

EMPATHIZE

Empathy is the core of the design thinking process: How can we design for our users if we don't know them and their needs? Empathy isn't a single event or activity, it's the creation of a regular rhythm of getting out and having great conversations, experiences, and observations with whoever you're designing for.

As a facilitator, it's your job to set the stage for an empathy experience. Who in your organization do you want to expose to empathy techniques? How can you set up interactions with end-users that will deepen their understanding of the contextual needs, challenges and opportunities for delight in that space?

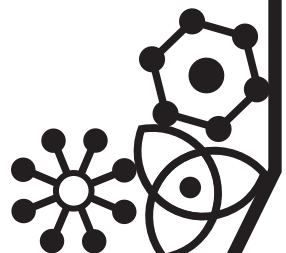
DESIGN AN EMPATHY EXPERIENCE FOR YOURSELF

Who are you designing for (list all of your possible user groups):

Which user group do you spend the most time with?

Which do you spend the least time with?

How can you gain new empathy for the users you're least familiar with? How can you get a fresh perspective on the users you know the best? Pick one, and make a plan for how you can spend 30 minutes gaining fresh empathy on Monday.



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DESIGN AN EMPATHY EXPERIENCE FOR OTHERS

Make a list of people in your work (or home!) life that you'd like to introduce to the concept of empathizing in a design context.

What's an easy way for you to gain access to potential users?

How can you observe them in their natural context?

How can you engage with them?

How can you immerse yourself in their experience?

Think of the elements above as ingredients. Use them to create a recipe for a two-hour empathy experience a person, or a team of people on your list.

