

EMPATHIC DESIGN

Setting the Table for Solutions: Interview Summary Placement

Once you and other members of the class have interviewed people, use the Interview Summary Placemat to summarize and analyze the conversation.

IDENTITY Whom did you meet? From what you heard, what defines their identity and their circumstances?

CONNECTION What connection did you make? What about the conversation resonated with you emotionally?

DEVELOPMENT How is the person defined by the challenges they shared with you? How do day-to-day challenges impact their life?

DEFINE Identify a single challenge and briefly outline the story behind that challenge. Use the storyboard to draw and write about the person and their story.

PRESENT Tell the person's story to others. What were their reactions? What did you learn from telling the story?

INTERPRET Start brainstorming solutions to the challenge. Continually be guided by the person's story and their circumstance.

EMPATHIC DESIGN

Empathic Interview (sample)

This Interview Summary Placemat helps you later consider what you heard, felt, and understood about your interviewee's story.

RESEARCH WITH EMPATHY

DEFINE THE PROBLEM

IDEATE

First Sight: HOW? — generate ideas to consider.

Iterate based on feedback.

CREATE A PROTOTYPE

Build and test.

TEST, REFLECT, REFINE

RESEARCH WITH EMPATHY

1. Interview — WHO?

Laura is life-long resident of DC. She became homeless after a medical emergency and the loss of her job. She is working a part-time job and is living in the basement of a friend's house. She has two children. Trevor is six and Lani is eight years old.

She cries when she talks about her fear of not having food for her children. She attends a local meal program to feed herself.

When she talks about waiting for day-old donuts at the store to be discarded, she won't look at me. She tells her story to the floor.

When she gets monthly food stamps, she can buy fresh food, but once her money is used up, she can no longer afford fresh fruit and vegetables.

2. Dig Deeper — WHY?

Ask questions.

Why does Laura have to go to so many places to find food for her children?

Where can fresh fruit and vegetables be found?

DEFINE THE PROBLEM

3. Capture your findings.

Experience + Knowledge + Questions

What did you hear and see?

What do you feel?

What experiences inform you?

What questions do you have?

The insecurity of not having food, especially nutritional food worries Laura. She cries at the thought of her children not having the proper clothing and food.

I can't imagine at the end of the work day scrambling around trying to find enough nutritious food and put together a meal.

Research shows that grocery stores waste many pounds of food each day.

4. Your point-of-view.

who: *Laura*

needs a way to: *access fresh fruit and vegetables*

because: *she has young children*

insight: *I wonder if there is a way to bring fresh fruit and vegetables closer or more convenient to Laura and her family.*

IDEATE

5. Sketch at least 5 ways to meet your user's needs.

Neighborhood food locker that is stocked by stores with fresh vegetables and fruit.

An evening food truck that visits neighborhoods each evening with fresh fruits and vegetables from farms and stores.

A family buddy system where families could be partnered with other families to plan meals and to secure food.

A monthly food cash card provided by a program.

6. Share your solutions and capture feedback from others.

Take notes.

Two people really liked my second idea. They suggested getting volunteers through Craigslist to drive the truck. Someone would have to collect food. There were questions about food storage. Could one of the local food truck lots provide us space?

One person said that money is not the solution, that food is what is needed. Could ideas one and two be combined?

7. Reflect on the best solution. Make your thinking visible. Draw, label, and make a sketch!

CREATE A PROTOTYPE

8. Build a model of your solution. Make something visual that represents your idea.

TEST, REFLECT, REFINE

9. Share your solution and get feedback.

+ What worked...

- What could be improved...

? Questions...

! Ideas...

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RESEARCH WITH EMPATHY

DEFINE THE PROBLEM

IDEATE

First Sight: HOW? — generate ideas to consider.

Iterate based on feedback.

CREATE A PROTOTYPE

Build and test.

TEST, REFLECT, REFINE

RESEARCH WITH EMPATHY

1. Interview — WHO?

2. Dig Deeper — WHY?

DEFINE THE PROBLEM

3. Capture your findings.

4. Your point-of-view.

IDEATE

5. Sketch at least 5 ways to meet your user's needs.

6. Share your solutions and capture feedback from others.

7. Reflect on the best solution. Make your thinking visible. Draw, label, and make a sketch!

CREATE AN IMPROVED PROTOTYPE

8. Build a model of your solution. Make something visual that represents your idea.

TEST, REFLECT, REFINE

9. Share your solution and get feedback.

+ What worked...

- What could be improved...

? Questions...

! Ideas...