

Brunchworks

Show notes / Episode 002 Empathy

1. Traditional design vs Human Centered Design

Less ego, more empathy.

2. Different types of innovation

see fig 1

3. Marketing-push & technology-pull

Innovation that is marketing-driven or technology-driven often leads to incremental novelty: new product styling, colors or packaging, more features...

We recommend a human-centered approach. It requires a deep understanding of the users need (both expressed and “silent”) and of it’s environment. Only that way new solutions can be created that create real value for customers.

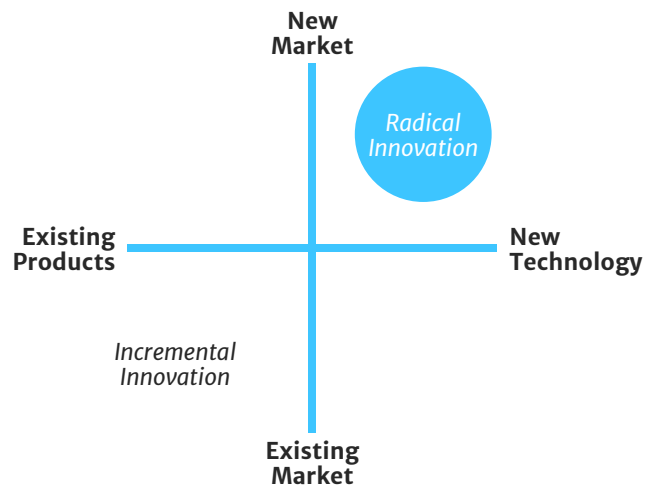


fig. 1

4. User Focus

Investigate available data (google trends, reports, social media and forums)

Go out into the real world and observe, talk to, live the life of real people.

5. Preparing user research

Define who your users are (beyond demographics), what kind of jobs they are trying to achieve, what pains to relieve, what gains are they expecting.

Select concrete users to meet (either through personal contacts or through a user research agency).

List potential “extreme users” or non-end users (for example: customer service people, coders) as they will not buy your product directly but will be in contact with it.

Prepare materials for interviews or observation: questions, recording equipment, wireframes.

Set some time apart and go meet your users.

6. Some methods

1 to 1 interviews in the user's "natural" environment.

Importance of listening and open questions. Ask often Why. Ask the interviewee to think aloud and describe what they are doing. Remember the squares on the Empathy Map (fig. 2).

User shadowing or a "day in the life of". Spend a day with your user and follow him/her. It is important to pay attention to the stuff that doesn't concern directly your product/service, the context of use. The aim is to understand how the user lives, what are their needs.

Document your findings: camera (or your phone), audio recording, notes. It is usually better to have one interviewer and one note-taker.

7. An exercise to get you started

The gift-giving Project by **Stanford d_school**

https://dschool.stanford.edu/groups/designresources/wiki/ed894/The_GiftGiving_Project.html

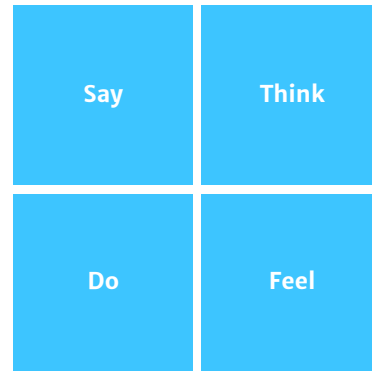


fig. 2

Guest Profile



Ming Lee

Ming is a Lead User Researcher and Designer, with experience ranging from startups to multinationals such as Nokia. A geek who puts people before technology. Ming loves to learn about different cultures and environments. He has lived in 5 countries across 3 continents and has spent extended periods of time in many more.

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