Support common assistive technology



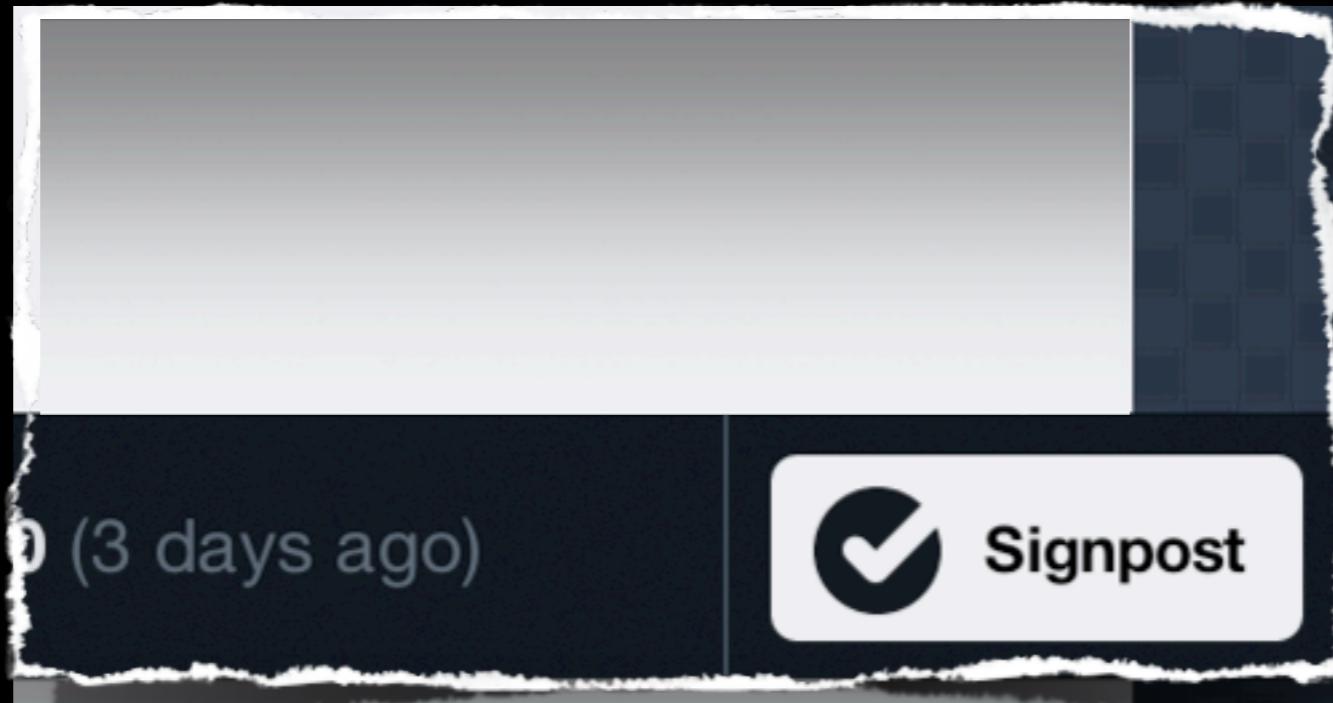
Help users learn to
accomplish complex
tasks and

reward

them for
doing so.



Progressive Reduction

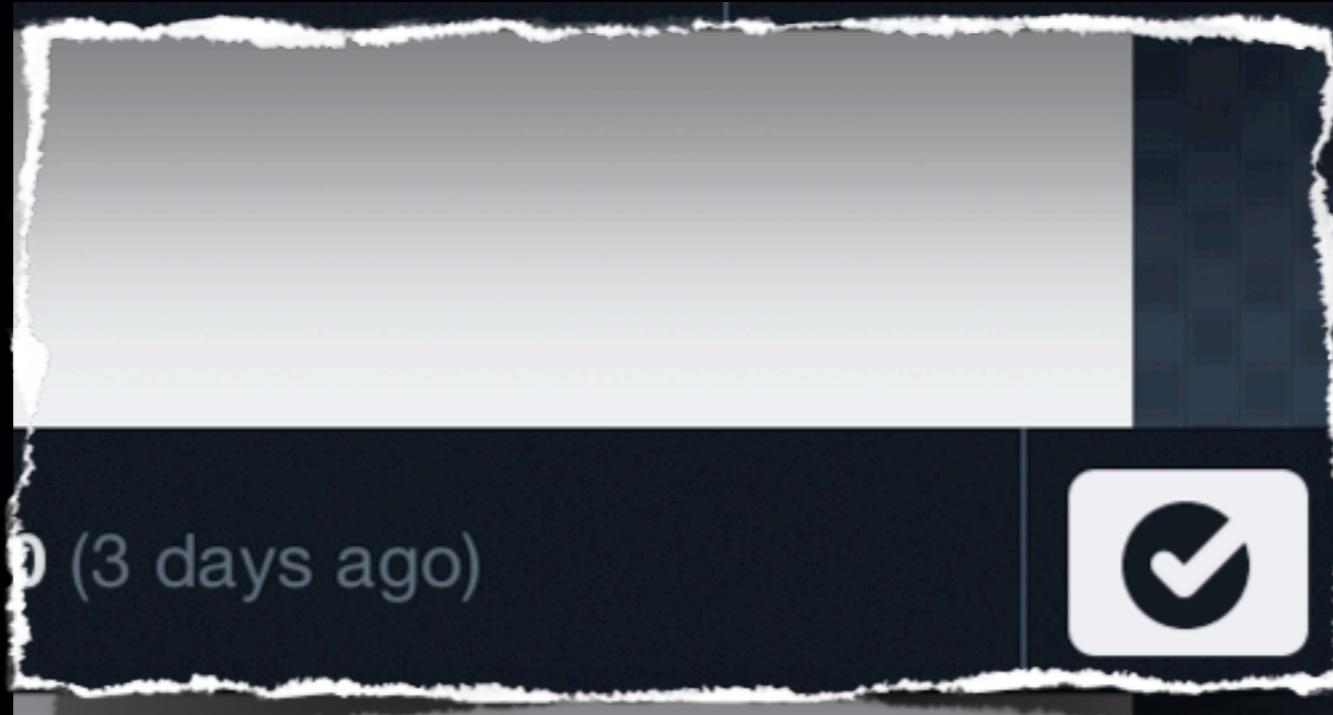


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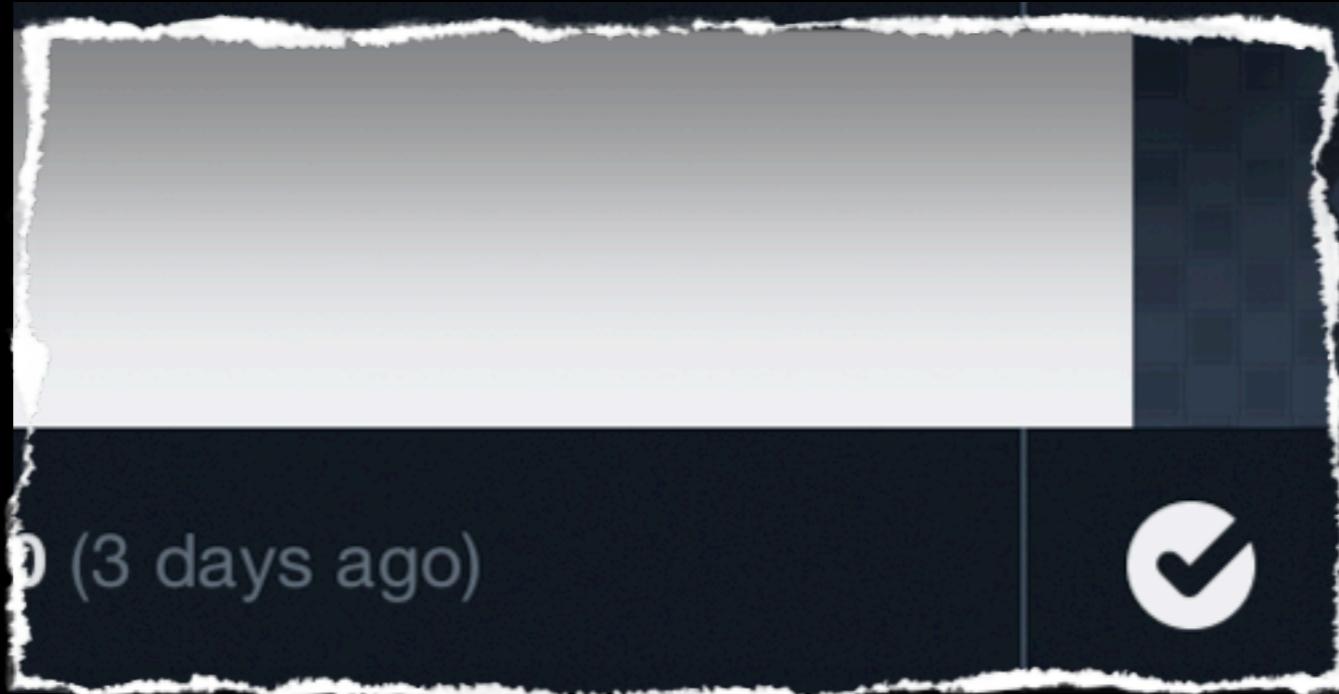


Signpost

Progressive Reduction



Progressive Reduction



Hurt not others in ways that you yourself would find harmful.

-Buddhism

Do unto others as you would have them do unto you.

-Christianity

The Golden Rule

No one of you is a believer until he desires for his brother that which he desires for himself.

-Islam

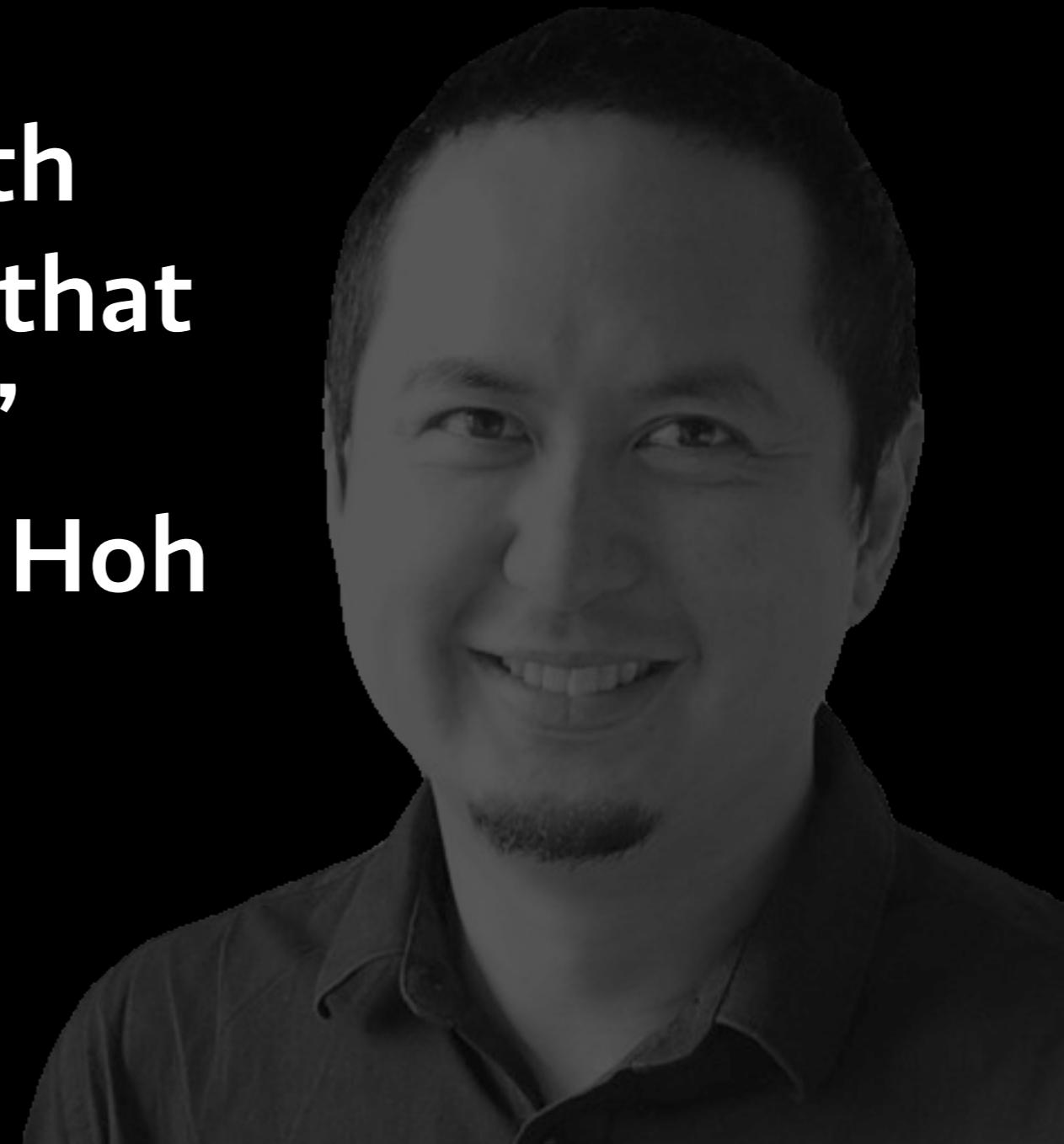
What is hateful to you, do not to your fellow man. That is the entire law; all the rest is commentary.

-Judaism



“[Progressive enhancement]
keeps the design open to
the possibilities of sexiness
in opportune contexts,
rather than starting with
the ‘whole’ experience that
must be compromised.”

– Ben Hoh



Egalitarianism

Equality of opportunity,
not equality of outcome

Designing with Empathy

Thank you

Further reading: http://is.gd/readlist_empathy

Slides: <http://slideshare.net/AaronGustafson>

Designing with Empathy

by Aaron Gustafson
[@AaronGustafson](#)

Further reading:

http://is.gd/readlist_empathy
<http://adaptivewebdesign.info>
<http://blog.easy-designs.net>

Slides available at
<http://slideshare.net/AaronGustafson>

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