# Summary and Objective

Effective Empathizing Methods
Empathizing is all about observation. It's about conduct research to understand users or customers and the challenges they may have in a certain area. It's about seeking to understand rather than to assume which is where a lot mistakes tend to occur. Focusing on people first creates a strong foundation for defining the problem properly.

Session Objective
You will understand the importance of empathizing and learn different tools and methods
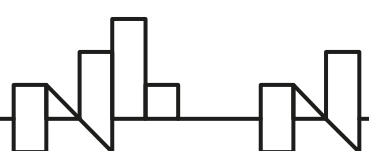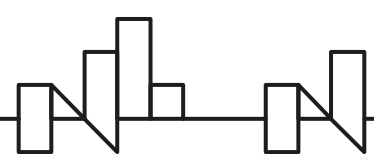
Effective Empathizing Methods

Interviewing

Empathy interviews are the foundation of design thinking. They are used to gather insights that otherwise might not be apparent. These insights can then be used to identify issues and generate potential solutions.

Tips for interviewing

Warm up

Ask some general questions to get the user into the mindset of the subject you'll be talking about. It will ease them into the more specific questions later in the interview.

Break up questions

Don't ask questions which will lead to a cognitive load on the user. Break them up (shorter questions).

Be specific

If interviewee responds with "it depends" or "maybe", try to get to the bottom of what they are thinking, e.g. "Can you tell me more about that?" or "What does it depend on?"

5 why's

Investigate the routes of the problem by asking 'why' multiple times throughout the conversation
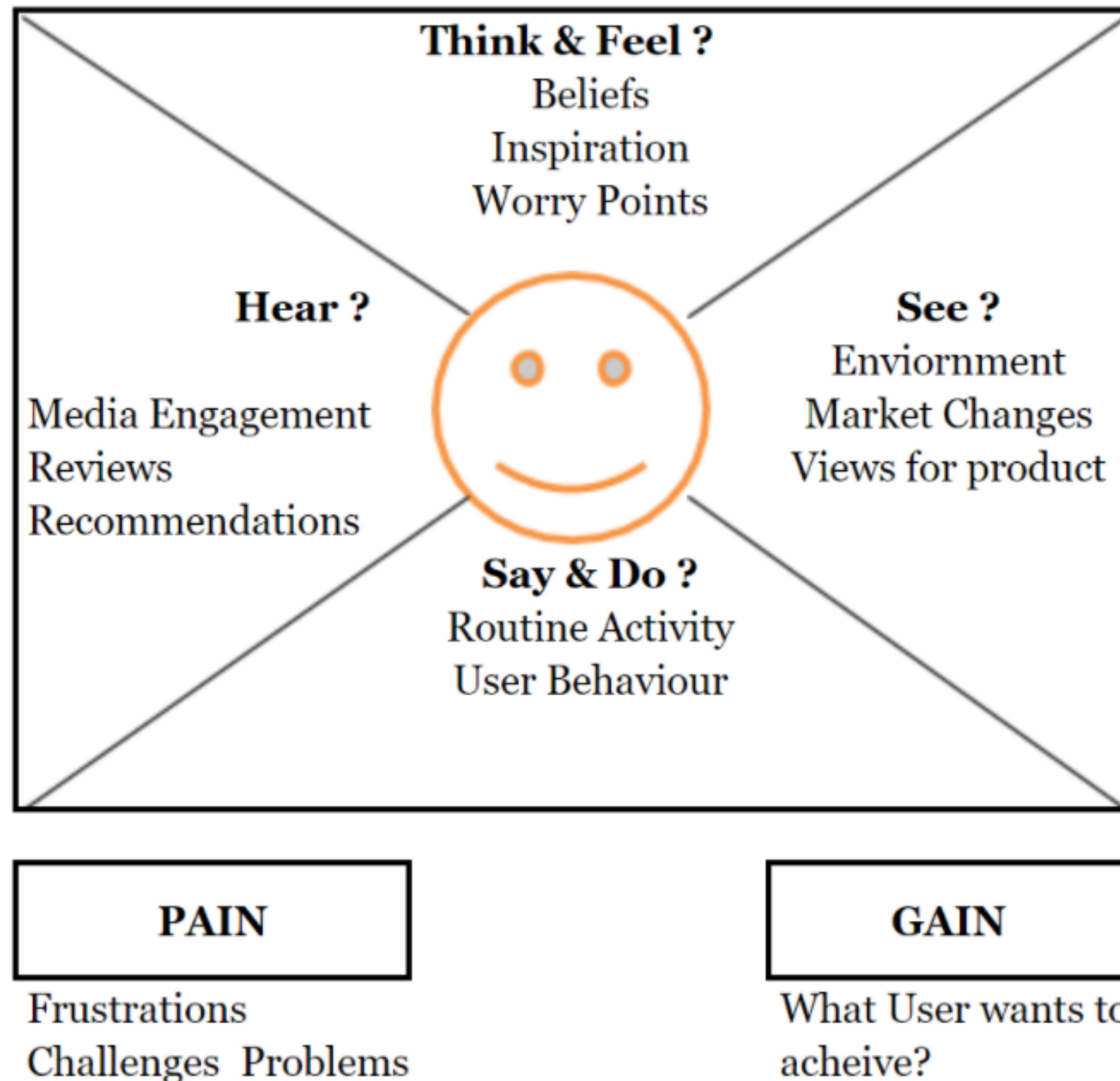
Own direct experiences

Don't allow interviewee to embarking on guess work and conjecture. Ask them to focus on their own experience.

Over-reporting behaviour

Interviewees often want to please the questioner and appear positive ("Oh yes, I'd definitely do that..."). Be aware of that.
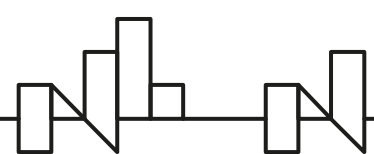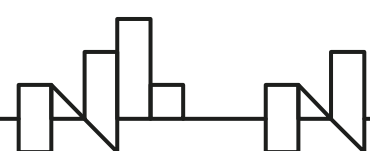
Empathy Mapping

An empathy map is a tool to gain a deeper insight into end users. Much like a user persona, an empathy map can represent a group of users, such as a customer segment

An empathy map helps to map what a design team knows about the potential audience. This tool helps to understand the reason behind some actions a user takes deeply. This tool helps build Empathy towards users and helps design teams shift focus from the product/service to the users who are going to use the product/service

An Empathy Map consists of four quadrants. The four quadrants reflect four key traits, which the user demonstrated/possessed during the observation/research stage. The four quadrants refer to what the user: Said, Did, Thought, and Felt. It's fairly easy to determine what the user said and did. However, determining what they thought and felt should be based on careful observations and analysis as to how they behaved and responded to certain activities, suggestions, conversations, etc.
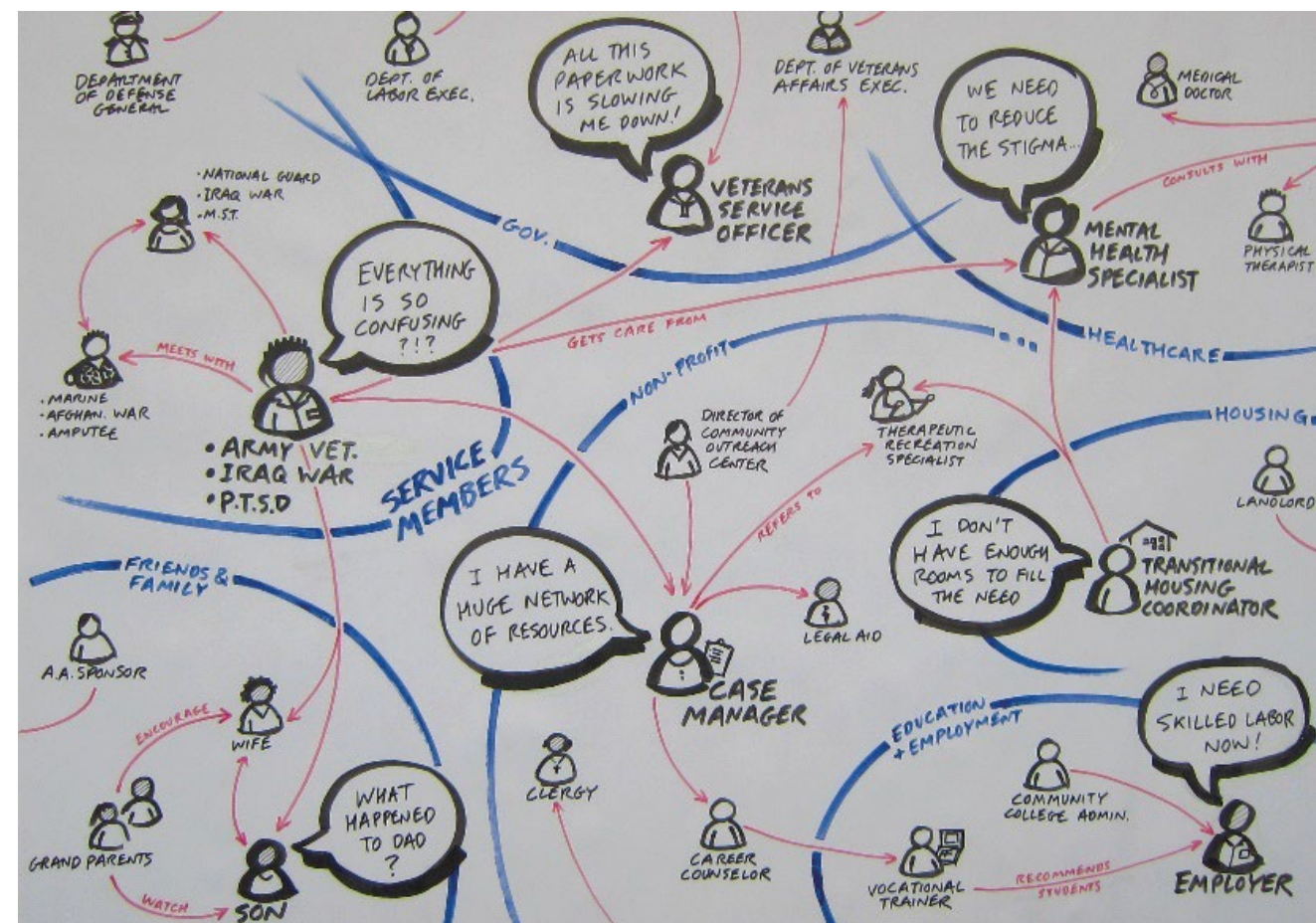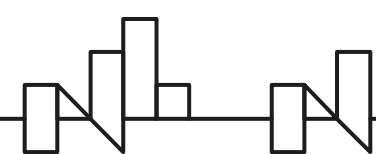
Empathy Mapping Best Practice

1. Decide on the Subject and the Scope of Your Empathy Map

2. Collect Relevant Data

3. Start to Fill in the Map

4. Complete the 4 main segments

5. Complete the Pain and Gain segments

6. Reflect on What You've Discovered

7. Draw Conclusions and Take Action
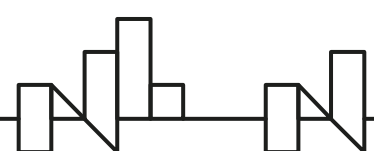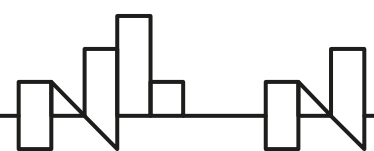
Stakeholder Mapping

Stakeholder mapping is the visual process of laying out all the stakeholders of a product, project, or idea on one map. The main benefit of a stakeholder map is to get a visual representation of all the people who can influence your project and how they are connected.
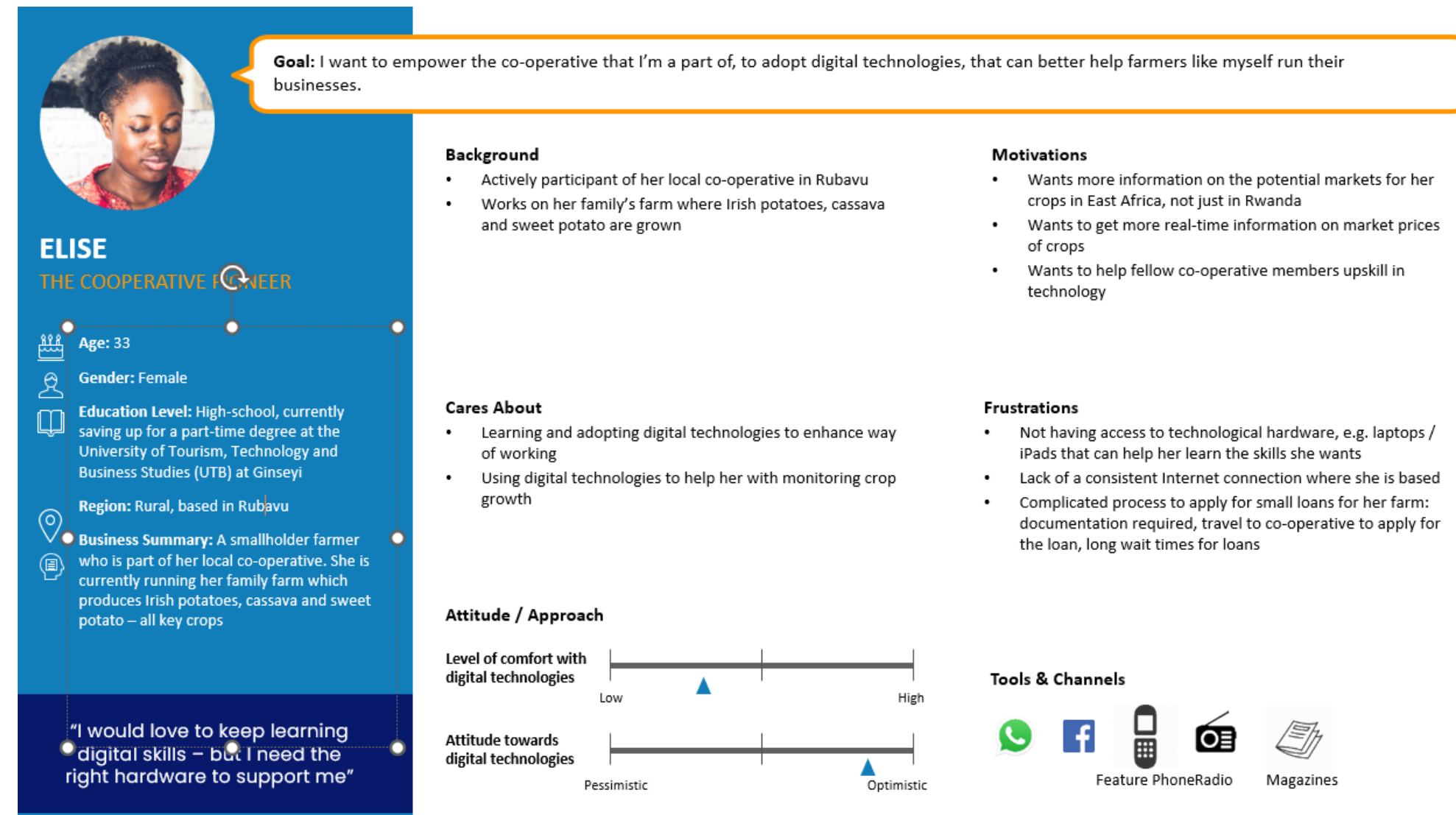
Stakeholder Mapping Best Practice

1. Identify a subject area to focus on.

2. Convene a diverse team of collaborators.

3. Generate a very broad list of stakeholders.

4. Draw a symbol of a person for each different type.

5. Write a speech-bubble to summarize their mindset.

6. Write a label describing their role or title.

7. Draw lines with arrows connecting the stakeholders.

8. Write a label on the line to describe relationships.

9. Circle and label related groupings.

Persona Profile

Goal: I want to empower the co-operative that I'm a part of, to adopt digital technologies, that can better help farmers like myself run their businesses.

ELISE
THE COOPERATIVE PIONEER

Age: 33

Gender: Female

Education Level: High-school, currently saving up for a part-time degree at the University of Tourism, Technology and Business Studies (UTB) at Ginseyi

Region: Rural, based in Rubavu

Business Summary: A smallholder farmer who is part of her local co-operative. She is currently running her family farm which produces Irish potatoes, cassava and sweet potato – all key crops

"I would love to keep learning digital skills – but I need the right hardware to support me"

Background
- Actively participant of her local co-operative in Rubavu
- Works on her family's farm where Irish potatoes, cassava and sweet potato are grown

Cares About
- Learning and adopting digital technologies to enhance way of working
- Using digital technologies to help her with monitoring crop growth

Motivations
- Wants more information on the potential markets for her crops in East Africa, not just in Rwanda
- Wants to get more real-time information on market prices of crops
- Wants to help fellow co-operative members upskill in technology

Frustrations
- Not having access to technological hardware, e.g. laptops / iPads that can help her learn the skills she wants
- Lack of a consistent Internet connection where she is based
- Complicated process to apply for small loans for her farm: documentation required, travel to co-operative to apply for the loan, long wait times for loans

Attitude / Approach

Level of comfort with digital technologies — Low ▲ High

Attitude towards digital technologies — Pessimistic ▲ Optimistic

Tools & Channels

WhatsApp | Facebook | Feature Phone | Radio | Magazines

Persona Profiles are fictional characterizations drawn from real research data. They are not preconceived stereotypes; they are archetypes borne of careful study. Therefore, personas can serve as a powerful way to make your data meaningful.

The best Persona Profiles are comprised of illustrations, descriptive text, and a photo portrait. They can help your team remember and discuss the people for whom you are designing. As a reference for generating ideas, prioritizing features, or discussing trade-off decisions, personas are a valuable tool for decision making.
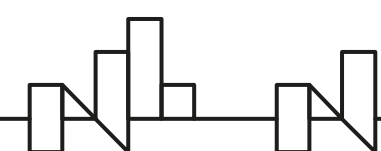
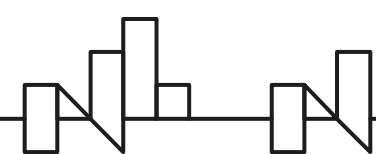# Persona Profile Best Practice

1. Identify a body of research to inform your work.

2. Determine a set of archetypes to develop in detail.

3. Write a personal description of each type.

4. Give them realistic names.

5. Include a representative portrait for each persona.

6. Describe their distinguishing characteristics.

7. Establish their needs and goals.

8. Summarize their mindset with a memorable quote.

9. Compose a one-page summary sheet for each type.
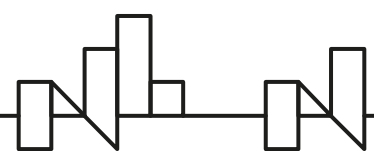
User Journey Mapping
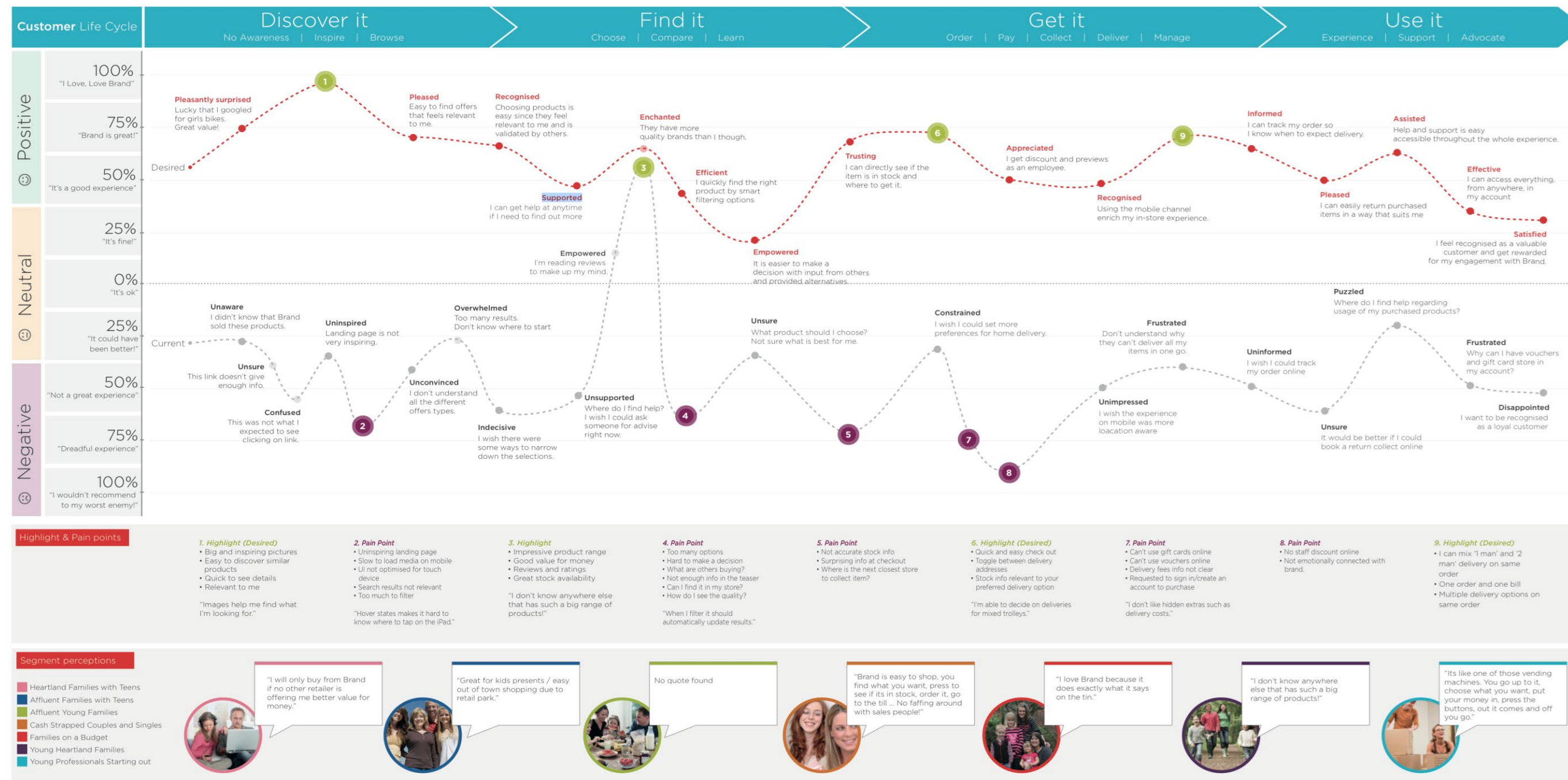
A journey map is a visualization of the process that a person goes through in order to accomplish a goal. In its most basic form, journey mapping starts by compiling a series of user actions into a timeline. Next, the timeline is fleshed out with user thoughts and emotions in order to create a narrative

User Journey Best Practice

1. Identify a body of research to inform your work.

2. Select an experience to document in detail.

3. Hone in on a few key tasks.

4. Decide which individuals or personas to represent.

5. List the people, places, and things they encounter.

6. Determine a format (e.g., flow chart, map, timeline).

7. Illustrate a series of typical experiences.

8. Highlight the critical waypoints in their journey.
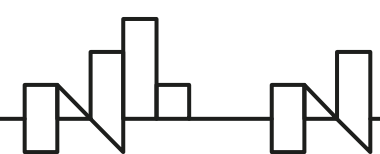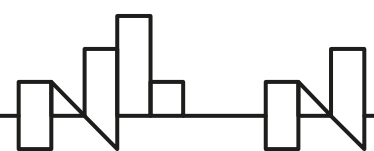
Fly on the wall
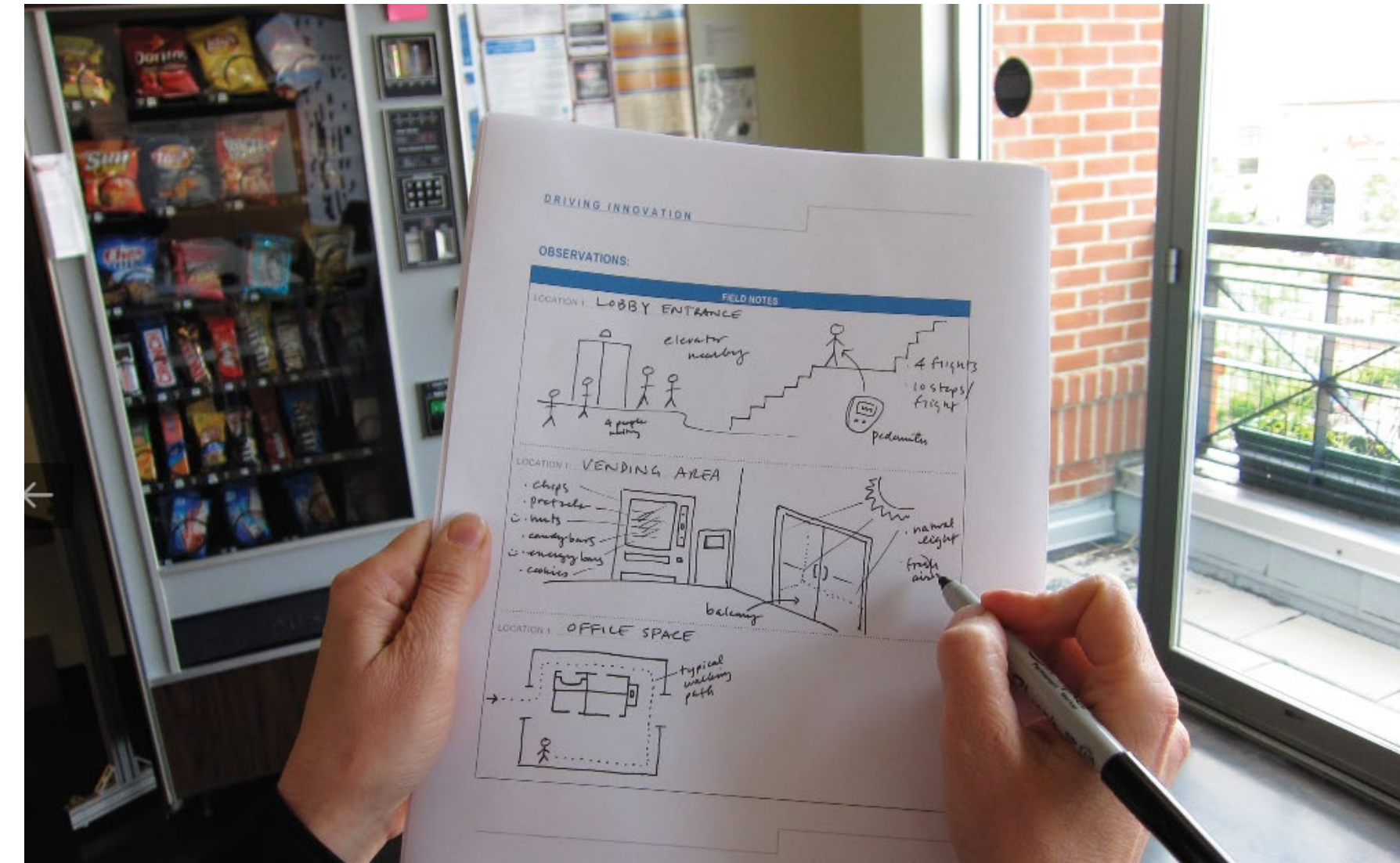
Observe how people carry out activities and navigate situations and spaces
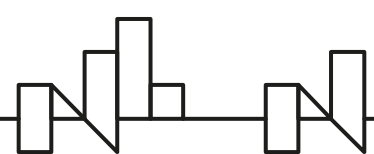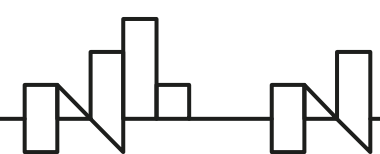
Fly on the Wall Best Practice

1. Identify a subject area to study.

2. Develop a plan to guide your investigation.

3. Consider which people and activities to watch.

4. Choose a location to visit.

5. Obtain the necessary access and permission(s).

6. Prepare materials for capturing what you see.

7. Go out and observe.

8. Record your findings in videos, photos, and notes.

Walk-a-mile immersion
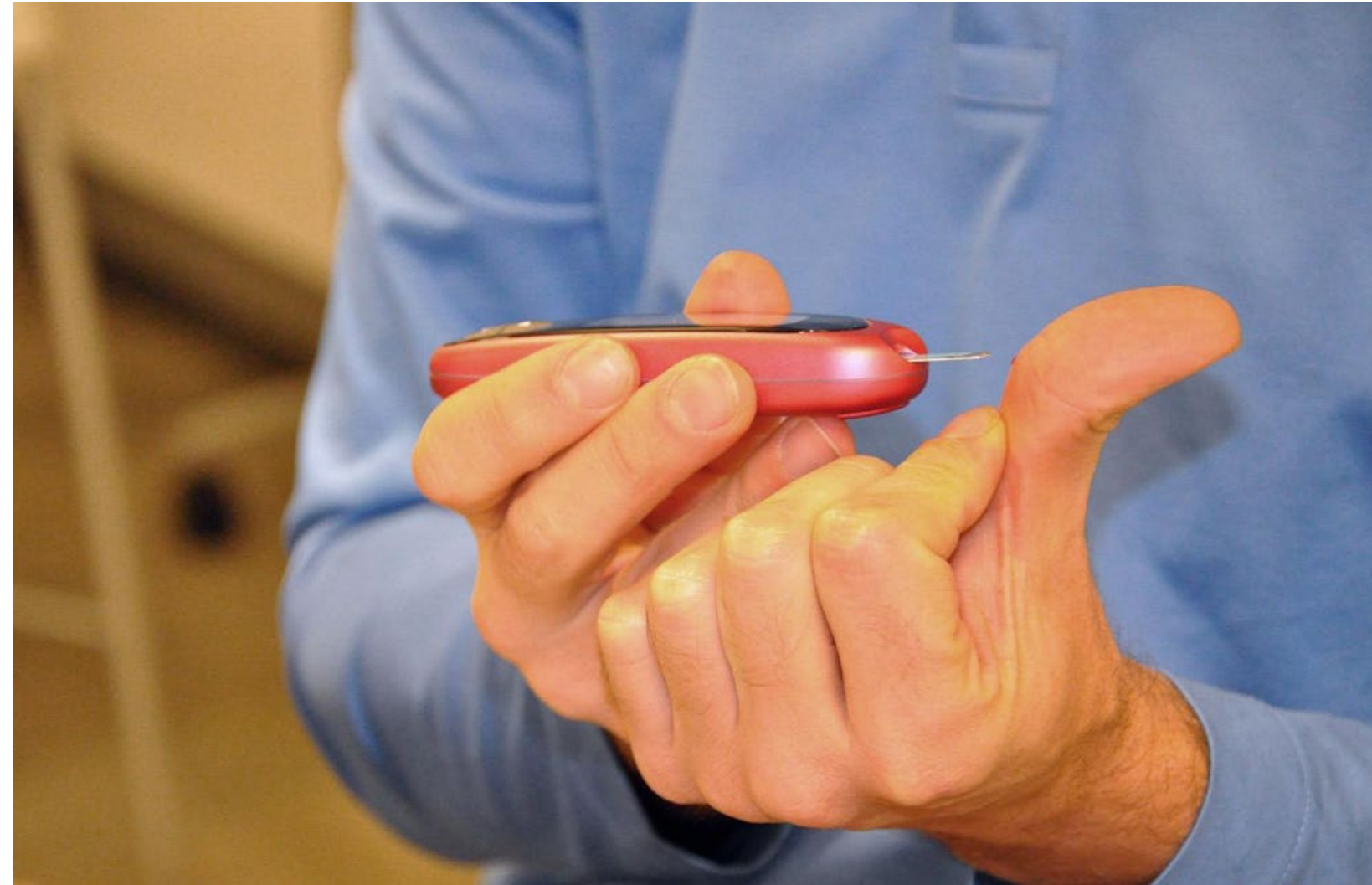
A way of building empathy for people through firsthand experience

Walk-a-mile Immersion Wall Best Practice

1. Identify whose experience you want to replicate.

2. Choose the tasks and activities you will perform.

3. Assemble what is needed to run a simulation.

4. Determine the best location.

5. Obtain the necessary access and permission(s).

6. Conduct the targeted tasks.

7. Do each activity as realistically as possible.

8. Note your findings along the way.