

Inleiding Ontwerpen



#No
Photo

Les 2: Empathie

11-9-2025



HOGESCHOOL
ROTTERDAM

Toekomstmakers

d.School values



FOCUS ON HUMAN VALUES

Identify real user pain points and ground solutions in their needs; no pet ideas!



DEFER JUDGMENT

YES AND (BUILD ON OTHERS' IDEAS)

Trust is the fertile soil for creativity; imagine first, evaluate after.



BIAS TOWARDS ACTION SHOW DON'T TELL

Come up with solutions, not problems.
Prototype to learn vs pontificating.



BE VISUAL

Diagram, sketch - always aim to visualize your ideas & concepts to create clarity



RADICAL COLLABORATION

Breakthrough insights come from diverse backgrounds and viewpoints!

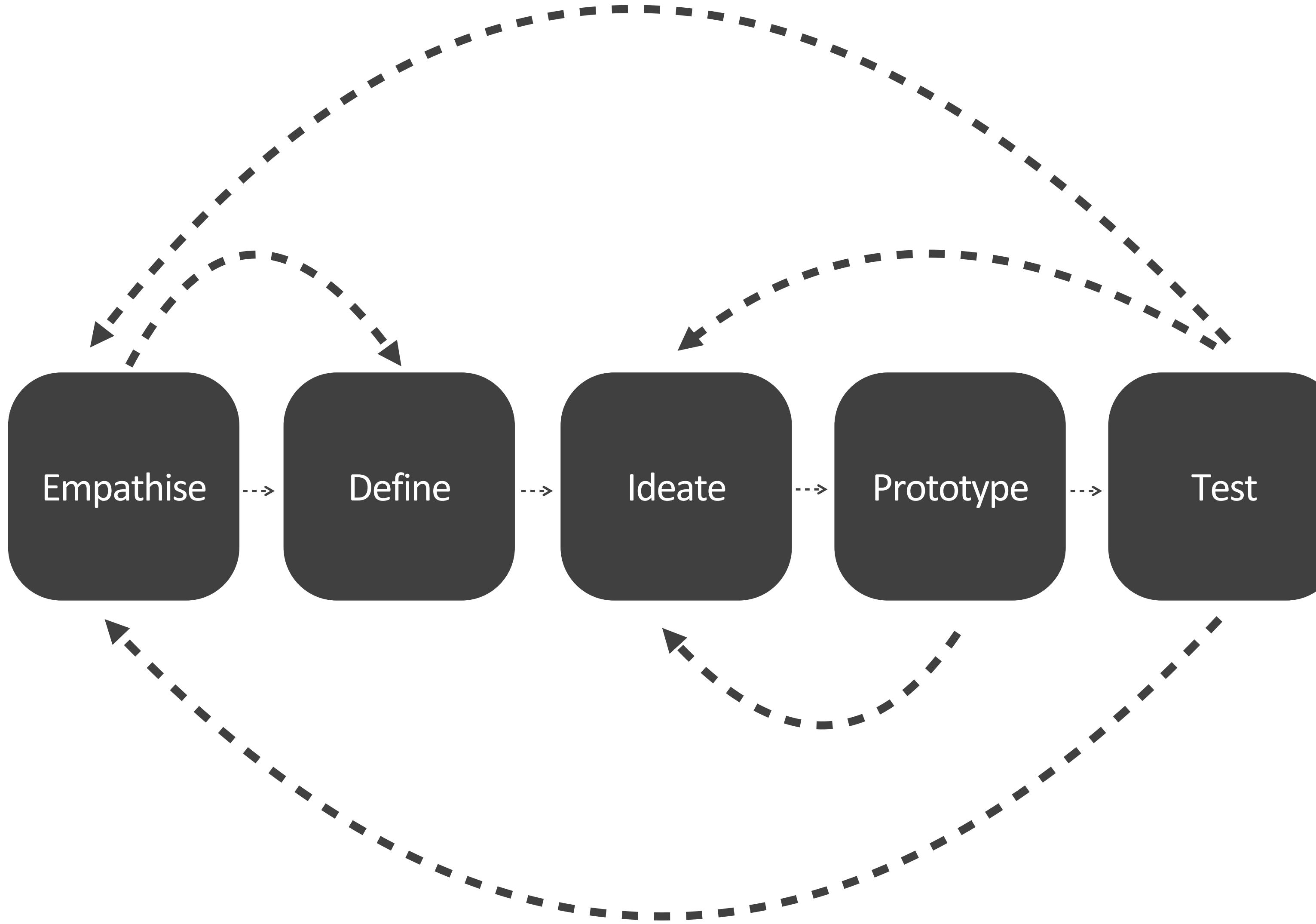


CRAFTING CLARITY

EMBRACE EXPERIMENTATION

Ambiguity is inherent in the creative process; run experiments to learn

Ontwerpen is geen lineair proces



INTERACTION DESIGN
FOUNDATION

INTERACTION-DESIGN.ORG

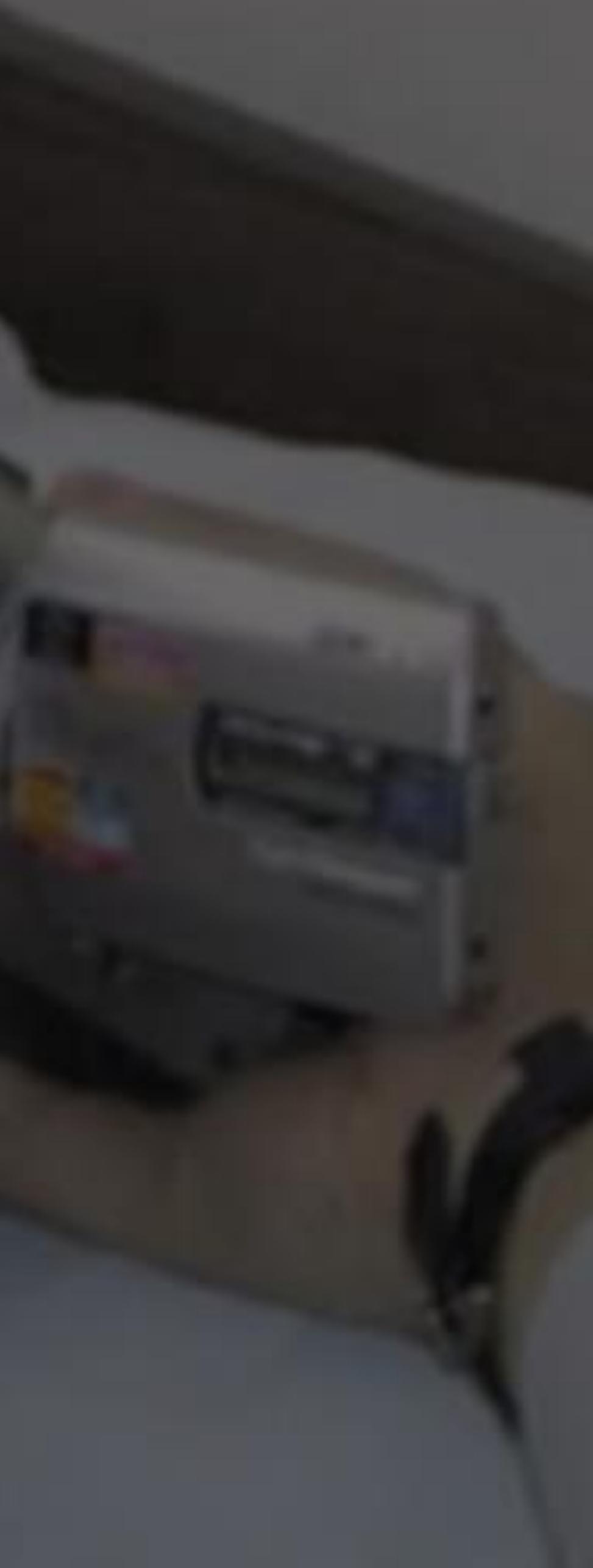
. / Empathie



Know thy user

(and you are not your user)









INSPIRATION

In this phase, you'll learn how to better understand people. You'll observe their lives, hear their hopes and desires, and get smart on your challenge.



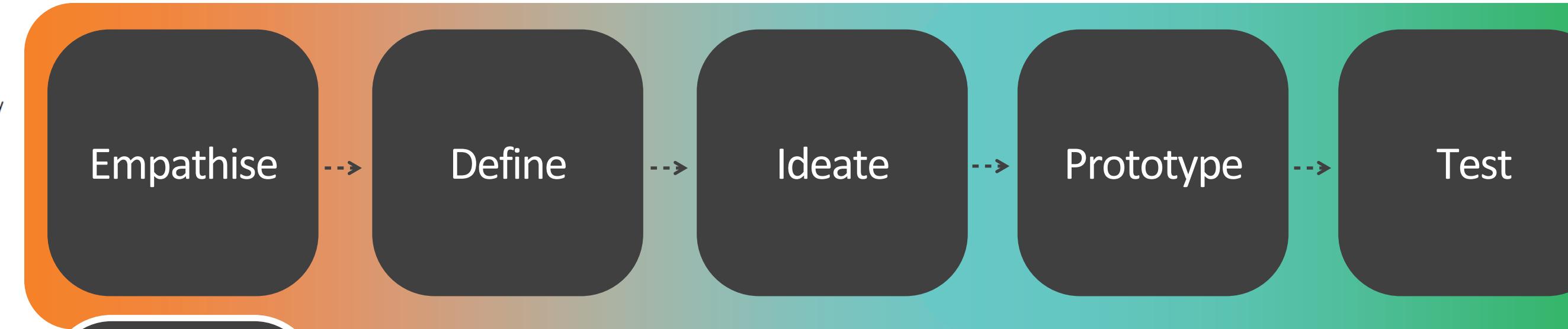
IDEATION

Here you'll make sense of everything that you've heard, generate tons of ideas, identify opportunities for design, and test and refine your solutions.



IMPLEMENTATION

Now is your chance to bring your solution to life. You'll figure out how to get your idea to market and how to maximize its impact in the world.



Discover

Kennismaken met je publiek, je eigen interesse opwekken (nieuwsgierigheid);

Immerse

Verzamelen van data door in de schoenen van je publiek te stappen;

Connect

Data koppelen aan je eigen persoonlijke ervaring, een analogie;

Detach

Als ontwerper de data analyseren;

Discover



Controlled Observation



Hawthorne Effect



Natural Observation



Law of
REFRIGERATOR OBSERVATION

If a cat watches a refrigerator long enough,
someone will come along and take out something good to eat.

Controlled Observation

voordelen

Makkelijk te reproduceren

Makkelijk te analyseren

Snel af te nemen

nadelen

Hawthorne effect

Uitgebreide opstelling vereist

Natural Observation

voordelen

Betrouwbaar

Waardevol voor Ideation

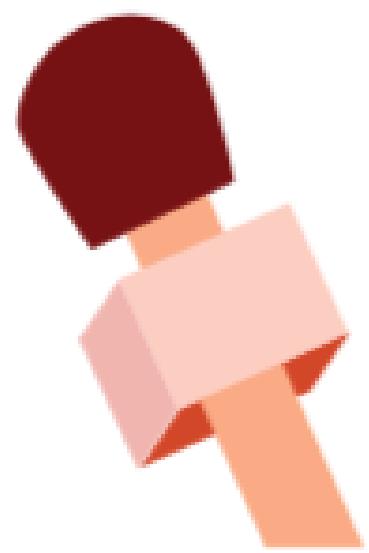
Representatieve groep

Moeilijk reproduceren

Externe factoren

Vraag altijd “waarom?”





Interview

STEPS

TIME

60-90 minutes

DIFFICULTY

Moderate

WHAT YOU'LL NEED

Pens, paper, Interview Guide
worksheet p. 166

PARTICIPANTS

Design team, person you're
designing for

01

No more than three research team members should attend any single Interview so as to not overwhelm the participant or crowd the location. Each team member should have a clear role (i.e. interviewer, note-taker, photographer).

02

Come prepared with a set of questions you'd like to ask. Start by asking broad questions about the person's life, values, and habits, before asking more specific questions that relate directly to your challenge.

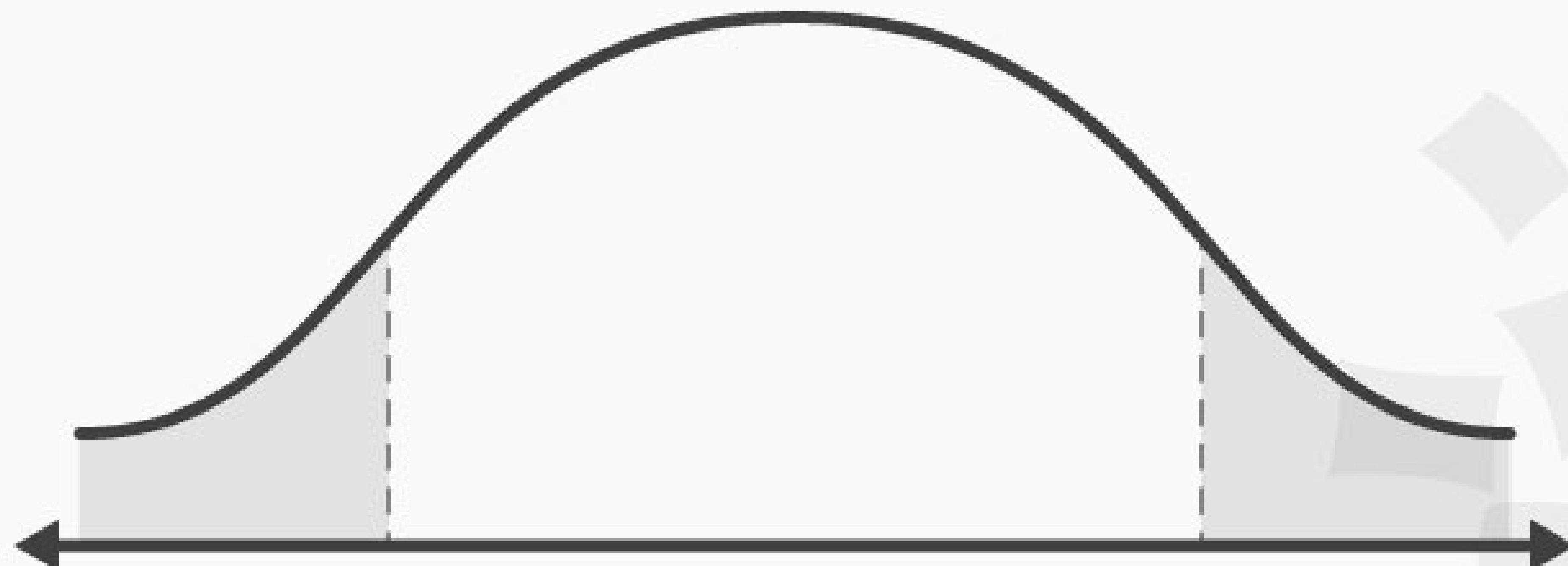
03

Make sure to write down exactly what the person says, not what you think they might mean. This process is premised on hearing exactly what people are saying. If you're relying on a translator, make sure he or she understands that you want direct quotes, not the gist of what the person says.

04

What you hear is only one data point. Be sure to observe the person's body language and surroundings and see what you can learn from the context in which you're talking. Take pictures, provided you get permission first.

Extreme users



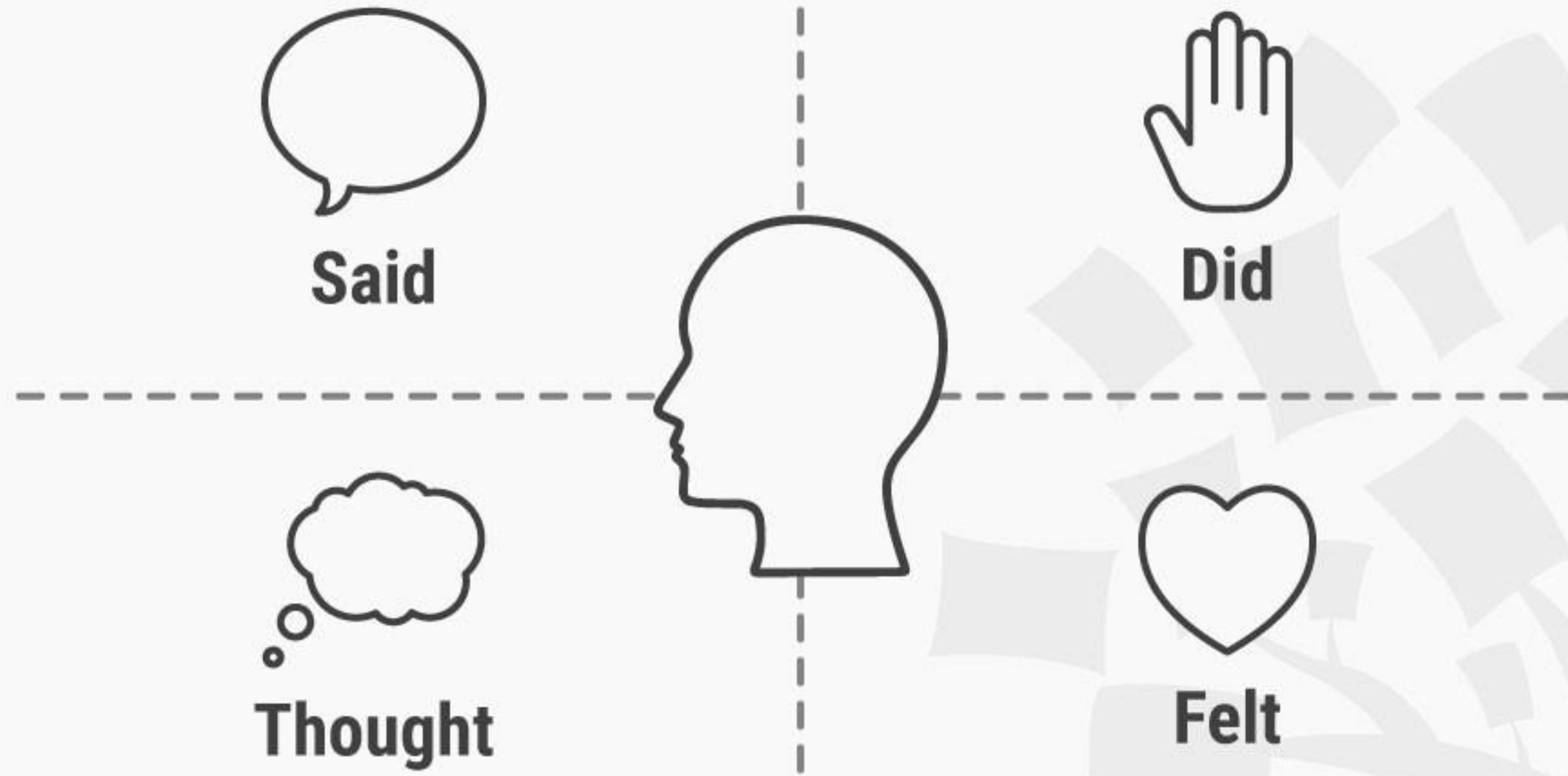
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Goed observeren

- 1. Diversiteit in je team**
- 2. Beschouw je publiek**
- 3. Geef mensen een rede om je te helpen**
- 4. Laat mensen vertellen**
- 5. Let op de omgeving, lichaamstaal**
- 6. Begin niet met een oplossing**

Empathy Mapping



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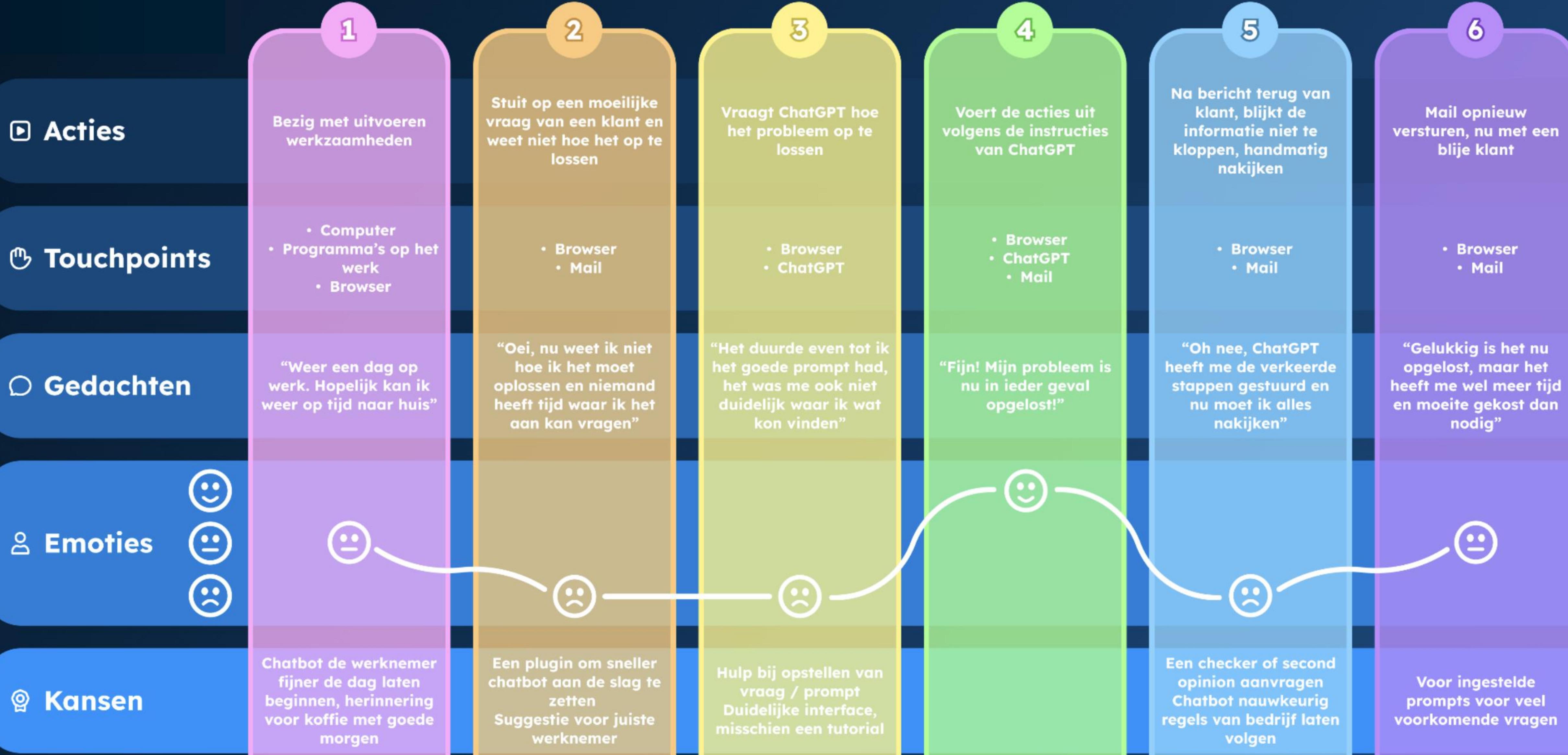
Immerse



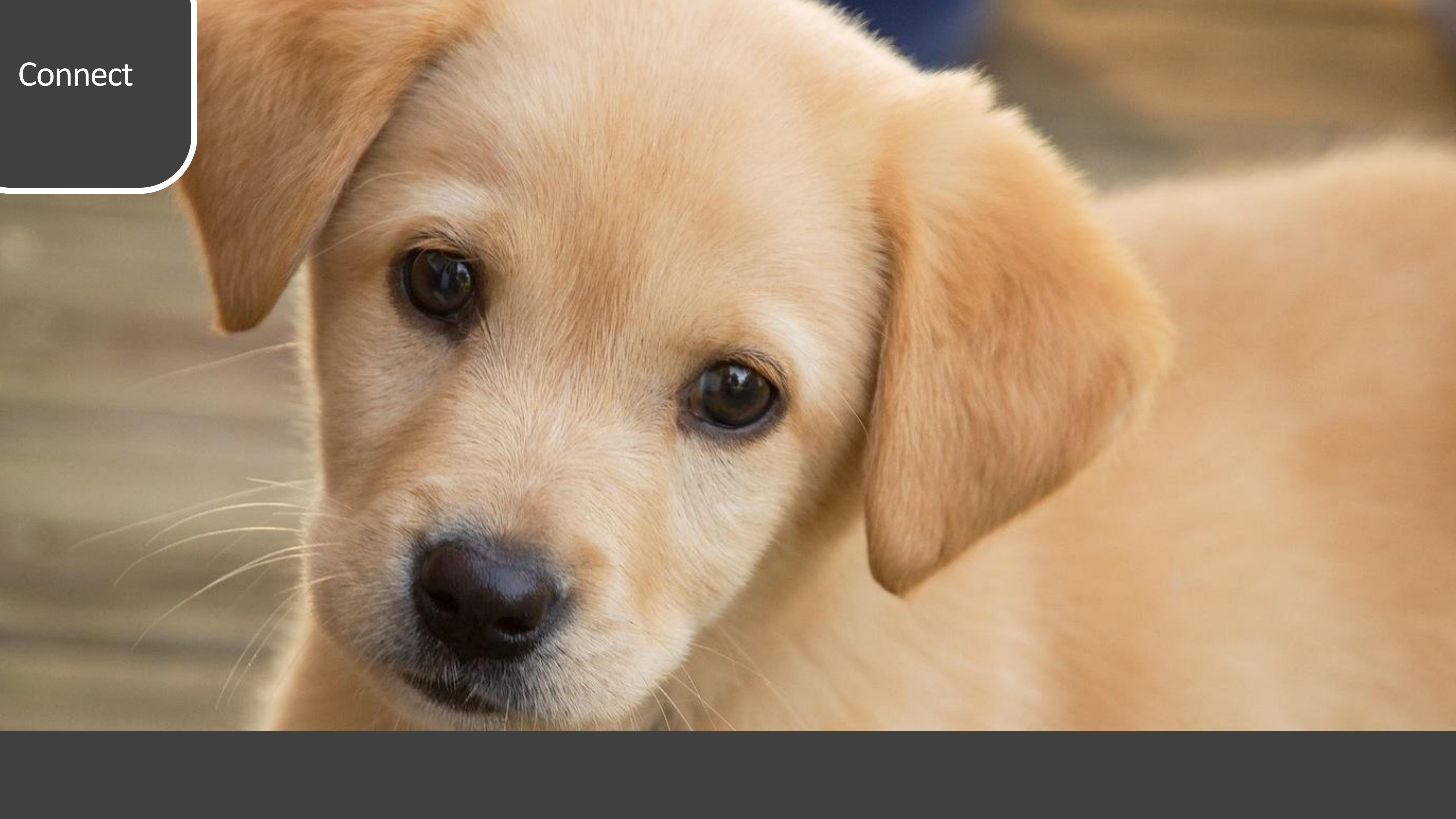




Customer Journey



Connect



- **Sympathie**

Zorg om het welbehagen van de ander, vaak superieure ondertoon

- **Empathie**

het vermogen om je met iemand anders te identificeren*

*| context, emoties, doelen en motivatie



Detach



Detach

- **Kwantitatief**
feitjes, cijfers; hier gaat het om de hoeveelheid data.
Makkelijk te analyseren.
- **Kwalitatief**
beleving, emotie; inhoud is belangrijker dan
hoeveelheid. *Moeilijk te analyseren.*