

Instructions



What was your dream job as a child?

i dreamed of drawing cart
 scientist car mechanic
 astronomer architect hairdresser
 engineer igeneer vet
 astronaut pilot musician
 pets hairstylist guitarist
 clothing designer

One thought I had about the lecture since last time:

nothing

nothing!

How I could help my group with the challenge

nothing

nothing

Where could this knowledge be used?

It was interesting

Nothing

confused still

One thought I had about the lecture since last time:

I was so excited and I'm still so excited to get new knowledge. Good examples. Love it (at list for now 😂)

I liked it better than I thought I will, plan to visit all lessons

nothing

Nothing sorry

Still hard

This is what I serach for! Because there is only a few courses in Riga about different type of design, but this course is general and very useful for future

feel with



Plan of the day

INTRODUCTION ON EMPATHY

EXAMPLES OF APPLICATION

TOOLS

KEYS IN APPLYING THE TOOLS

INTERVIEW EXERCISE

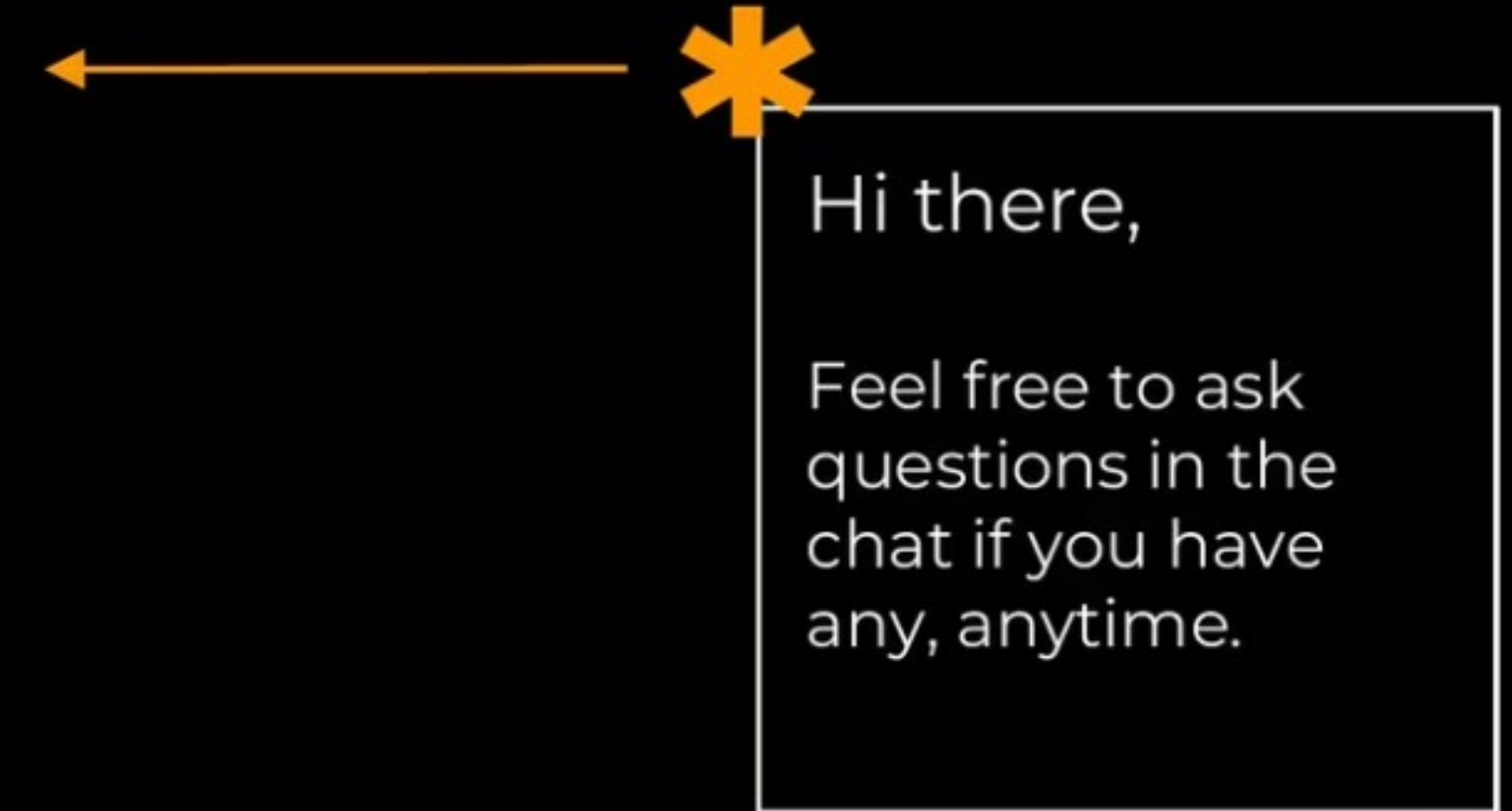
BREAK

TEAM INTRODUCTION

TEAM RULES

USER PERSONA

WE KNOW WE DON'T KNOW



What is empathy?





Definition

Empathy

The ability of understanding, being aware of, being sensitive to, and vicariously experiencing the feelings, thoughts, and experience of another of either the past or present **without having the feelings, thoughts, and experience fully communicated in an objectively explicit manner.**

Empathy is different from sympathy.
Empathy = imagining // Sympathy = sharing



Exemples

Empathy

Utrecht manifest

Engaging with people in a very direct manner.

Disable child

A distant observer

e.ON

Let me be your shadow

LB

Can I join you for a coffee?



Hey participant,

Feel free to ask
your questions in
the chat.

What tools can we use in empathy phase of design thinking?

personal research

surveys

Filming a day in the person's life

presentation's for entertainment

Personal photos and videos

survey's / collecting data from multiple sources

Questionare

Passive watching or observation

Feedback

What tools can we use in empathy phase of design thinking?

Interviews

Organizing a meeting

observation, talking, making challenges

cooperation

collecting big data

Understanding and friendly



TOOLS for empathy (and research)

Or develop your own?

Interview

Spider on the wall

User persona

Organisation as a person

5 why

I wonder why



Hey participant,

Feel free to ask
your questions in
the chat.

What attitude should you adopt to engage with others?





Empathy

In context

“New sustainable”

There is now a trend with “empathy” from workshops to mindfulness. It is something different.

Why empathy first?

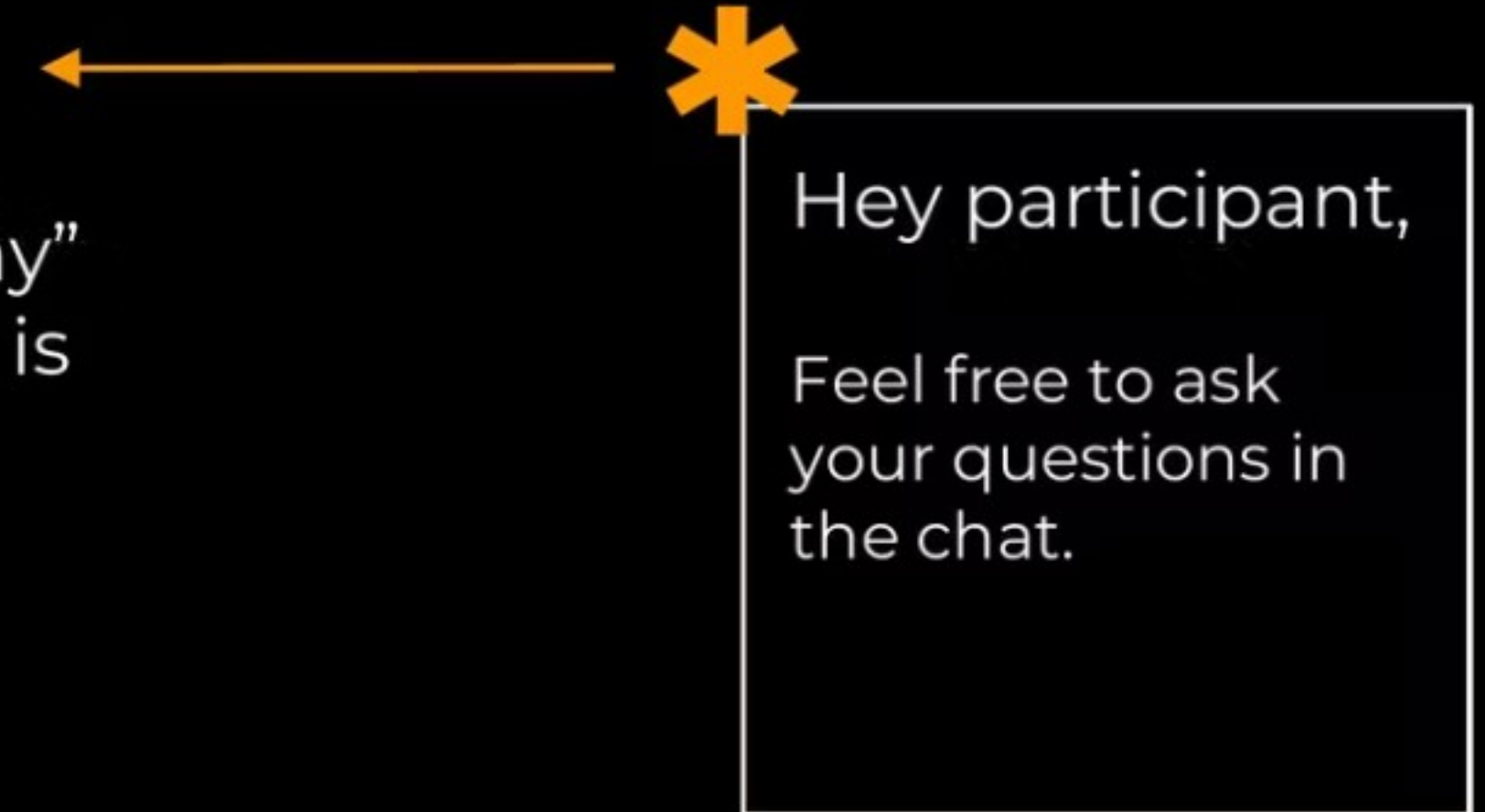
Context understanding before defining issues.

On users & stakeholders

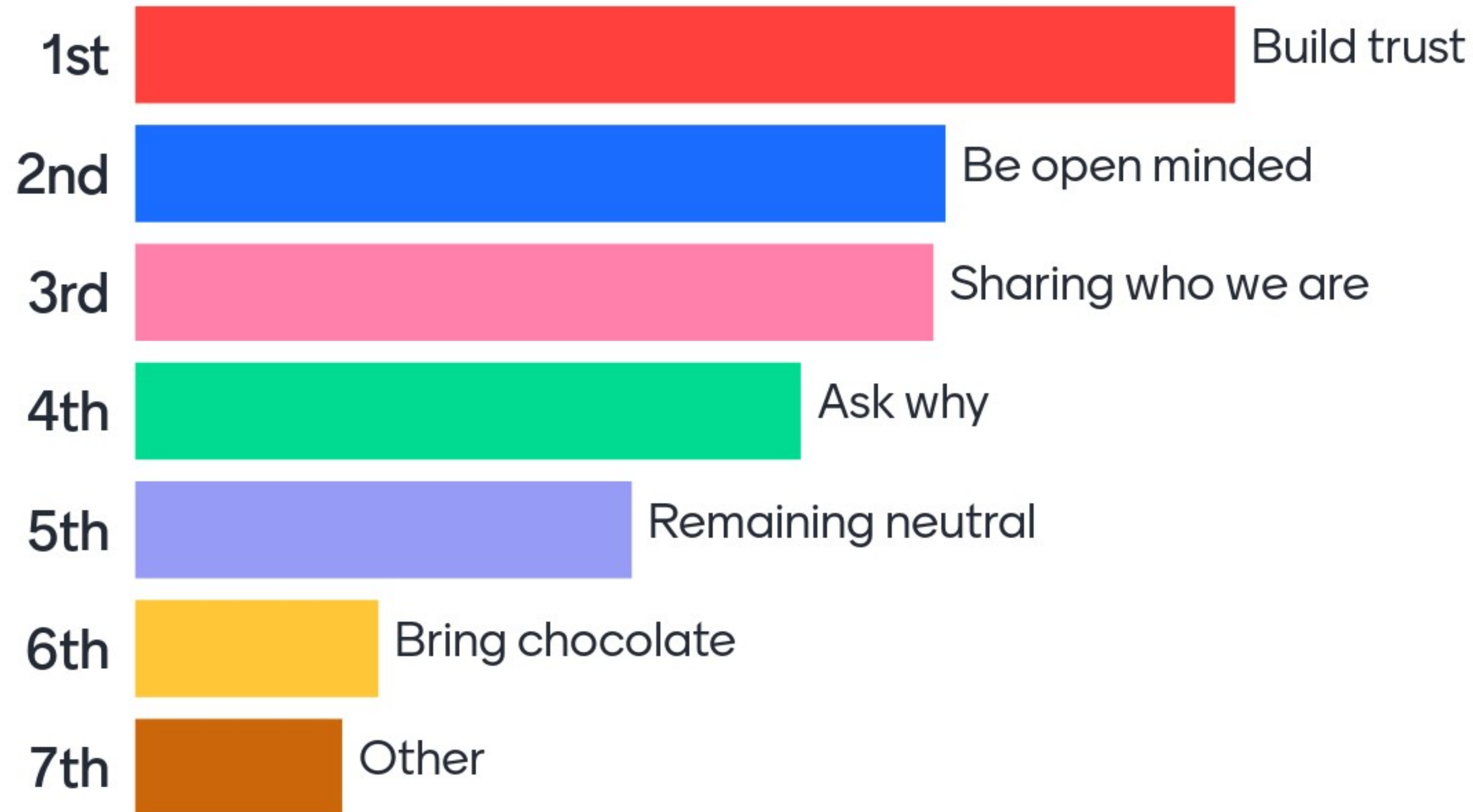
Different stakeholders have different needs.

Empathize with the client

Use empathy on the client and not only the user.



What is the most important attitude when engaging with people





attitude

Key takeaways

Be curious

Ask why, why, why, go to the bottom of it.

Be open minded

Do not judge what you see or hear, remain neutral

Build trust

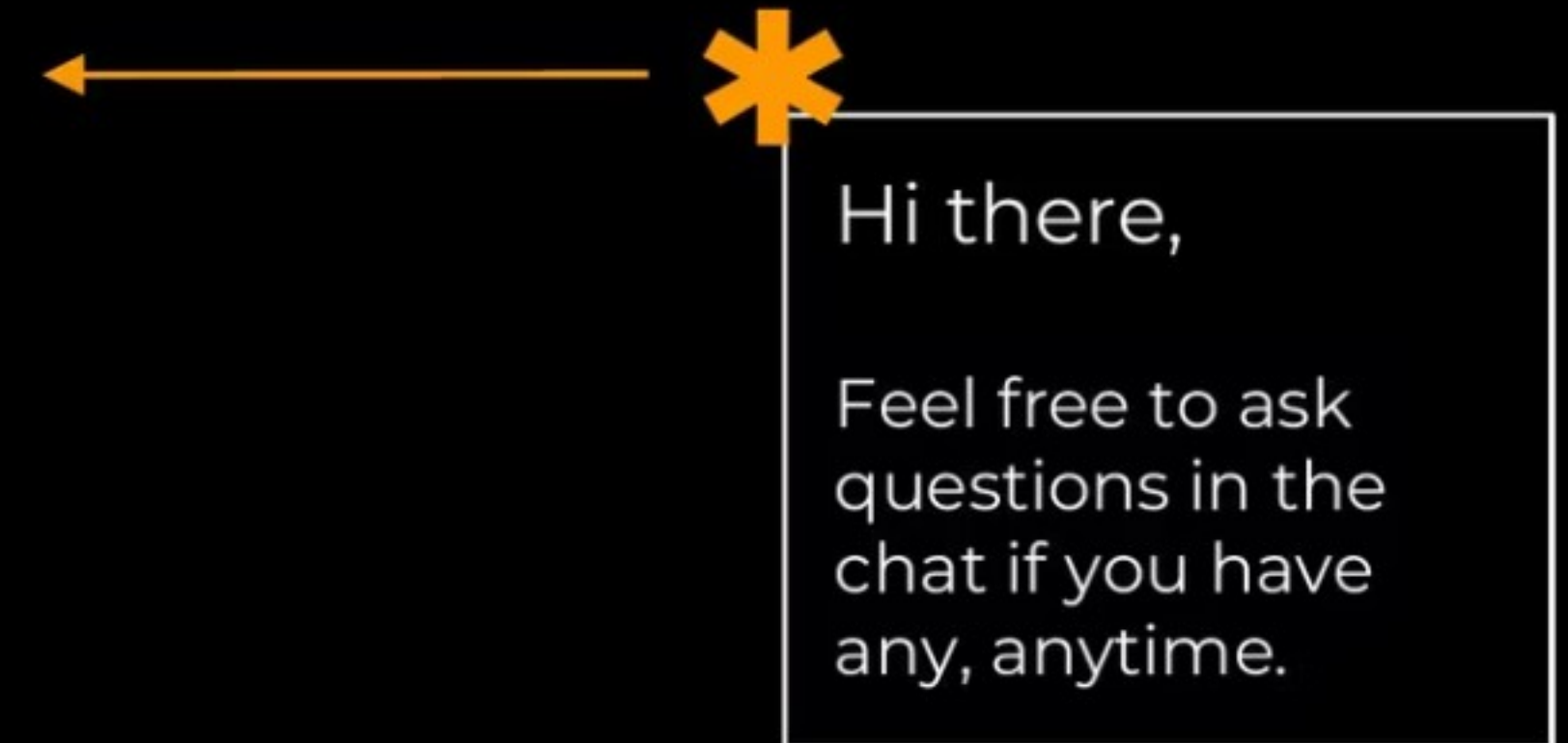
By sharing who you are, why you want to engage with them.

Think long term

Engage with the same people throughout the project not only builds trust, but brings extra brain power.

It is a non-linear process

You may at a later stage of the process need to look (again) for more contextual elements.



Interview





Key to success

Interview

1

Prepare an interview plan, a list of general or specific elements you want to know about

2

Start with small talk, share who you are, you can pretend you do not represent your organisation.

3

Ask open questions, ask follow-up questions, give people time to think. You may even ask them to draw their answers.

4

Do not defend your ideas or project !



Practice

Interview

Interview practice exercise 2x 7mn

A interviews B (A is the person with the biggest feet)

Get to know dental hygiene practice of the person you interview.

B interviews A (B is the person with the smallest feet)

Get to know commuting/travel habits of the person you interview.

Interview debrief

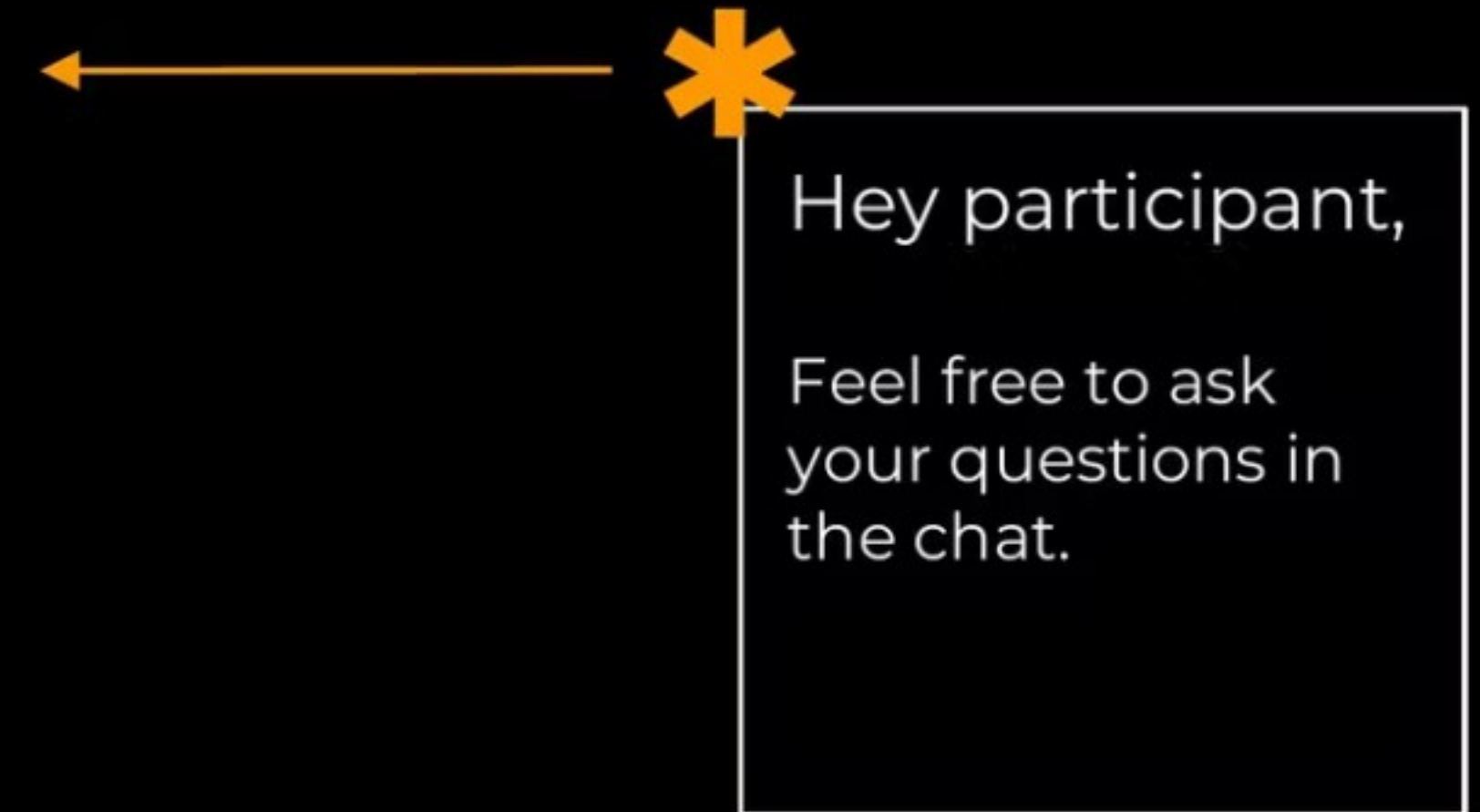




Let's start

Challenges and teams

MIRO

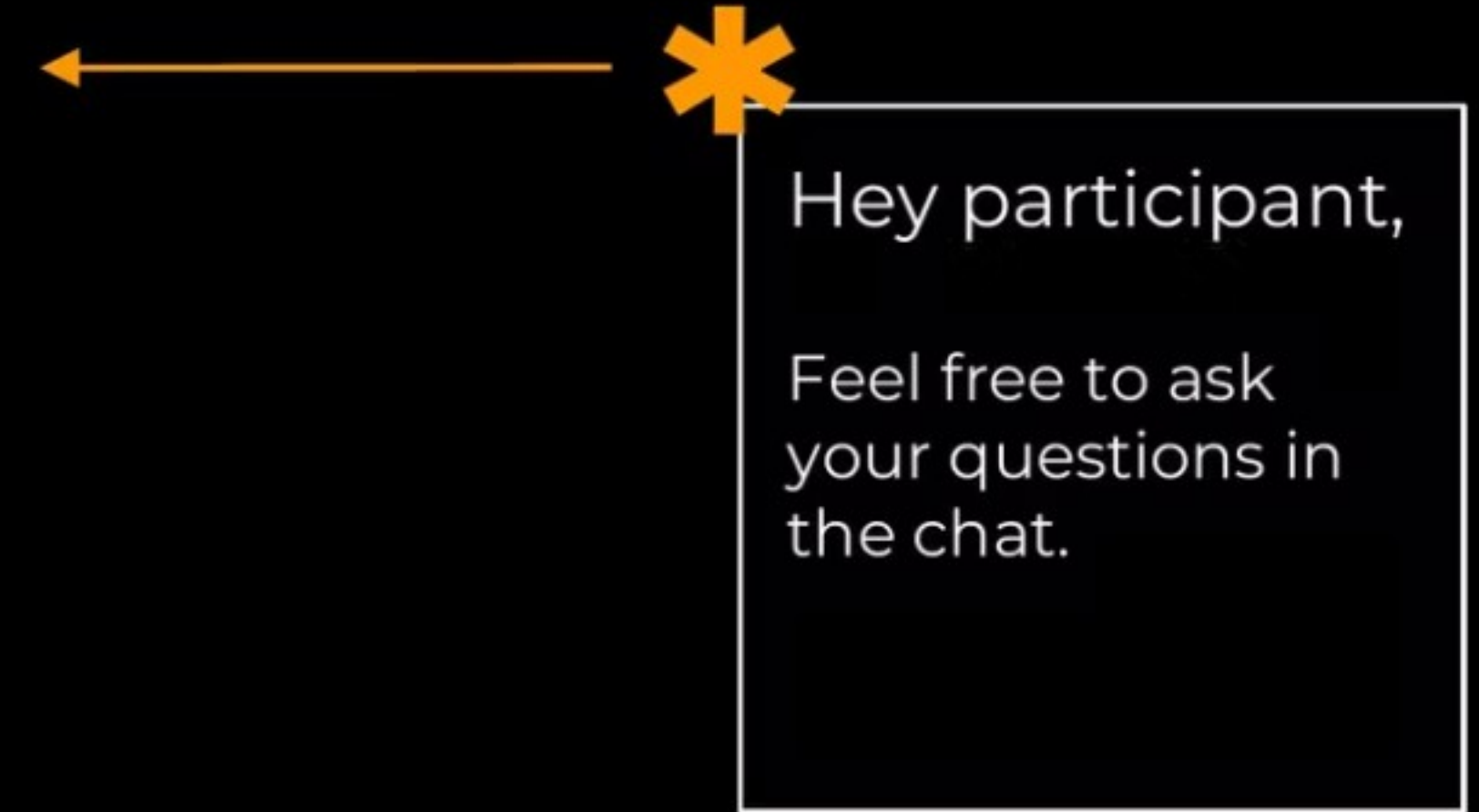




Let's start

User persona introduction

MIRO



What is your key takeaway from this lecture?

knowledge

Dont be afraid to tell you opinion, we are all people :)

Working in team with unknown people is not so sceary

That to analyze people and work in groups is very difficult

Getting to know my teammates :)

brainstorming

communication, team mates, solving problem together

Learned a lot today and had a great time with my team

Don't be afraid to talk

What is your key takeaway from this lecture?

Don't be afraid to talk to others and tell your opinion

cooperating with people

To say what comes to my mind

I like doing this, I think my team has a great potential. Be curious, open-minded

Communicating

A humans best weapon is mouth (talking is good)

Communication is a goal of any design

Remarks, comments, objections ?

0 questions
0 upvotes



WHATEVER YOU DO, ENGAGE WITH OTHERS !