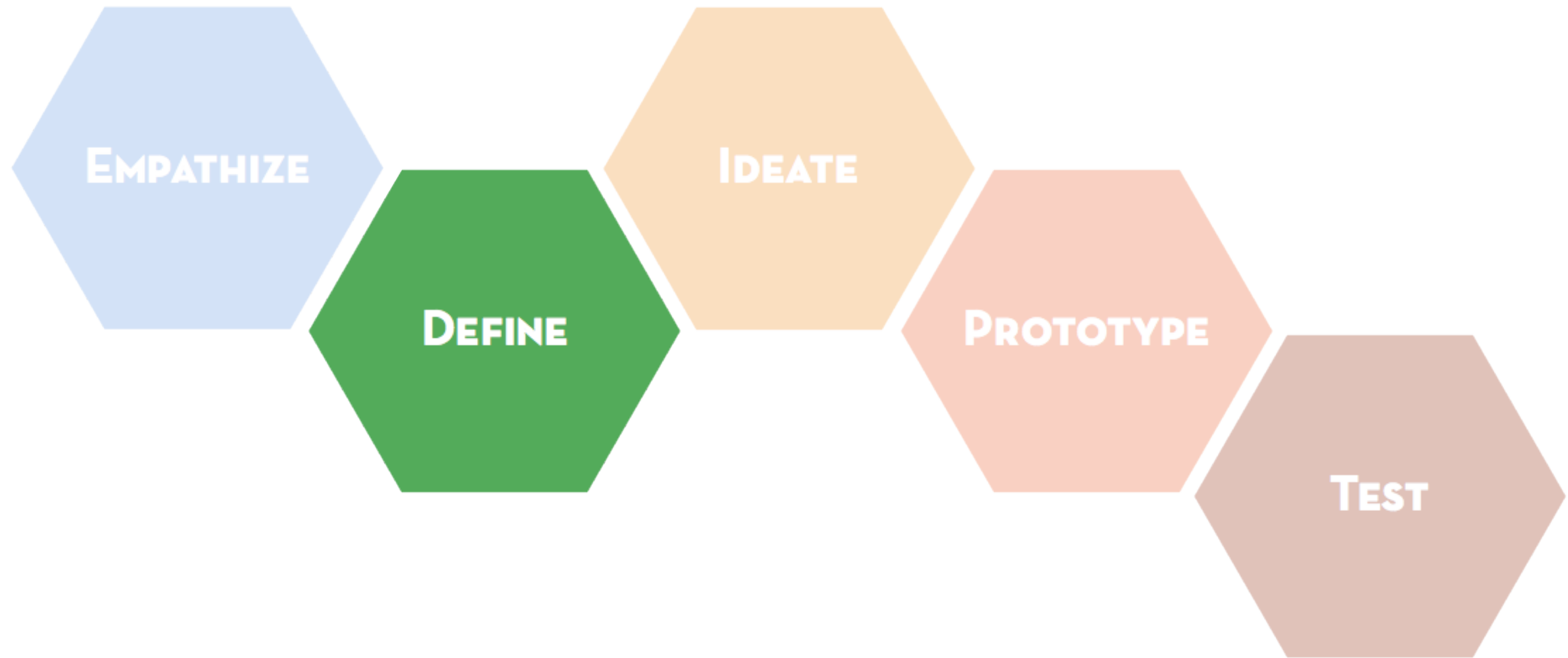


empathy debrief

Interviews: Hopeful, Judged, Quick-reactions, Impromptu, Frustration, Connections, Uncomfortable

Simulations: Jittery, Uncertain, Disbelief, Awkwardness, 4D-movie, Crowded

Hospital: Surreal, Inconvenient, Disheartened, Dissatisfaction, Motivation, Communication, Visibility



point of view

point of view: what?

a unique, concise reframing of the problem that is grounded in user needs & insights

point of view: **why?**

expose new opportunities by looking at things differently

guide innovation efforts

make sure we've identified something worth working on

Sam Farber-Founder of “OXO”



point of view: how?

understand the experience

identify user, reveal the needs, articulate insights

reframe the problem into a new point of view

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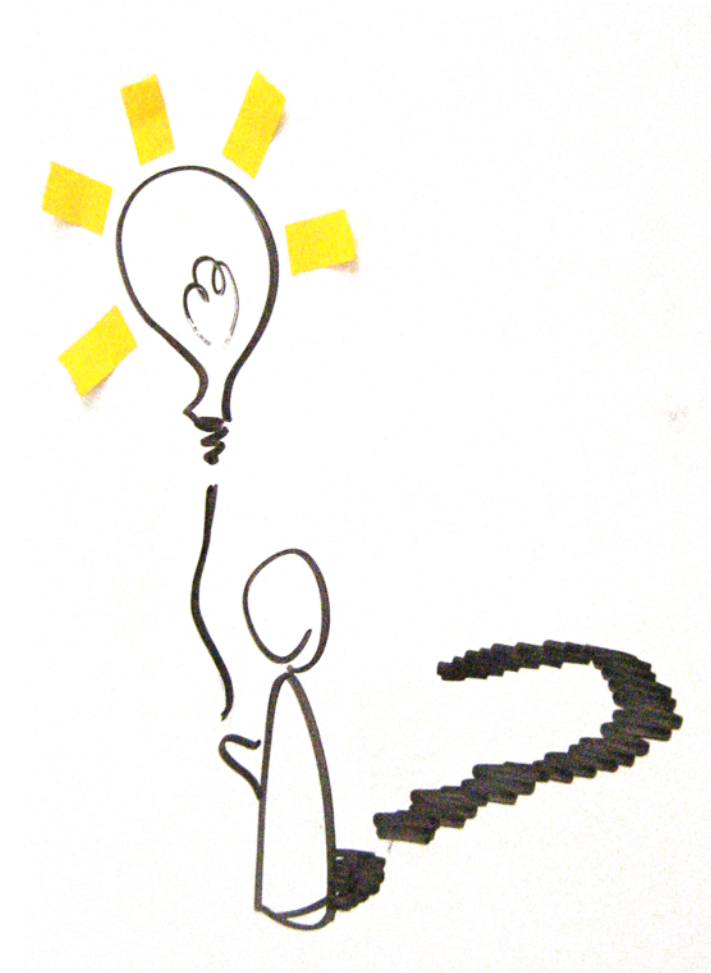
“I wear it when I remember. The minute I put it on I feel old.”

point of view: components

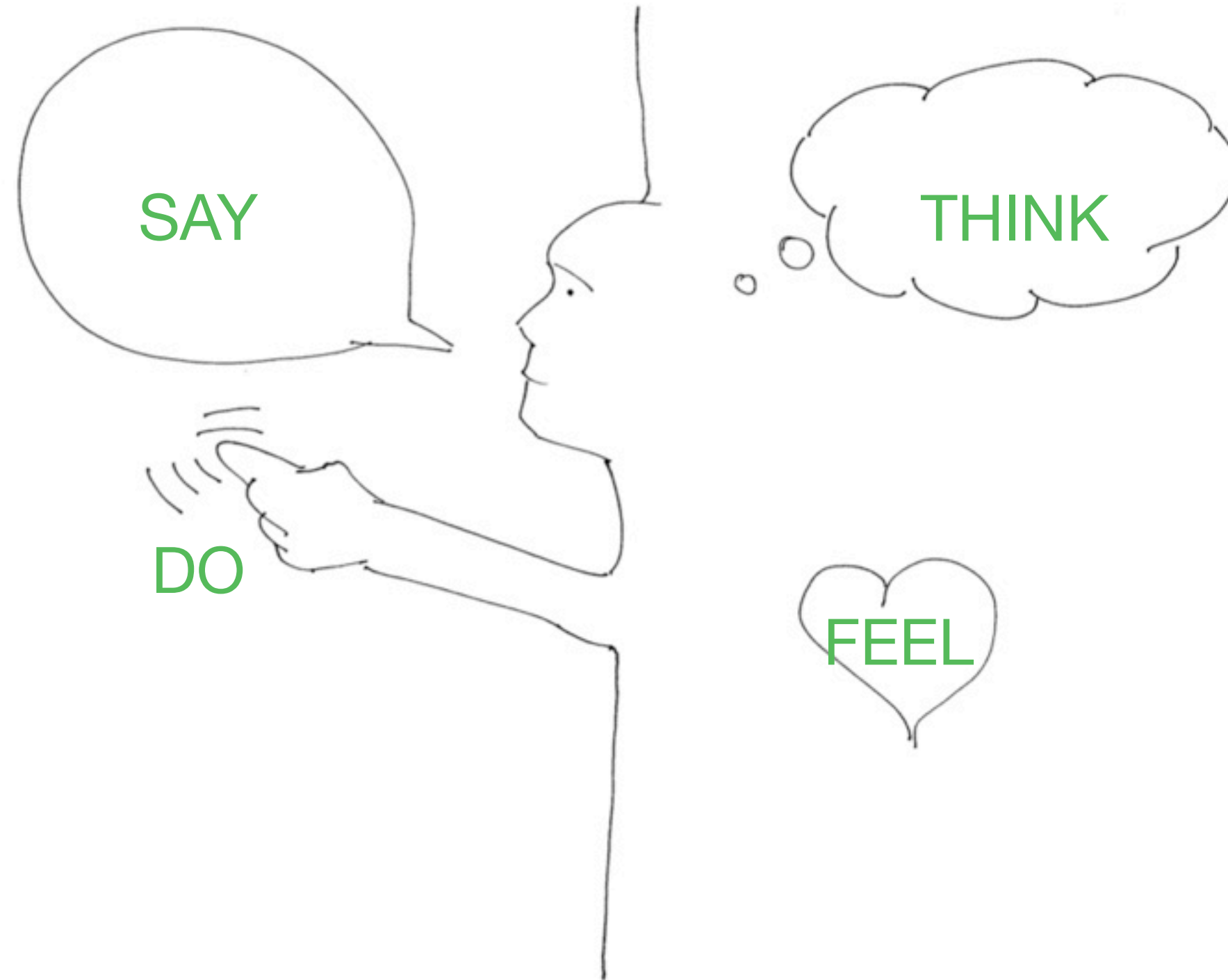
user be specific

need use verbs

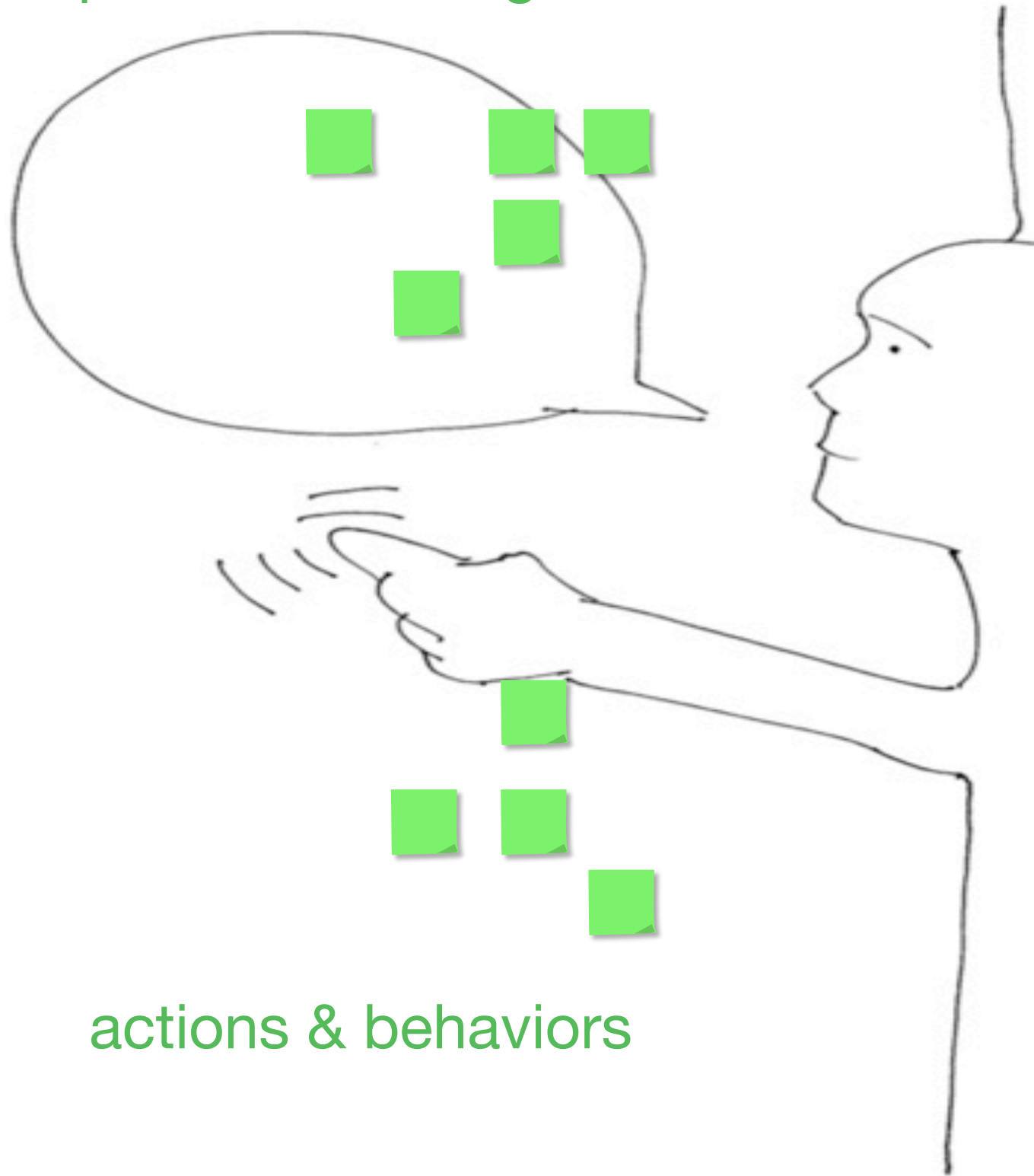
insight observation + interpretation



empathy map



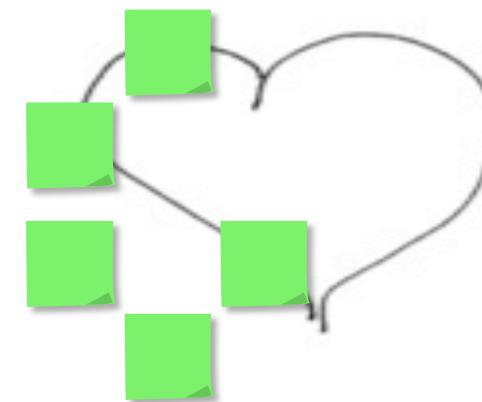
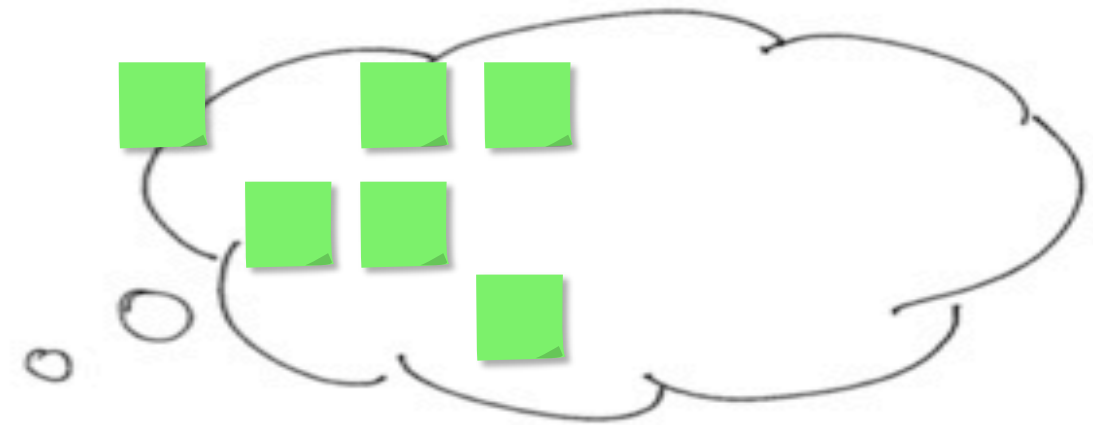
quotes & defining words



actions & behaviors

< what we see & hear

thoughts & beliefs



feelings & emotions

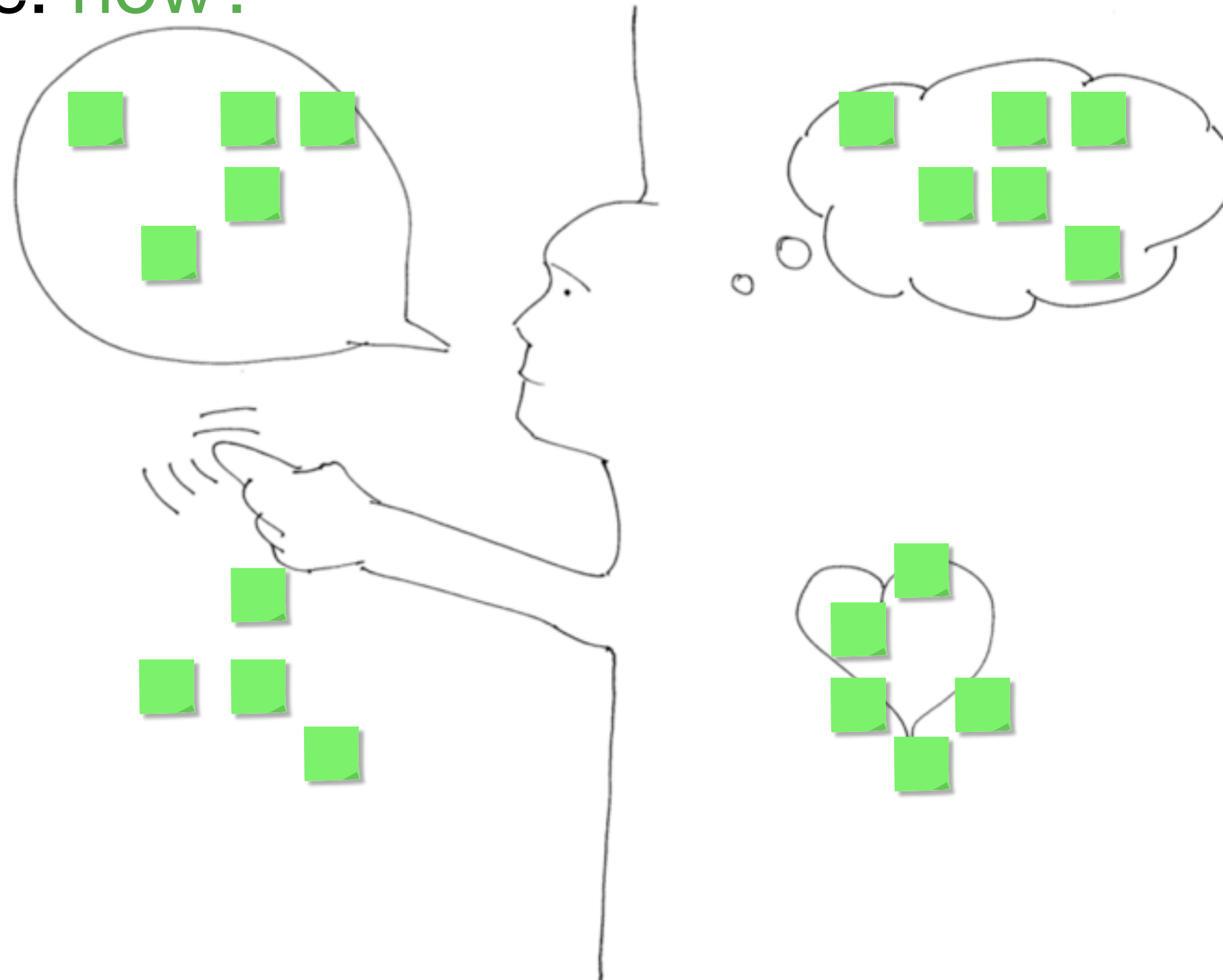
what we feel the user is feeling >

understand the experience : share stories

identify user, reveal the needs, articulate insights

reframe the problem into a new point of view

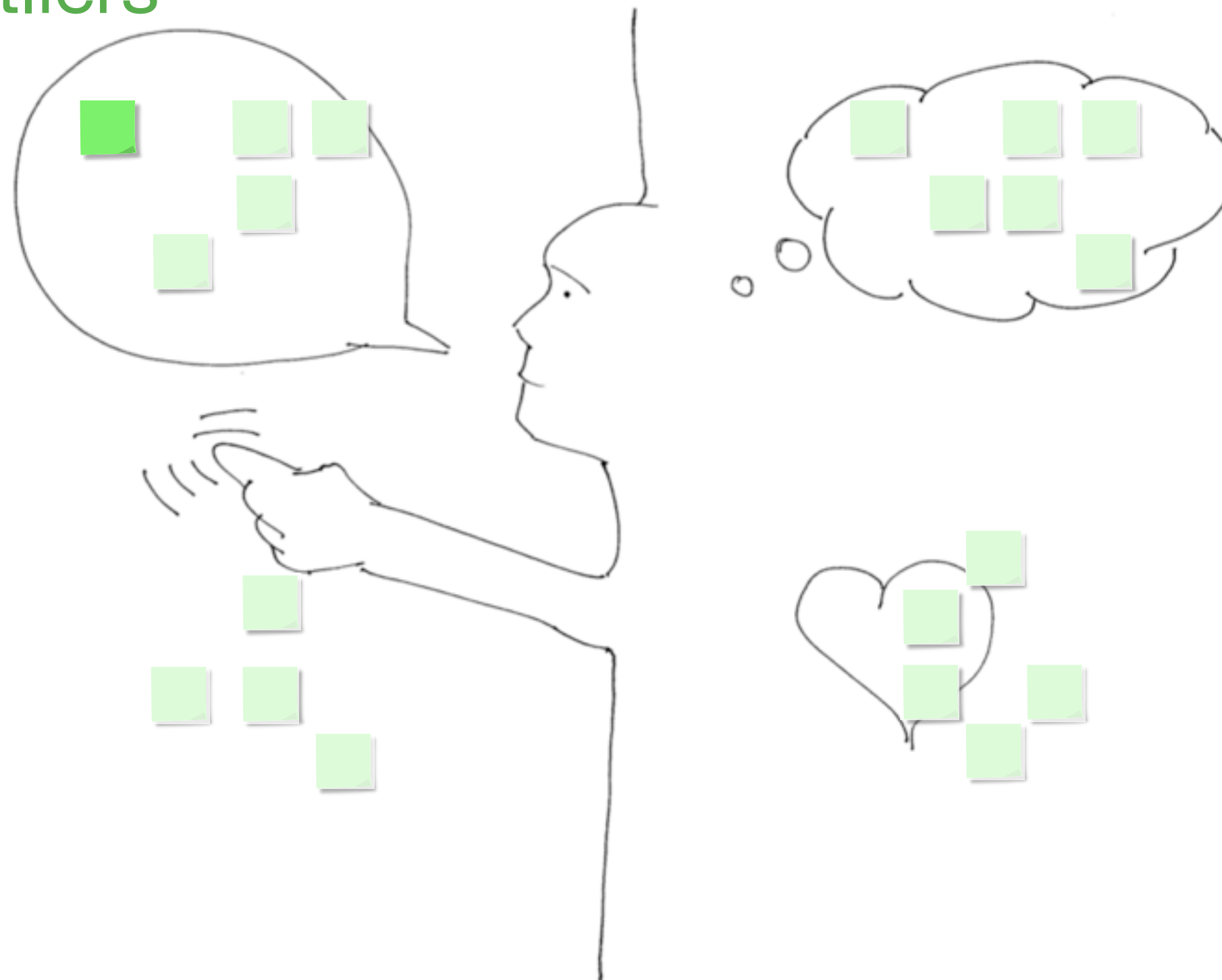
synthesize: how?



identify patterns



isolate outliers



synthesize mad-lib

user



need



insight



synthesize mad-lib

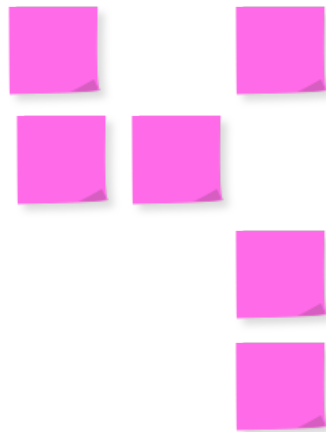
user



need



insight



synthesize mad-lib

user

...NEEDS...



need

...BECAUSE...



insight



point of view example

Delayed mother of four needs to entertain her kids without disrupting the rest of the terminal because bored children annoy already irritated fellow passengers.

point of view: **construction**

has empathetic language about the **user**
(think specific)

identifies a **need** that is deep & emotional
(think verb)

incorporates unexpected **insights**
(think observation + interpretation)

