



**BME 590: FUNDAMENTALS OF
ENGINEERING DESIGN**

EMPATHIZE

Salinas - Fall 2017



First Step

EMPATHIZE

Finding Meaning



MAKE IT PART OF YOUR DESIGN PROCESS

GAIN UNDERSTANDING FOR YOUR
CLIENT AND THEIR ENVIRONMENT



**UNDERSTAND
YOUR CLIENT'S
NEEDS (OFTEN
NOT YOUR OWN)**



**VIEW WITH
EXPLORATIVE
PURPOSE**



**PUT YOURSELF IN
YOUR CLIENT'S
ENVIRONMENT**

ADOPT A BEGINNER'S MINDSET

1. No judgement
2. Question everything
3. Be curious
4. Find themes
5. Listen with intention
6. Don't ignore extremes

In the beginner's mind there are many possibilities, but in the expert's mind there are few.

SHUNRYU SUZUKI

WHAT? HOW? WHY?

METHOD FOR QUESTIONING AND
UNDERSTANDING



**WHAT?
BE OBJECTIVE,
NOTE WHAT
YOUR USER IS
DOING**

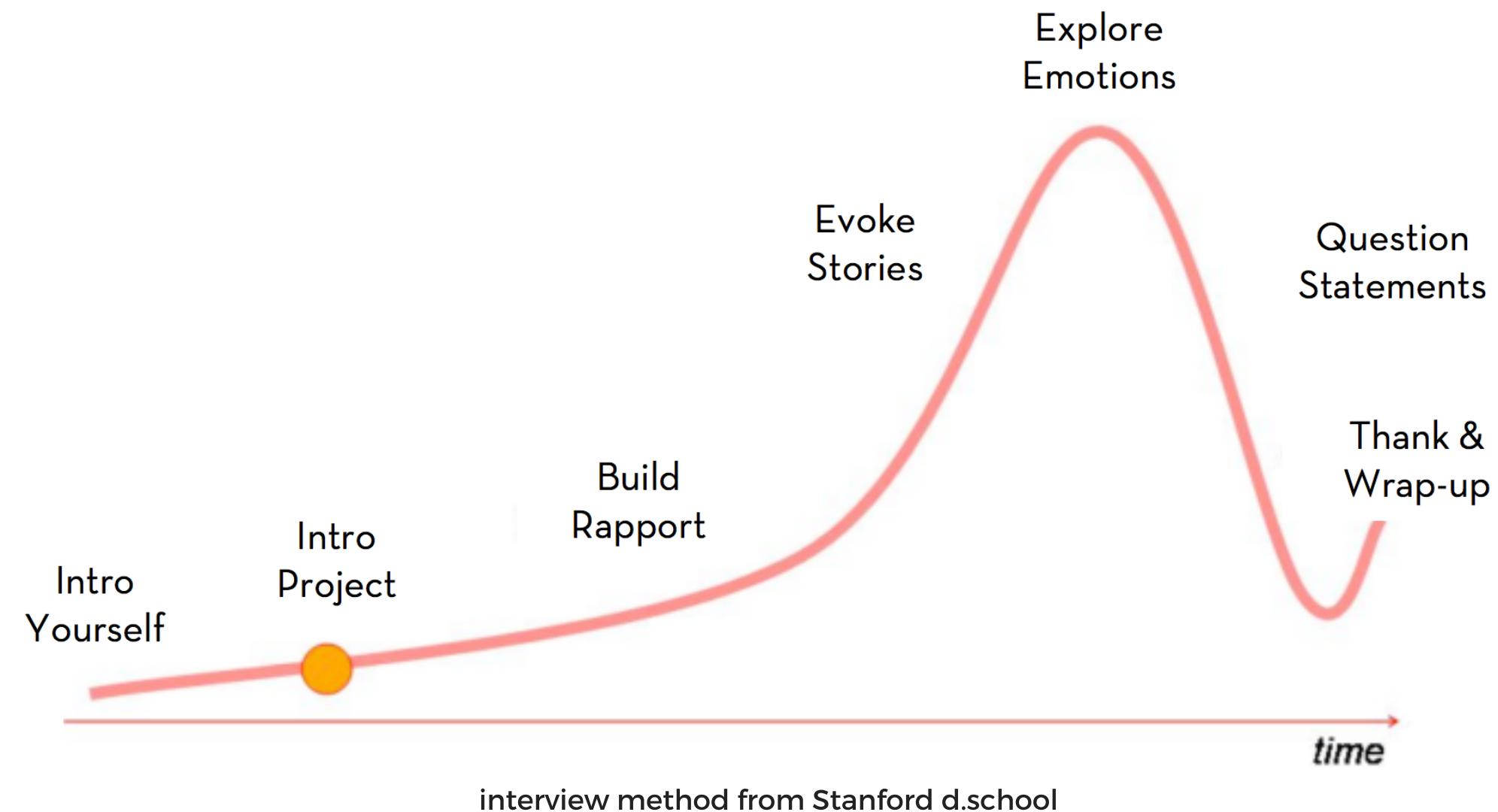


**HOW?
DESCRIBE HOW
USER IS DOING
ACTIVITY**



**WHY?
MAKE INFORMED
GUESSES AS TO
MOTIVATION AND
EMOTIONS OF
USER**

EMPATHY INTERVIEW

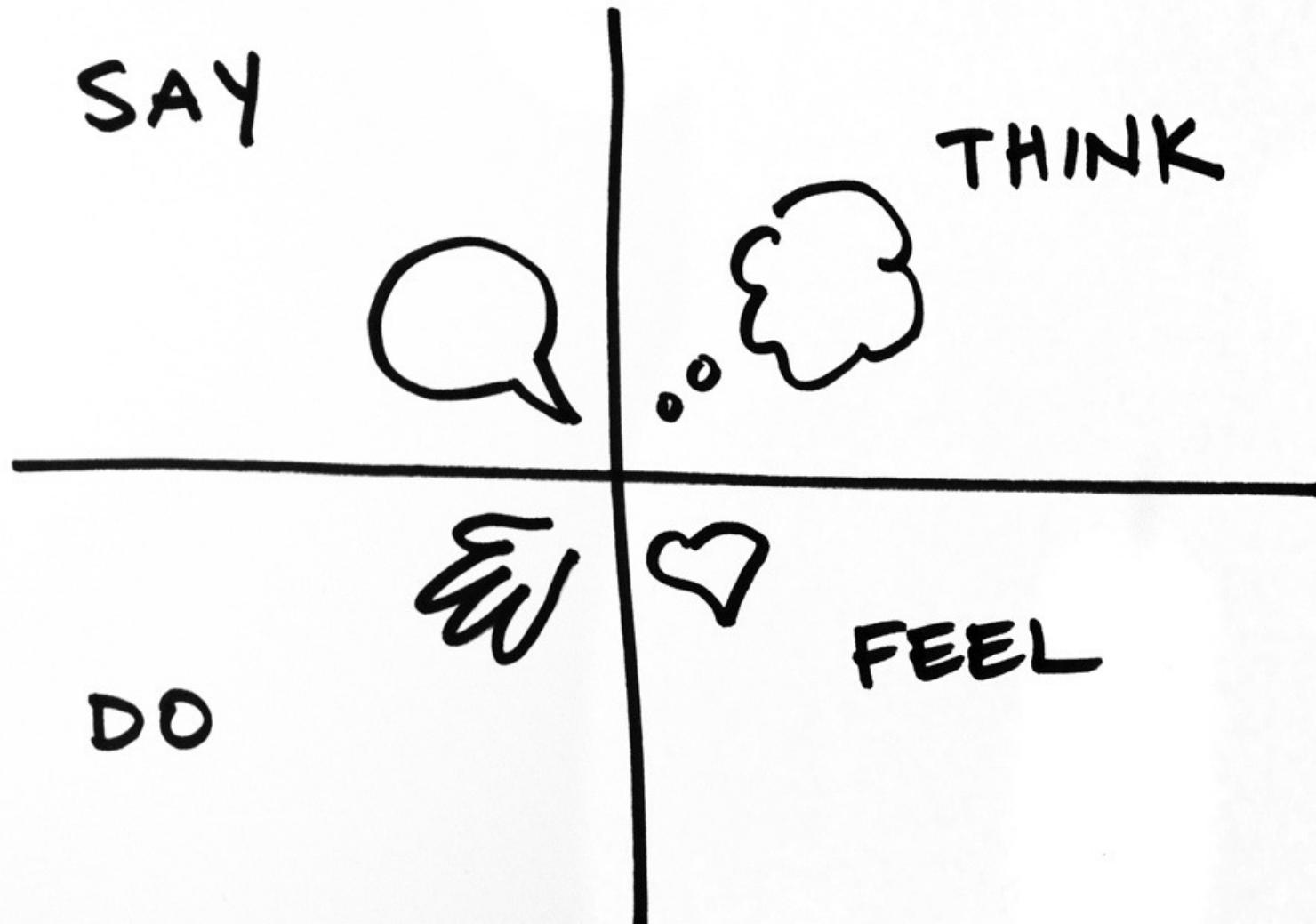




SHARE TEAM OBSERVATIONS

EACH MEMBER OF THE TEAM SEES AND CONNECTS DIFFERENTLY TO THE USER. HARNESS THIS DIFFERENCE TO GAIN A CLEAR AND CONCISE UNDERSTANDING OF USER NEEDS AND ENVIRONMENT.

EMPATHY MAP



observed <.....> inferred