

# 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**



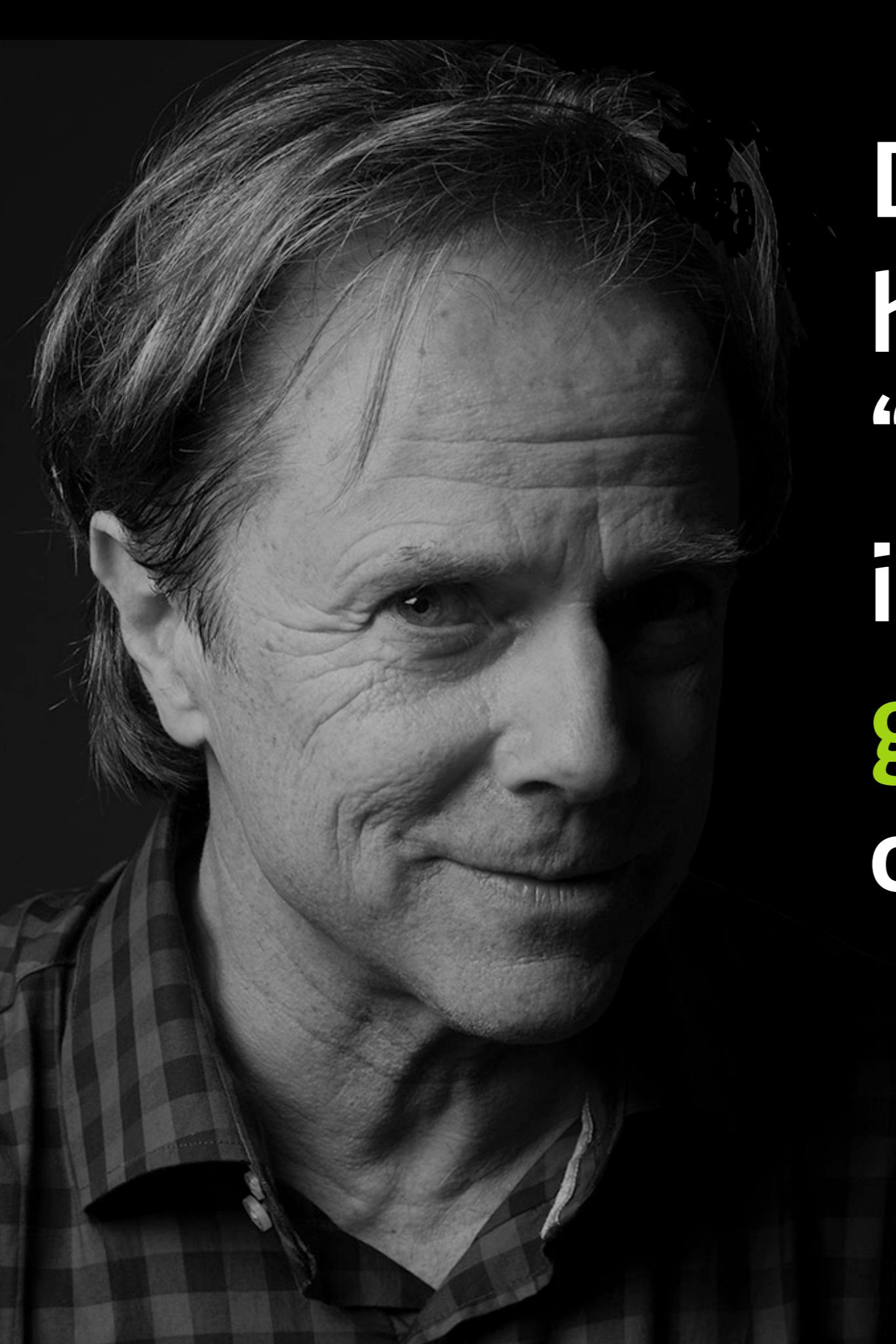
# de-sign

/də'zīn/

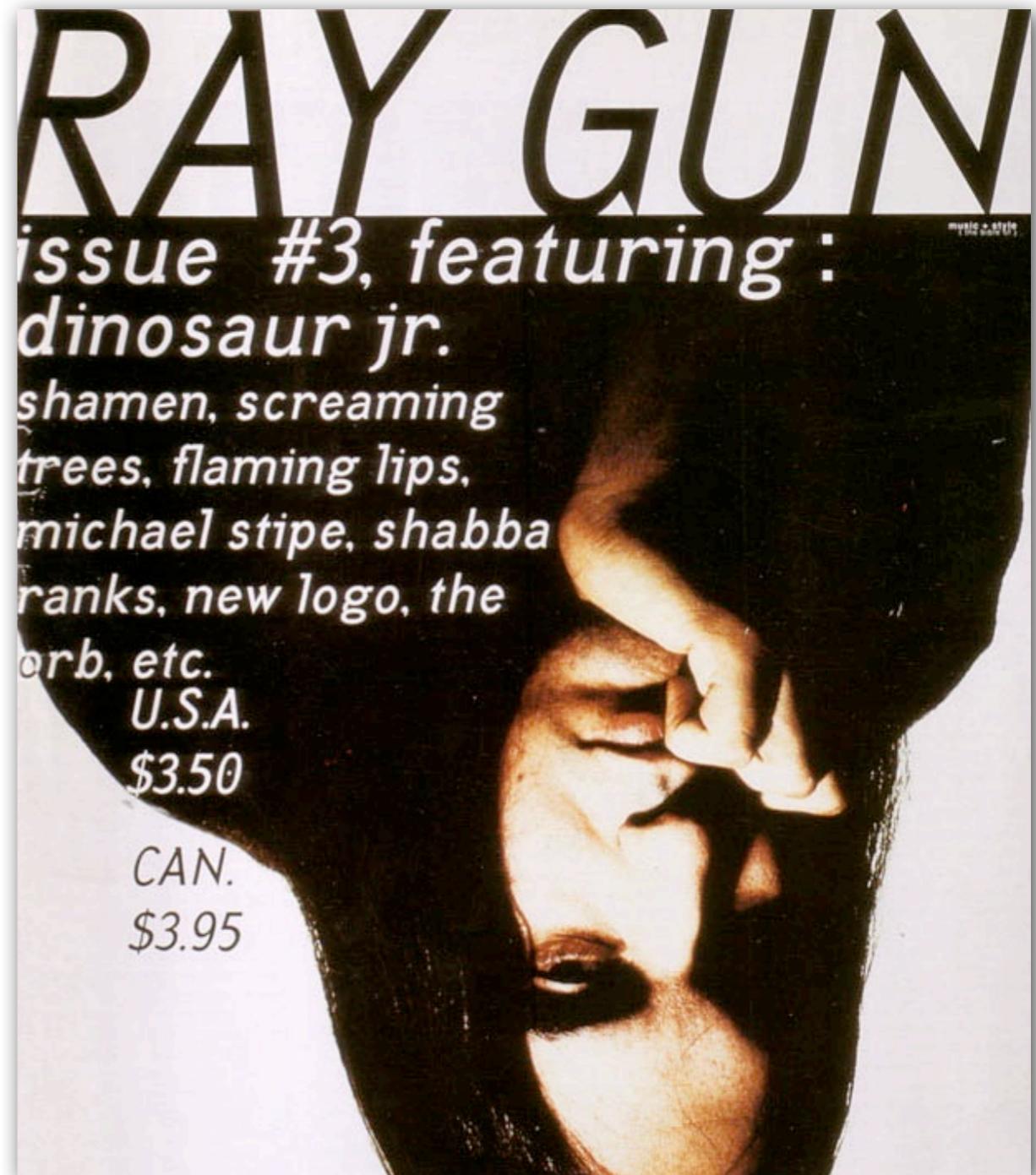
To devise for a specific function or end

Classical: To indicate

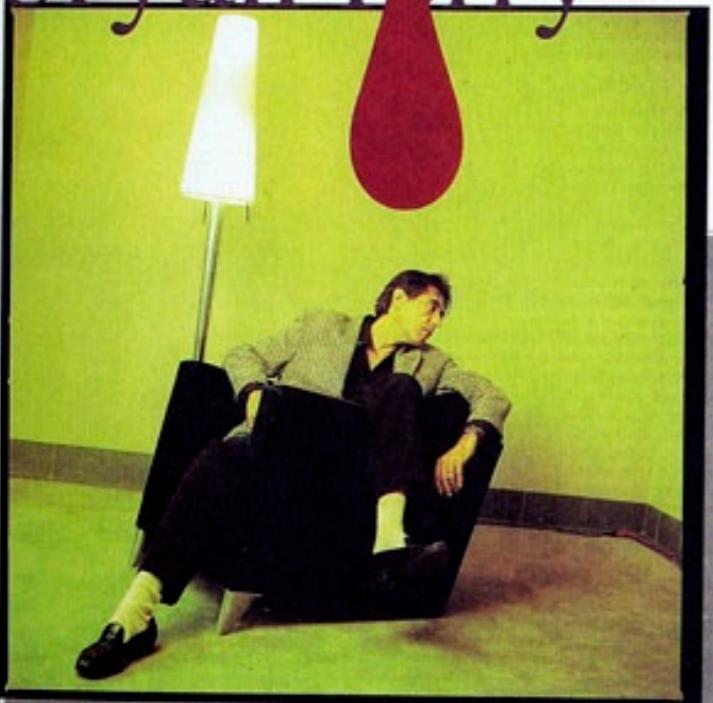
Medieval Latin: *designare*, to mark out

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. His skin shows signs of age, including wrinkles and a prominent brow.

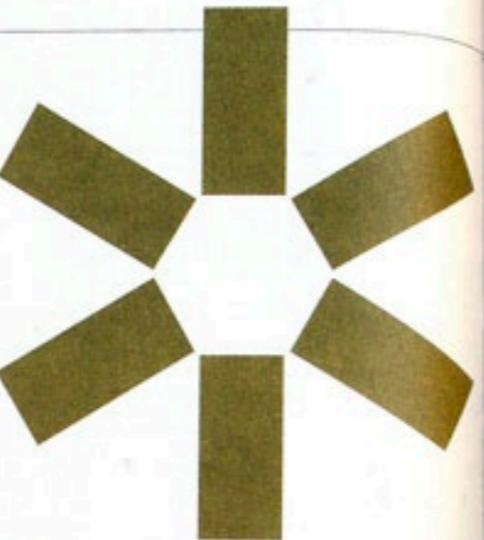
David Carson  
has been called  
“the most  
influential  
**graphic designer**  
of our times”



# bryant + may

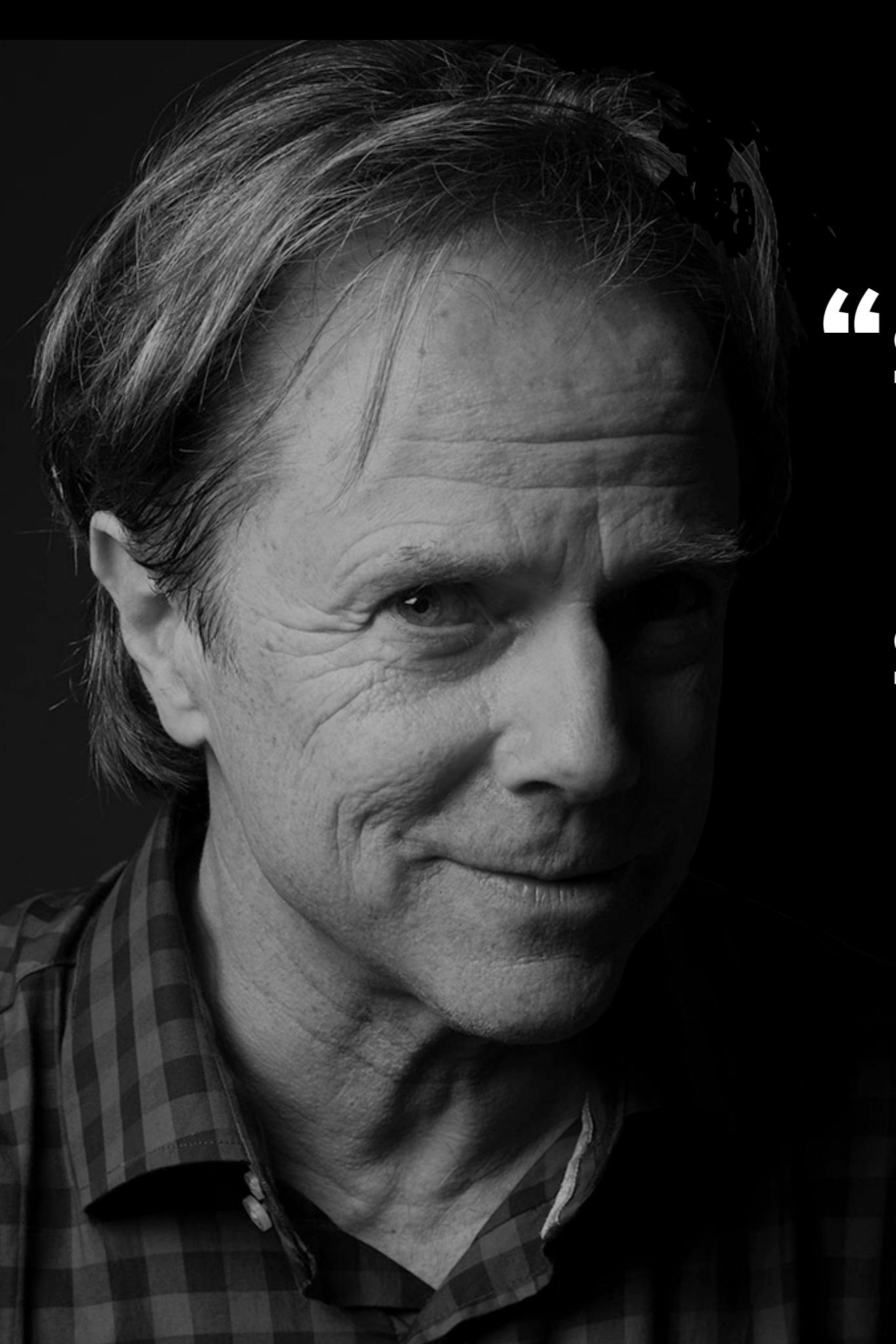


photos: Peter Morello stylist: Jill Spector



**It was Art**

**It was Ego**

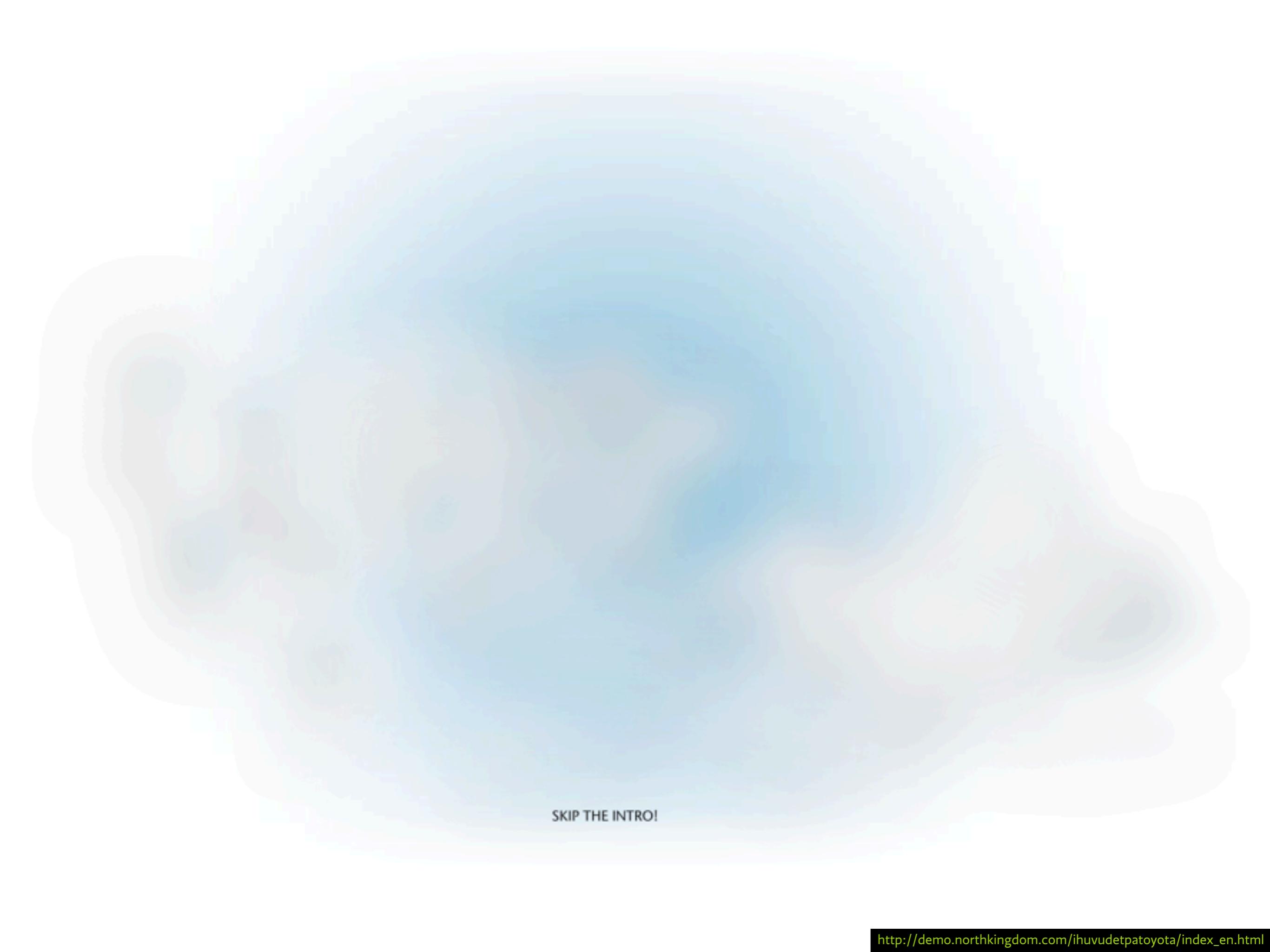
A black and white close-up photograph of a man's face. He has long, dark hair and deep-set eyes. He is wearing a plaid shirt. The lighting is dramatic, with strong shadows on one side of his face.

**“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 ⓘ



TOYOTA

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

Easy Flat System

# YESHIVAH OF FLATBUSH

## הישיבה דפלטבוש



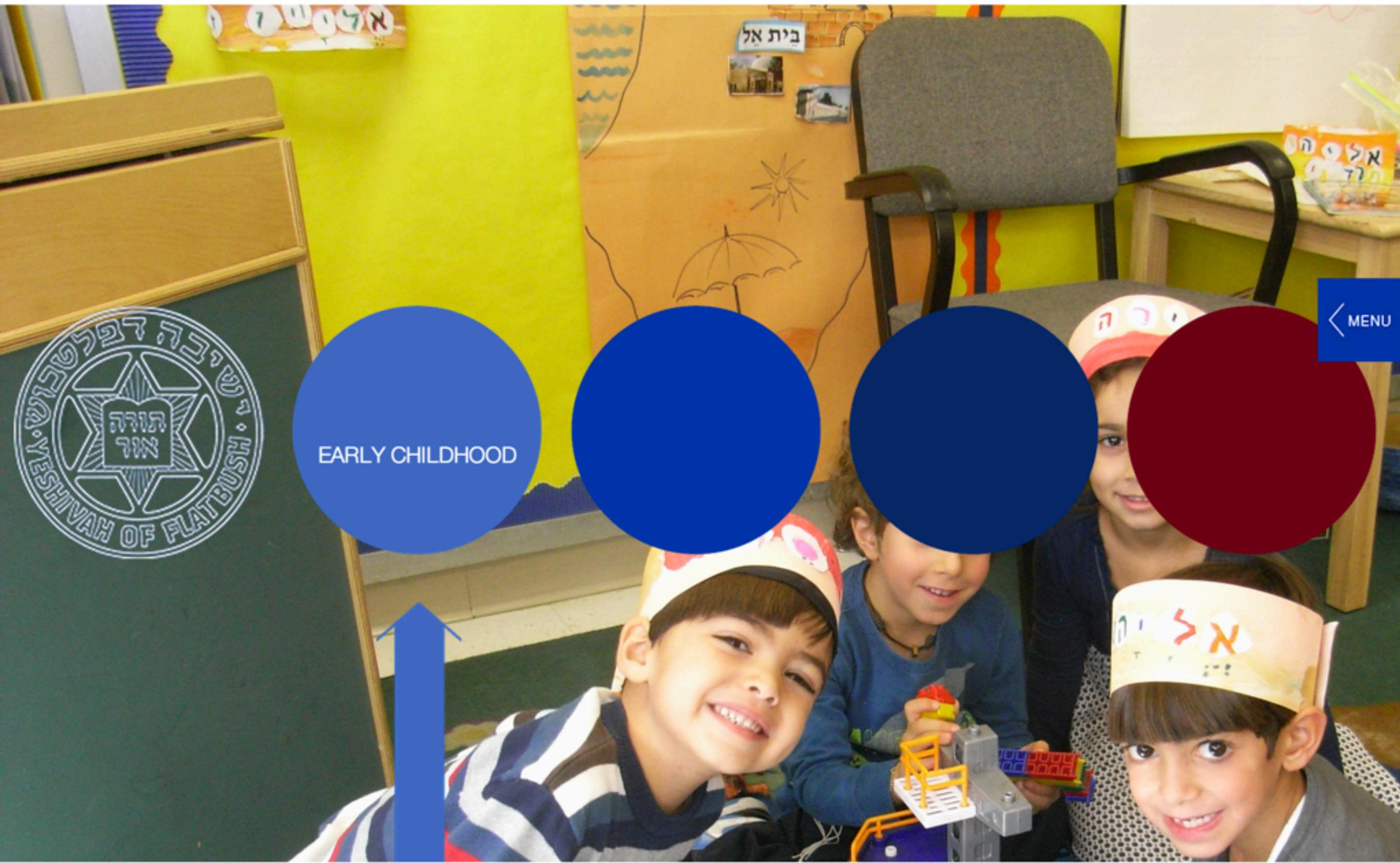
X

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

# 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**

# Perspective is everything



# **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

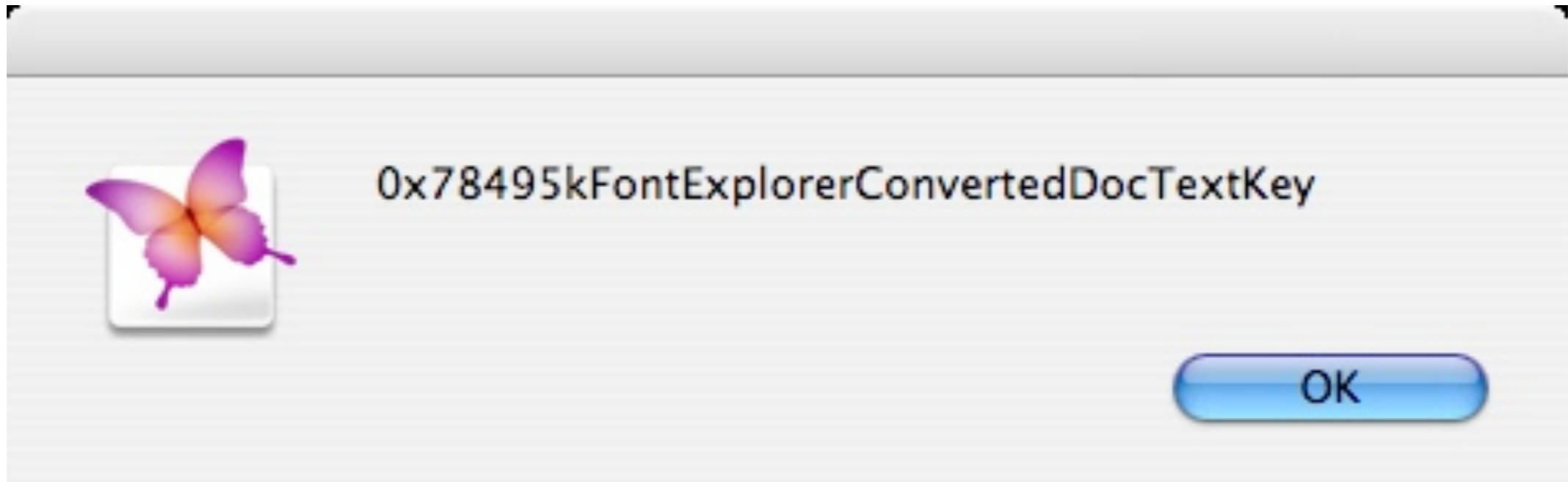


**Aw, dude.**



**That sticks.**





Author appropriate content

# Set a **performance budget**



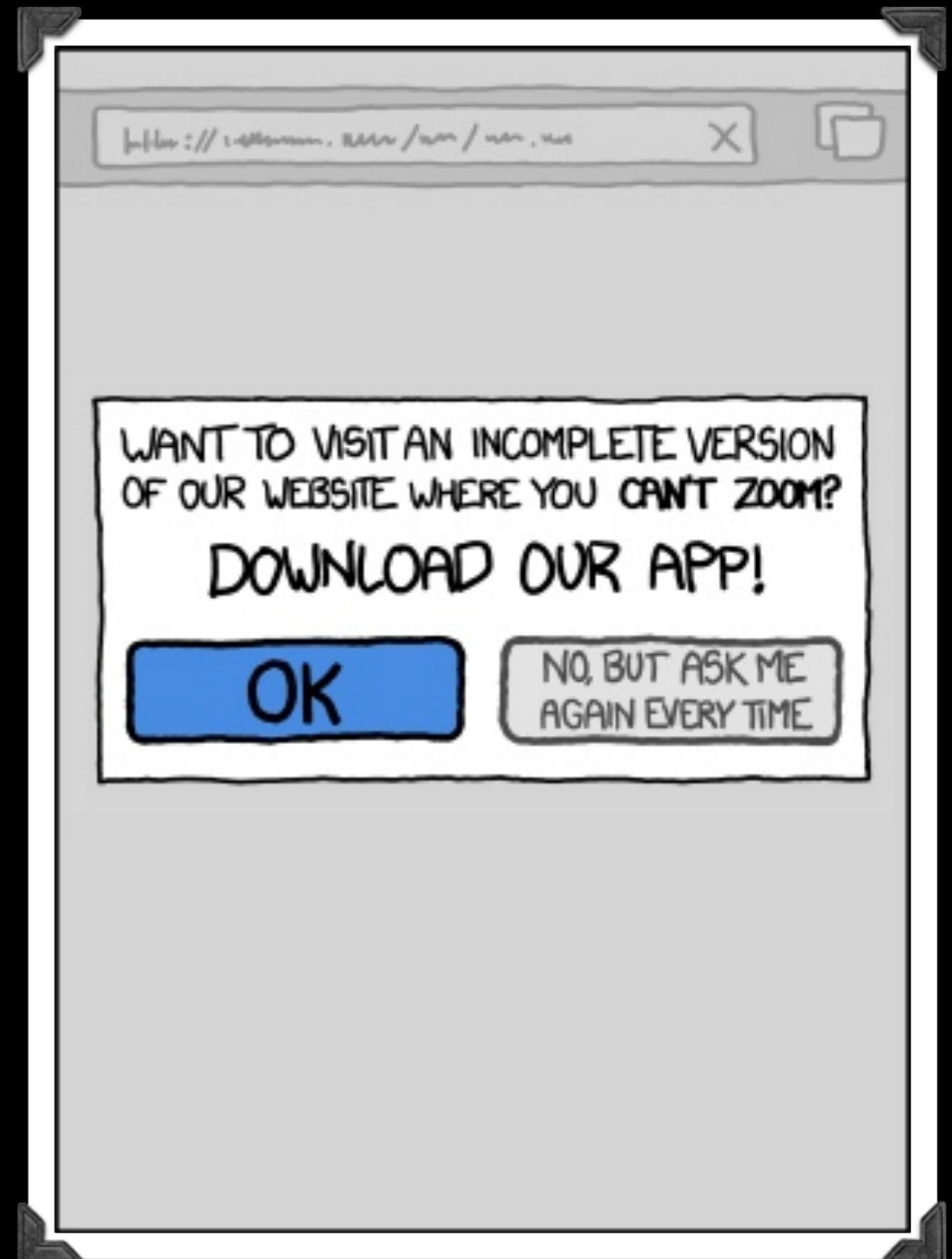
# Consider physical limitations



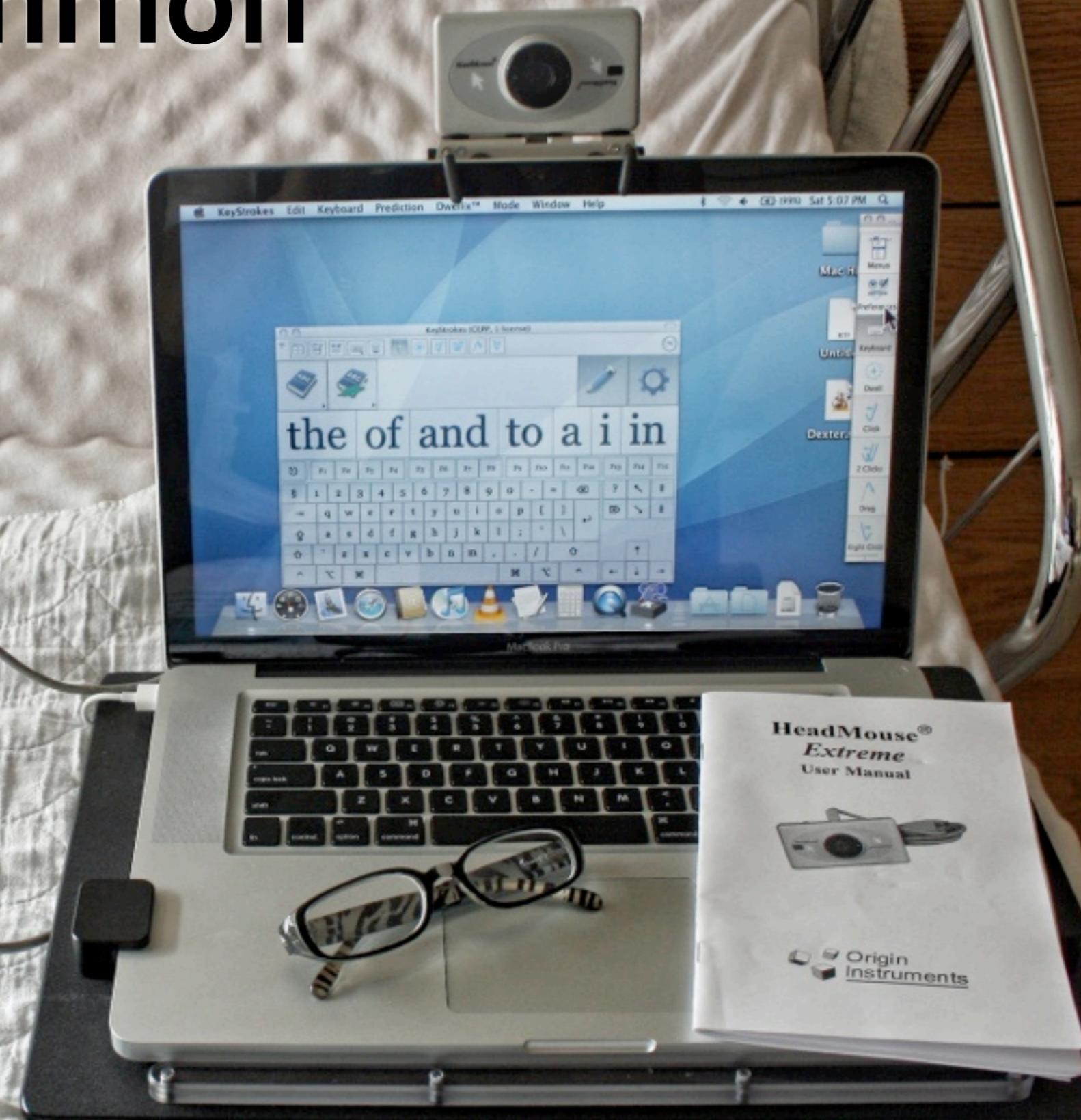
# Don't create unnecessary barriers



Don't force  
your agenda  
on your  
customers



# Support common assistive technology



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

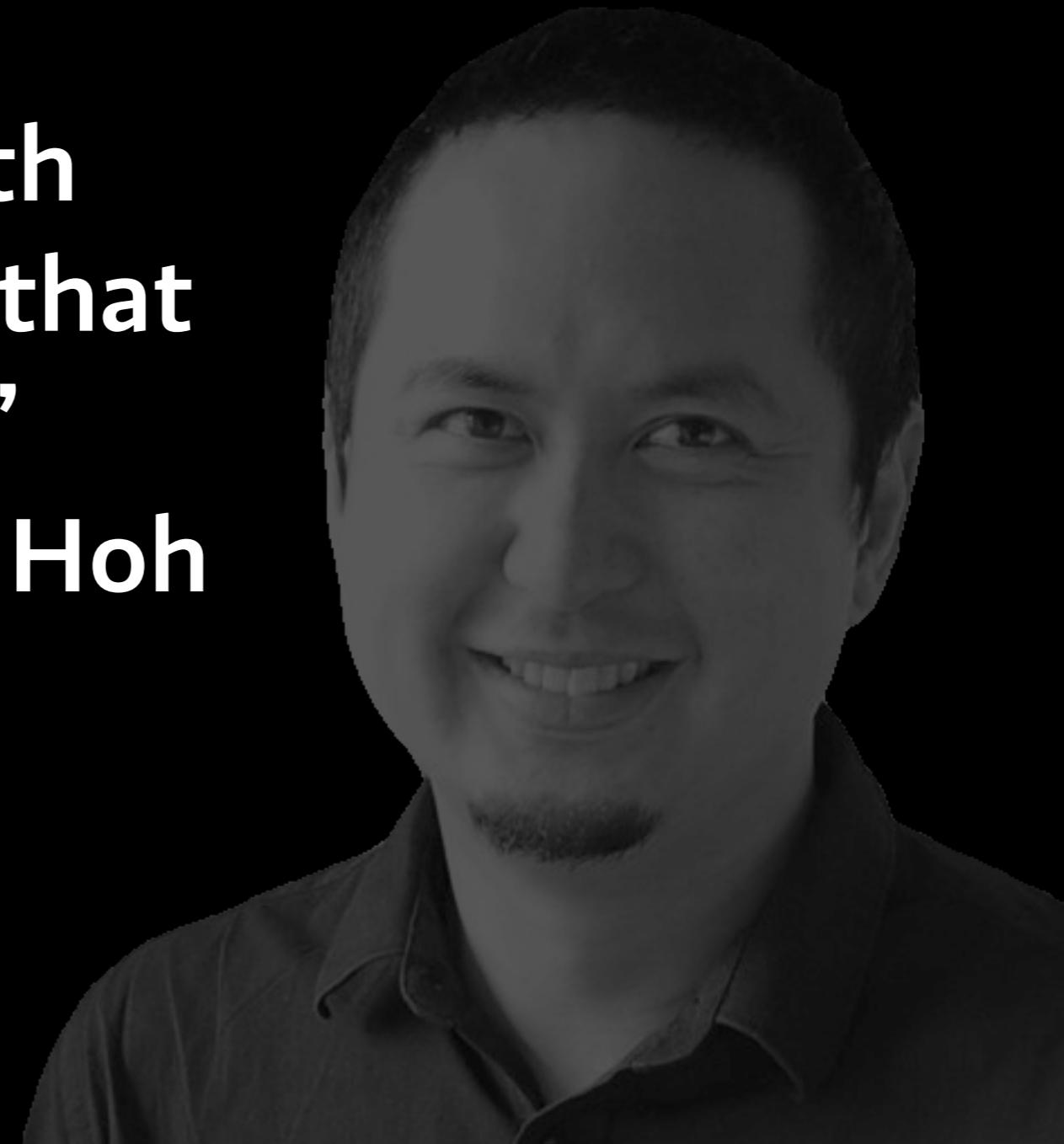
# **Progressive**



# **Enhancement**

“[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

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by Aaron Gustafson  
@AaronGustafson

Further reading:

[http://is.gd/readlist\\_empathy](http://is.gd/readlist_empathy)

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

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