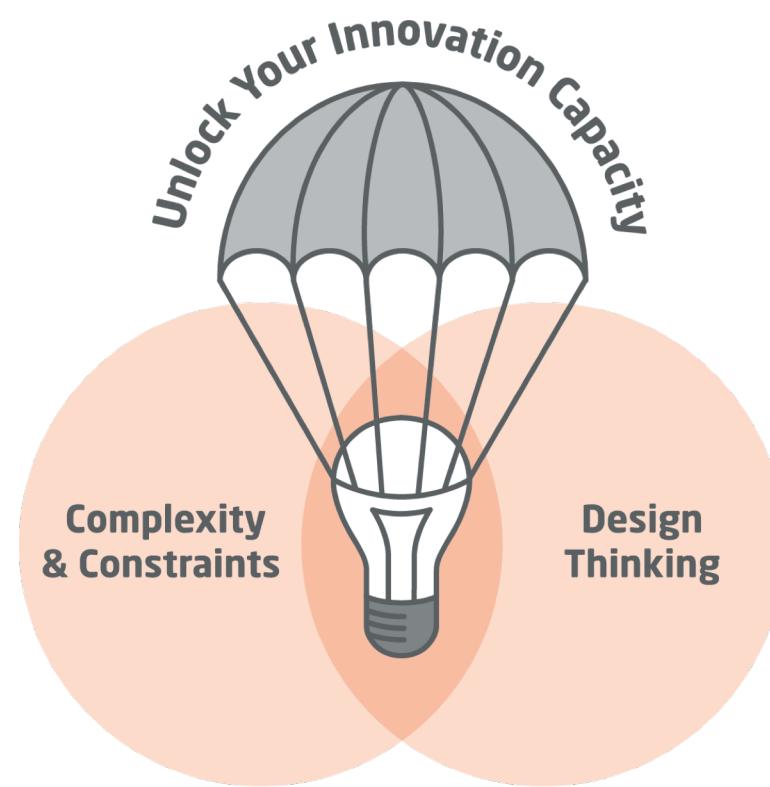
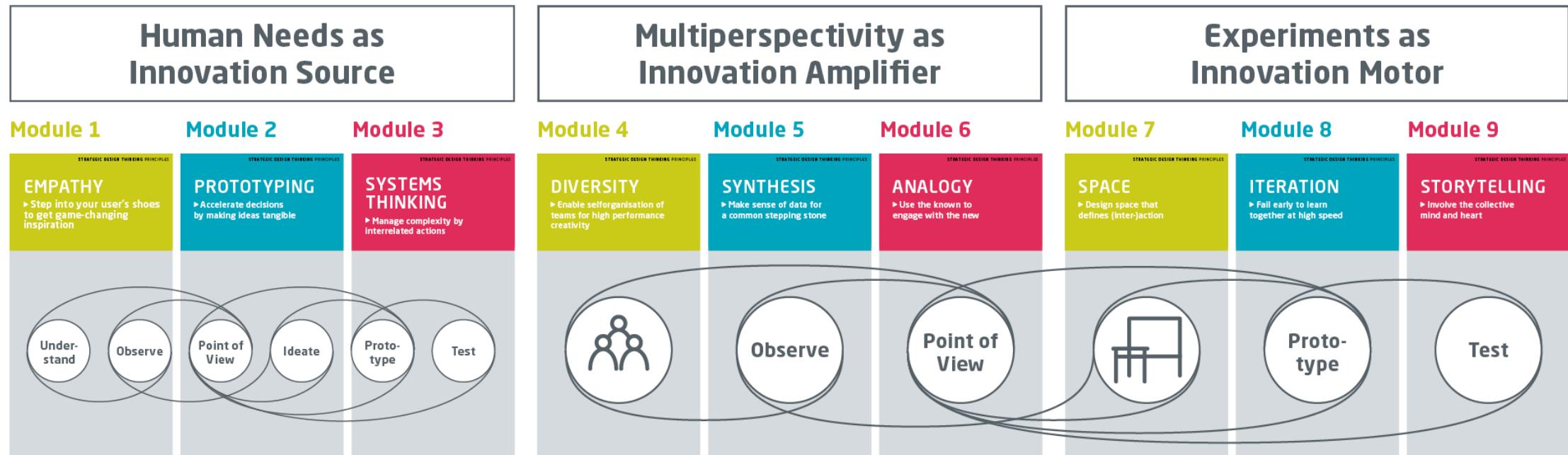


STRATEGIC DESIGN THINKING FOR EVERY DAY.



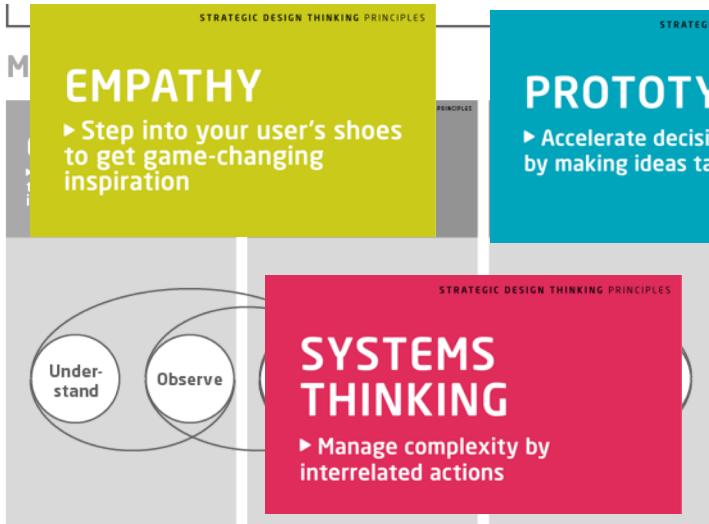
Your Course Journey



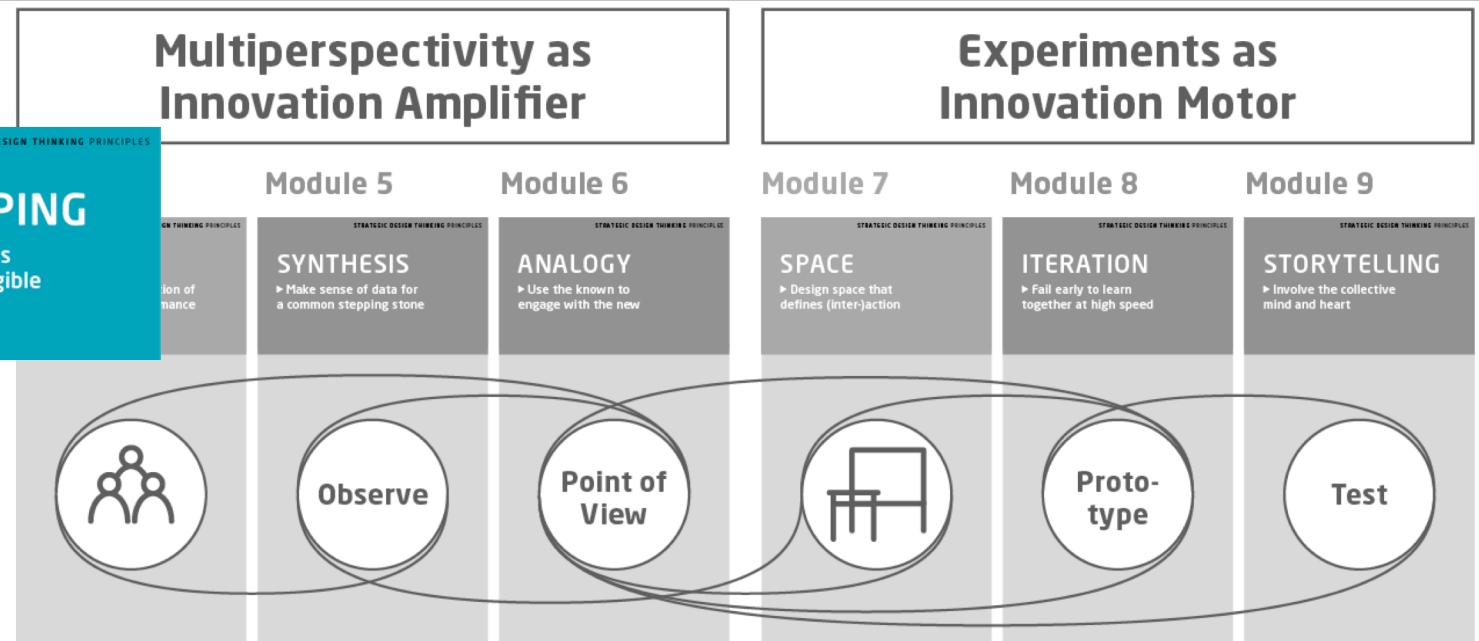
Your Course Journey

Block 1: Human Needs as

Innovation Source



Multiperspectivity as Innovation Amplifier

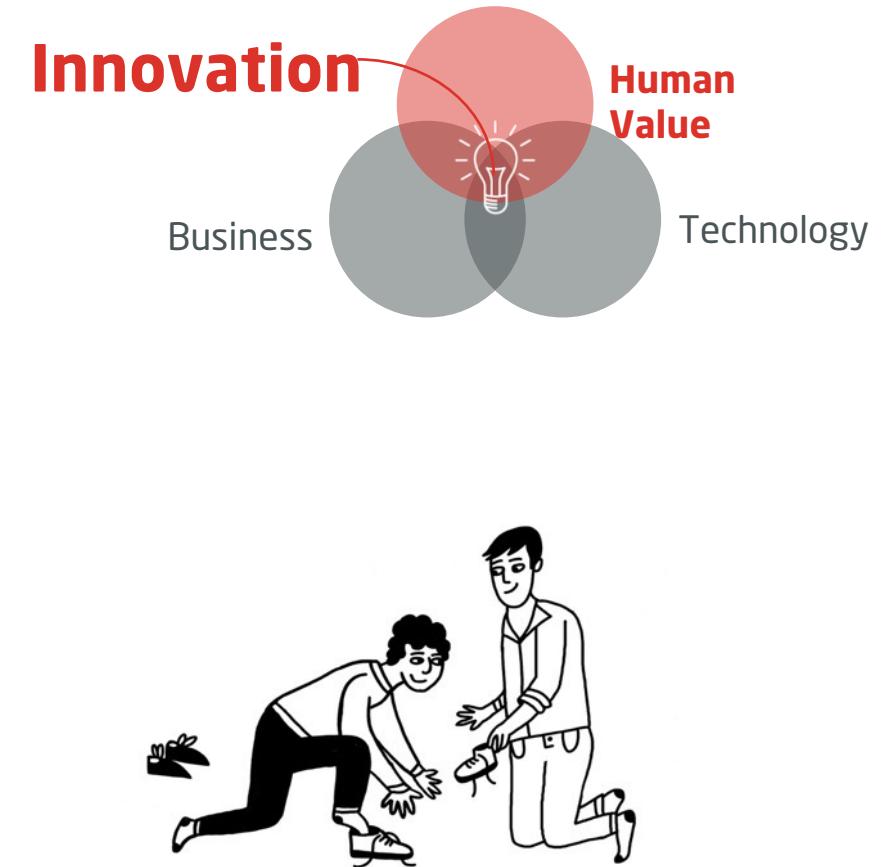


Module 1:

STRATEGIC DESIGN THINKING PRINCIPLES

EMPATHY

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



What is empathy?

[em-puh-thee]

Greek: em (in) + páthos (feeling)

... the capacity to understand or feel what another person is experiencing from within their frame of reference,

>>> the capacity to place oneself in another's position



Why using empathy as a strategic principle for innovation?

- ▶ 60% of all innovation fail because nobody wants it.
- ▶ Creativity needs fuel.

A Mile in My Shoes

Empathy Museum is a series of participatory art projects dedicated to **helping us look at the world through other people's eyes.**



By Alprimrose - Own work, CC BY-SA 4.0, <https://commons.wikimedia.org/w/index.php?curid=73658267>

Become an Elderly Person

Doctor, aged by an AgeSuit, tries to get up from the floor.



Gundolf Meyer-Hentschel / CC BY-SA
https://commons.wikimedia.org/wiki/File:Nach_einem_Sturz_Aufstehen_im_Alterssimulationsanzug_AgeExplorer.jpg

What are the obstacles to real empathy?

Obstacle 1

We think the world is like
WE see it.

Disgusting



Aphrodisiac



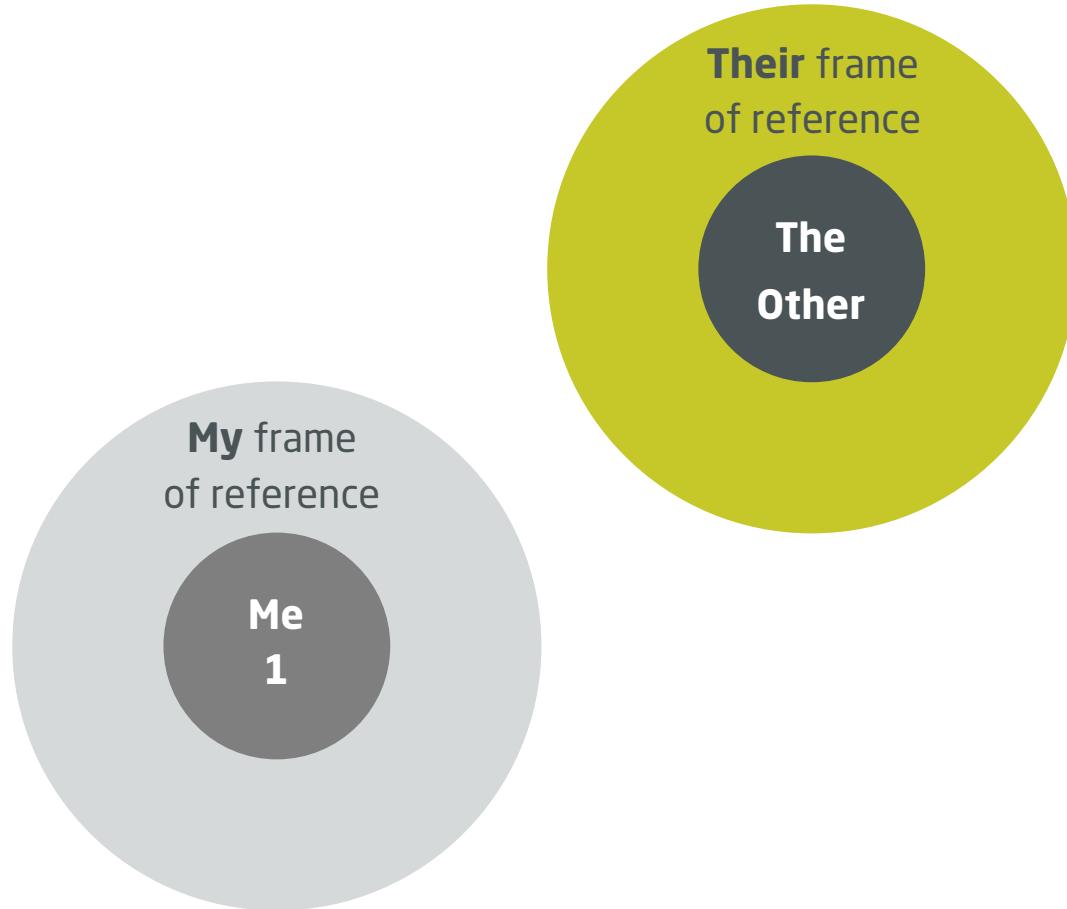
Tourist Trap



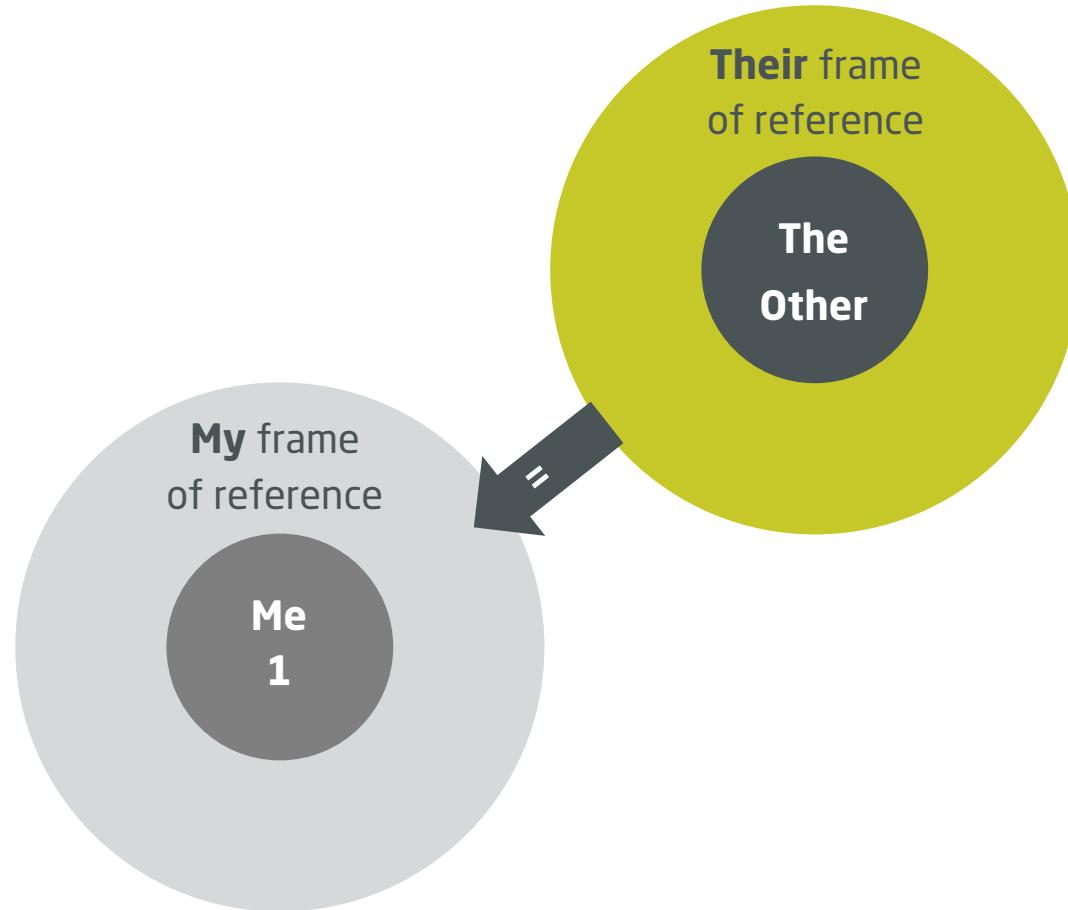
Infinite Paradise



How we understand others



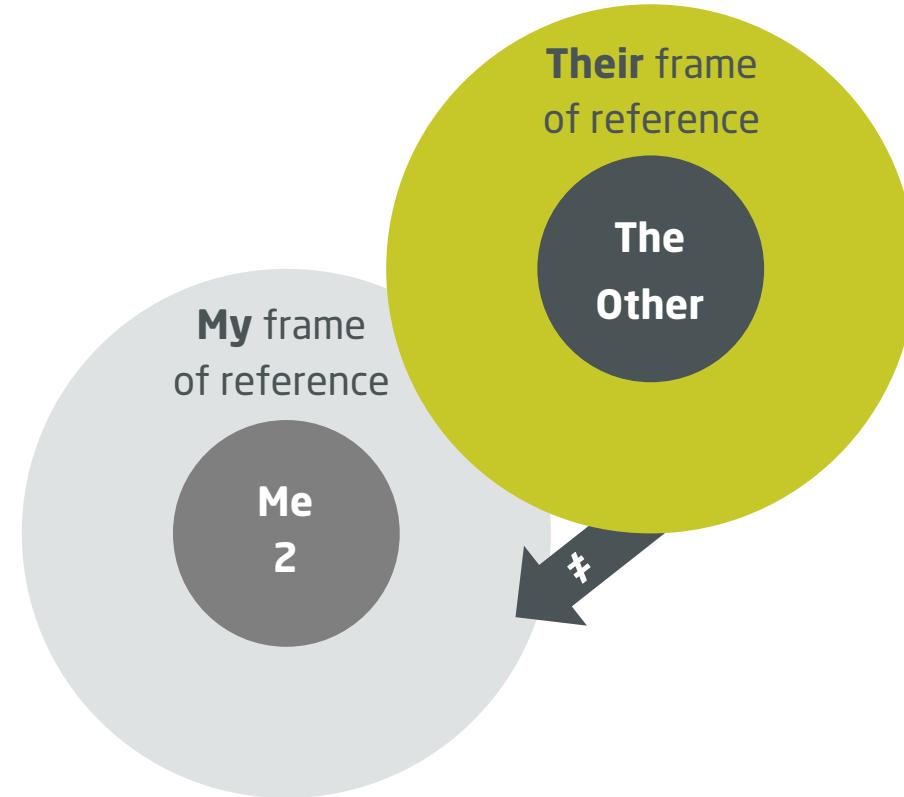
How we understand others



1. "DOWNLOADING"

Confirming habits or judgments
► our automatic behavior

How we understand others



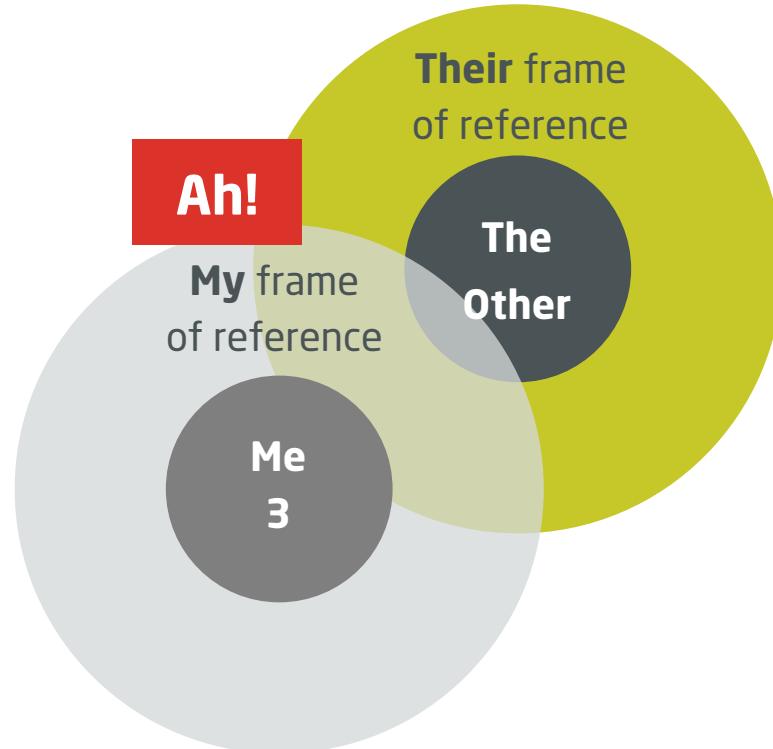
1. "DOWNLOADING"

Confirming habits or judgments
► our automatic behavior

2. FACTUAL LISTENING

Open to disconfirming, noticing differences
► when we want to question assumptions

How we understand others



1. "DOWNLOADING"

Confirming habits or judgments
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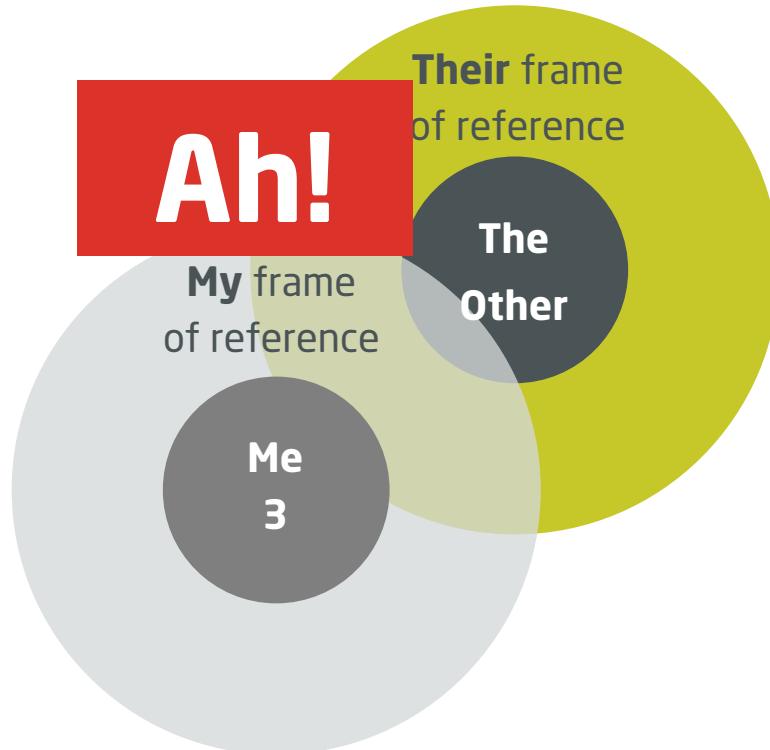
2. FACTUAL LISTENING

Open to disconfirming, noticing differences
► when we want to question assumptions

3. EMPATHY

Take the other's experience-perspective
► is good when you want to explore opportunities hidden behind the needs of the user

How we understand others



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Take the other's experience-perspective
► is good when you want to explore opportunities hidden behind the needs of the user

The HPI Neurodesign Initiative at HPI and Stanford University



The HPI Neurodesign Initiative explores the intersection of **neuroscience, engineering and Design Thinking**



The Biology of Empathy

- ▶ **Empathy “sits” in our mirror neurons, that get activated when we watch and see what another person is doing.**



Obstacle 2: We don't really see.

Think of a person that you see every day - maybe a colleague.

Try to describe their eye color.



Kamil Saitov / https://commons.wikimedia.org/wiki/File:Human_eye_iris_1.jpg

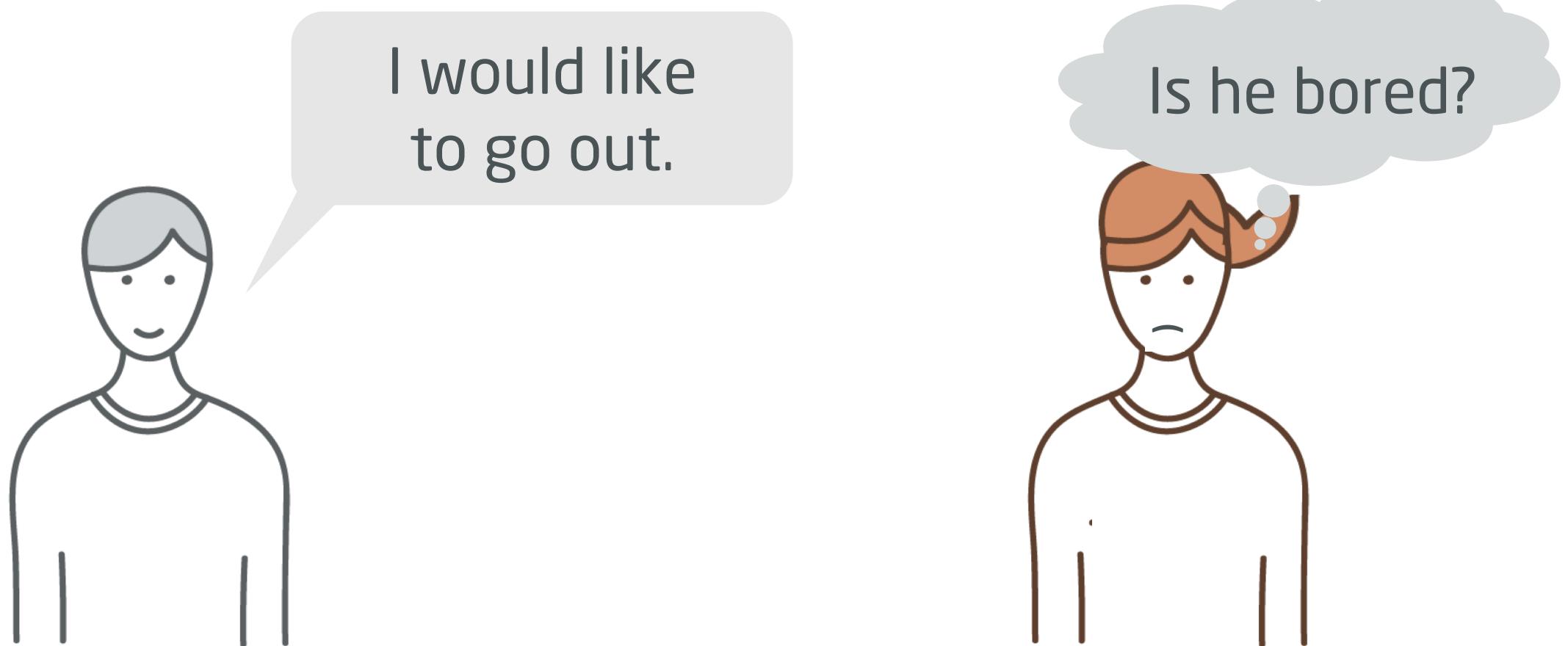
The Biology of Empathy

- ▶ **Empathy “sits” in our mirror neurons, that get activated when we watch and see what another person is doing.**



- ▶ **be attentive & mindful**

Obstacle 3: We don't connect emotionally.



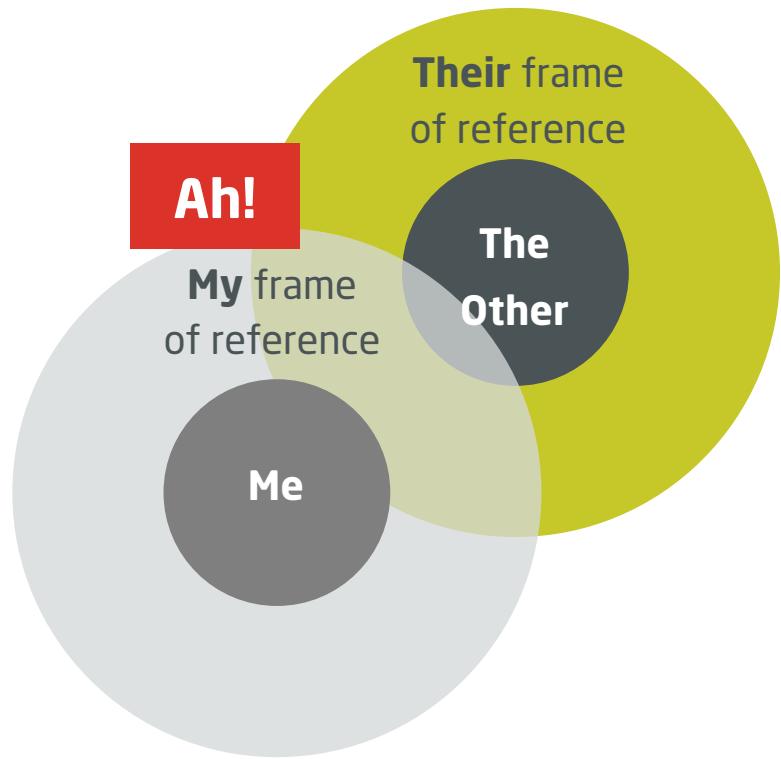
The Biology of Empathy

- ▶ **Empathy “sits” in our mirror neurons, that get activated when we watch and see what another person is doing.**
- ▶ **We need to attend to other’s emotions in order to feel empathy.**



- ▶ **be attentive & mindful**
- ▶ **spot emotions & ask „why?“**

How?



Design Thinking tools ≠ Classical
Research tools
► **Anthropology tools**



Interviews



Immersion



Observation



Extreme User

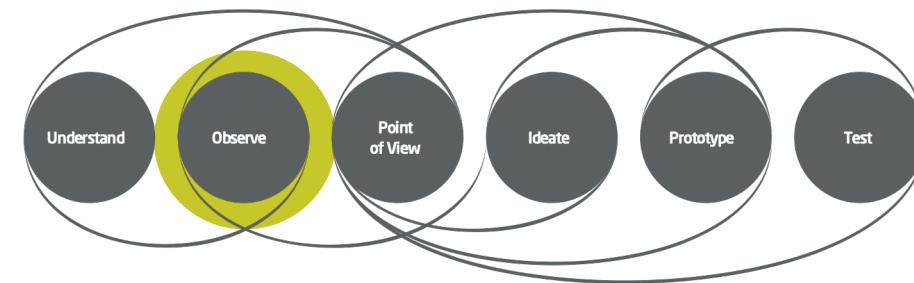


Cultural Probes



(and more ...)

Empathy: in the process and as „Hack“



Empathy for Game-Changing Innovation in Healthcare

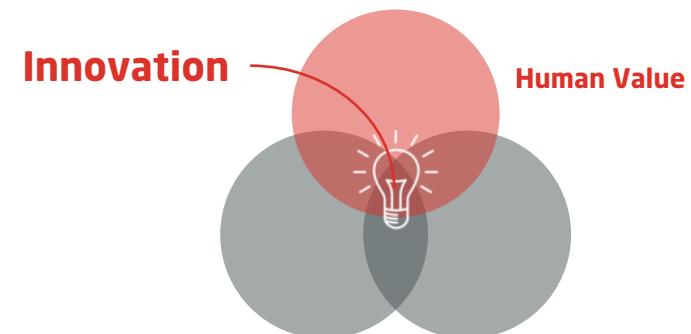
Thinking focusing **Limitations**

What technical capabilities
and given resources
ALLOW
the maximum achievable solution?



Thinking focusing **Opportunities**
>>> Design Thinking

What human desires and needs
INSPIRE
a better solution?



Empathy for Game-Changing Innovation in Healthcare

Thinking focusing **Limitations**

What technical capabilities
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Thinking focusing **Opportunities**
>>> Design Thinking

What human desires and needs
INSPIRE
a better solution?





Doug Dietz
Principal Design Thinker
at GE Healthcare

**Constraint: children's needs
can't just be spotted in an
interview.**





Doug Dietz
Principal Design Thinker
at GE Healthcare

“... the most effective insights we got came from kneeling down and looking at rooms from the height of a child.”



© GE Healthcare





Doug Dietz
Principal Design Thinker
at GE Healthcare

"... the most effective insights we got came from kneeling down and looking at rooms from the height of a child."

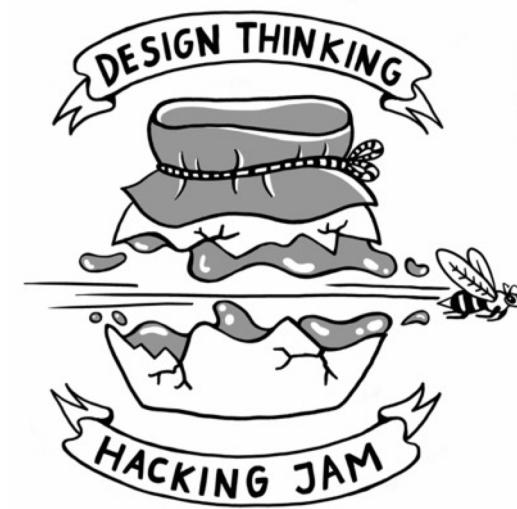


Empathy-Hacks in daily life

STRATEGIC DESIGN THINKING PRINCIPLES

EMPATHY

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



Empathy for Efficiency in Internal Communication

Thinking focusing **Limitations**

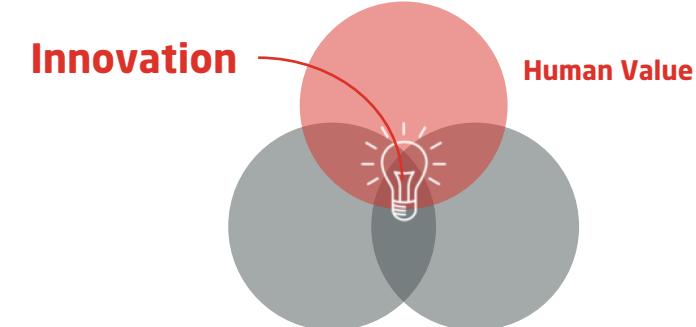
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Empathy for Efficiency in Internal Communication

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Thinking focusing **Opportunities**

>>> **Design Thinking**

What human desires and needs
INSPIRE
a better solution?





Sabine
Director R&D

"Stakeholders often don't get our point in presentations."

"NO-GO."

PROBLEM:

Research & Development presentations often do not reach the goal of getting a "GO" from decision makers.

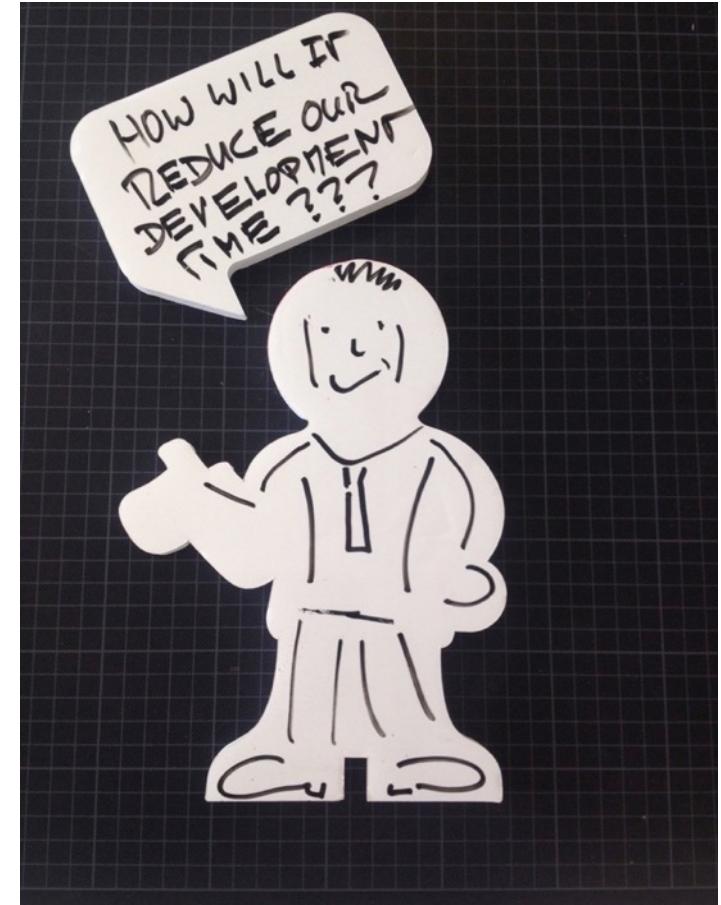


Sabine
Director R&D

"Every stakeholder deserves empathy."

SOLUTION:

we created DECISION MAKER PERSONAS,
applying the EMPATHY principle.
The presentations were immediately better
and more successful.

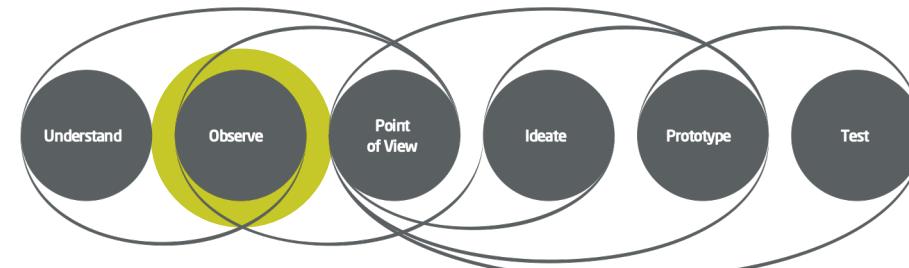


**The only way to do it, is to
do it.**

So Let's Start Now - It's Your Turn

► Follow the Design Thinking Process

**Re-Design the
Learning Experience
in a world where
schools do not exist.**



STRATEGIC DESIGN THINKING PRINCIPLES

EMPATHY

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

So Let's Start Now - It's Your Turn

► Work on Self-Defined Challenge

Choose your individual daily challenge that involves other users than yourself which you can talk to.

STRATEGIC DESIGN THINKING PRINCIPLES

EMPATHY

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

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HPI Academy • Education for Professionals

Hasso-Plattner-Institut Academy
August-Bebel-Str. 88
14482 Potsdam
Germany

Phone: +49-331-5509-565
Fax: +49-331-5509-128
Email: info@hpi-academy.de

www.hpi-academy.de