

EMPATHY

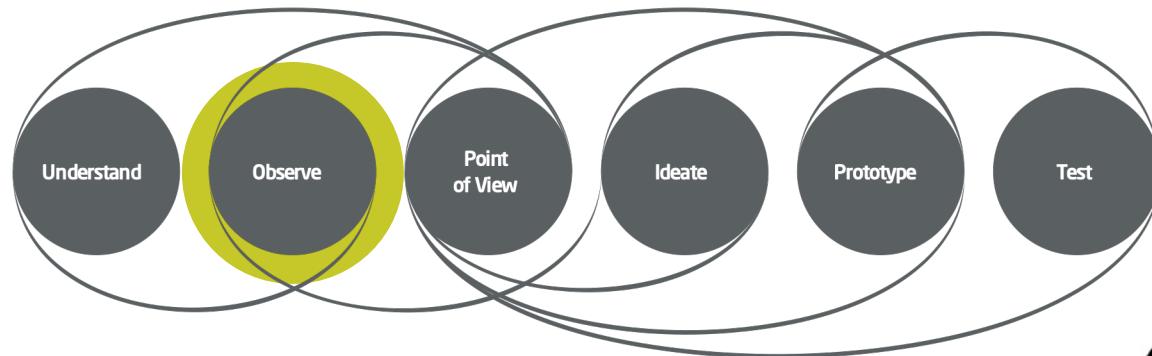
► Step into your user's shoes
to get game-changing
inspiration

Empathy Exercise:

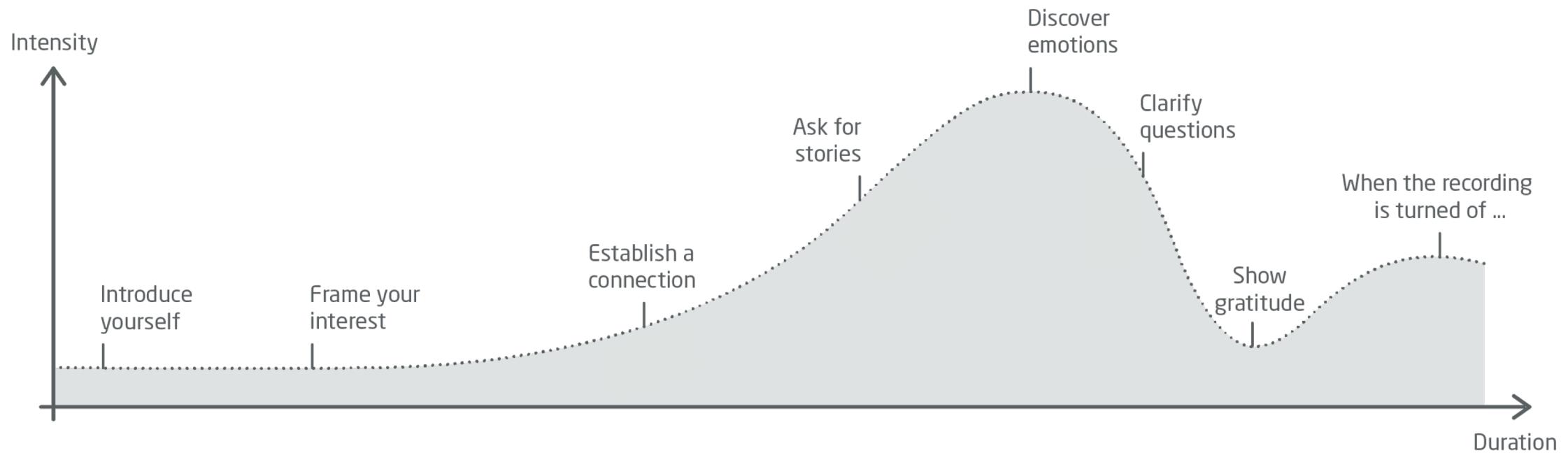
How to unlock insightful conversation in (virtual) interviews

By the Course Coaching Team

Why doing interviews in empathy research?



How to structure your storyline



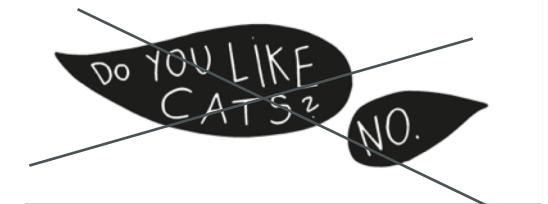
What are you looking for?



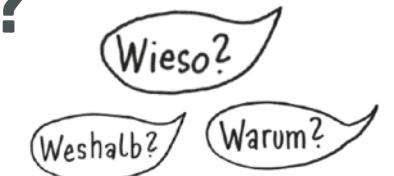
STORIES
SURPRISES
CONTRADICTIONS
MOTIVATIONS
EMOTIONS
NEEDS

↓

OPEN ENDED



WHY?



What are you looking for?

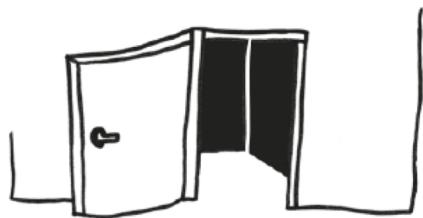


@anniespratt on Unsplash

» If I had asked the people what they wanted,
they would have said
faster horses. «

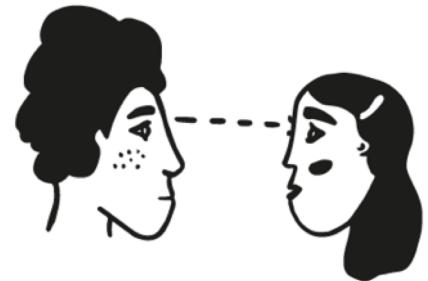
Henry Ford

How to do a good interview



Leave space for great stories (80/20)

Don't be afraid of silence



Ask one question at a time



Give your partner time to respond

Pay attention to body language and facial expressions

Take a neutral and objective position



How to do virtual interviews



@Visuals on Unsplash

- Give technical instruction
- Speaker mode: have a clear focus on interviewer
- Ask for recording
- Expect longer introduction and warmup
- Take notes
- Treat it like a normal interview
- Take care of (your own) body language
- Remember to look into the camera

Short demo interview

Course challenge:

*Redesign the learning experience
in a world where there are no schools.*

How to document your interview

INTERVIEW

» Observe and connect emotionally to a user - conduct an interview.
You want to discover needs and motivations regarding learning outside classical school situations.

PREPARATION How to prepare for your interview

1. First, choose a person that you can talk to - ideally face-to face, but a video call is also good.
2. Schedule an appointment, announce your topic and ask for approx. 15 minutes of their time.
3. Before the interview, remind yourself that you want to discover something you don't know yet. You want to activate your mirror neurons. Watch attentively. Connect emotionally to your interview partner. Ask "why" when facts are told to dig into emotions. Let the other have at least 80% of the conversation time.

STEPS How to structure your conversation

1. Introduce your topic and thank your interview partner for their time.
2. Ask about the last time the other had a remarkable good or bad learning experience outside the classical school context.
3. Let the other tell their concrete experiences, ask "why" and dig deeper when you spot emotions, tensions or something that is surprising for you.
4. Take notes during the interview, but really focus on the other: observe mood-changes and notice topics and expressions that are repeated.
5. After latest 20 minutes, end the conversation and thank the other.

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DOCUMENTATION How to capture your findings and sort your empathy data

First name, age, occupation of interview partner

What did surprise you?

Most critical quote:

Most positive quote:

Functional needs:

Emotional needs:



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5. After the interview, reflect and analyze what you learned.

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„quotes“

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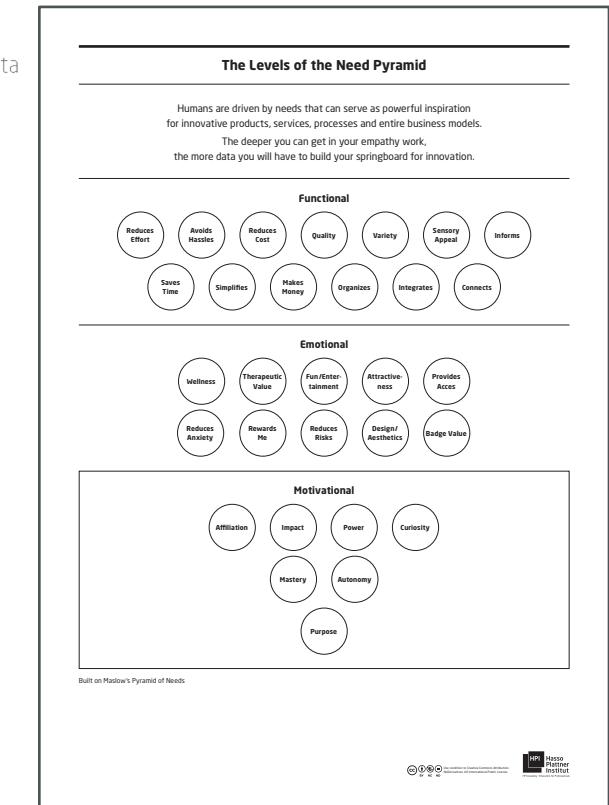
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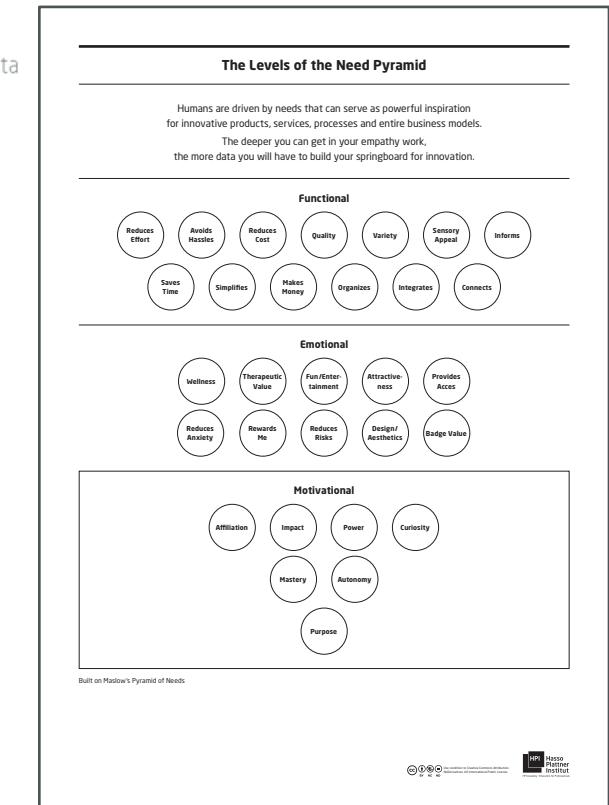
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Empathy Exercise

Have fun

and share your learnings with the community!

By the Course Coaching Team

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