Design Thinking and Innovation - Empathy

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Process of Design Thinking

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Empathy

Empathy is the first step in design thinking because it is a skill that allows us to understand and share the same feelings that others feel.
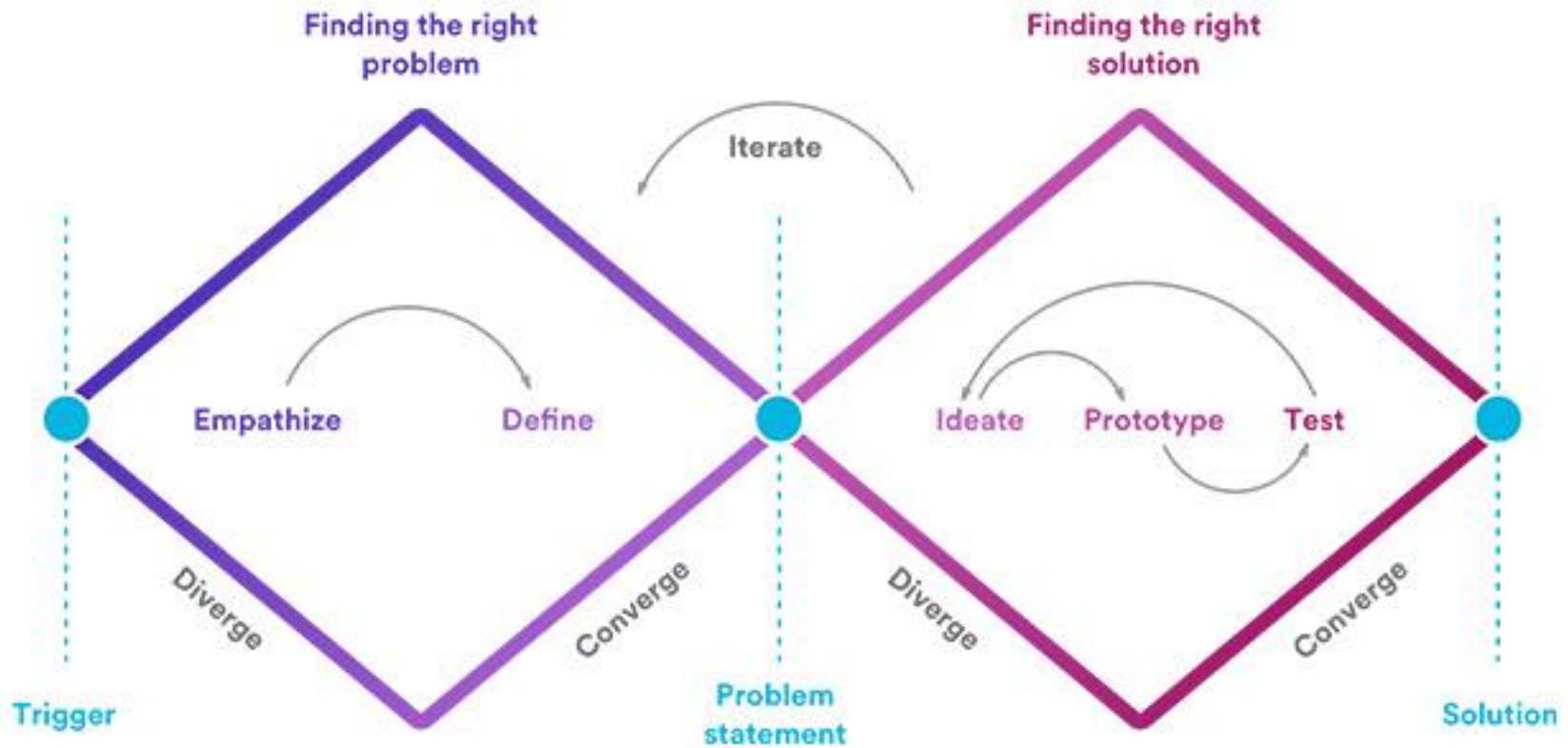
Through empathy, we are able to put ourselves in other people's shoes and connect with how they might be feeling about their problem, circumstance, or situation

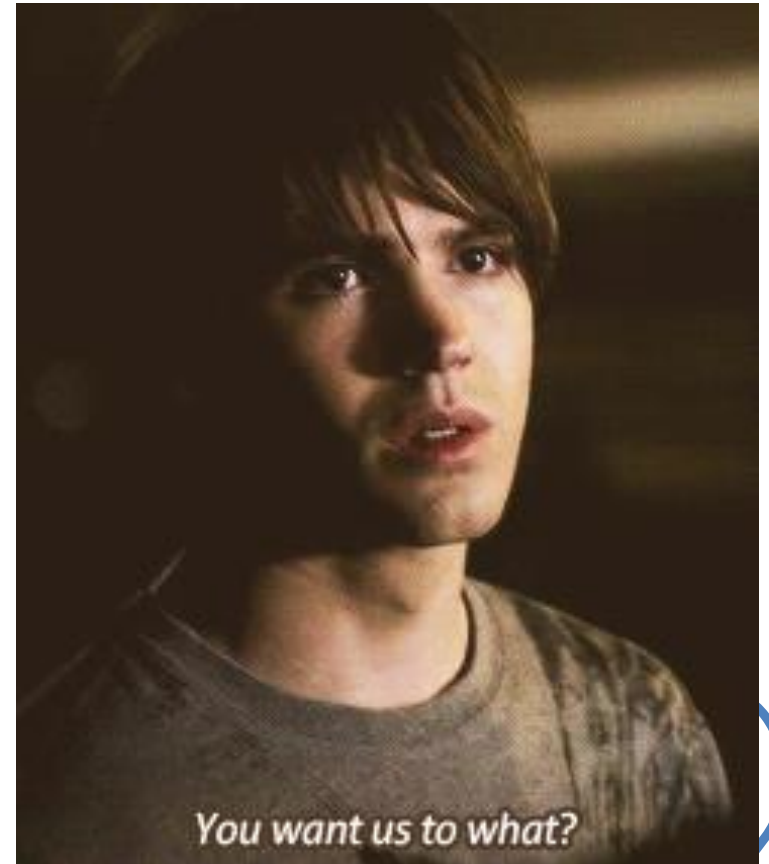P.Ramya/Design Thinking and Innovation/23GEB101/Unit 2/Empathy

What is Empathy?

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Convergent and Divergent Thinking

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"The ability to understand and share the feelings of another"- EMPATHIZE

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Revolutionary products through empathy

iPhone 2007 · iPhone 3G 2008 · iPhone 3GS 2009 · iPhone 4 2010 · iPhone 4S 2011 · iPhone 5 2012 · iPhone 5S 2013 · iPhone 6 2014 · iPhone 6S 2015 · iPhone 7 2016 · iPhone X 2017

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Empathy-Chart

Proto – Persona

Howard Nguyen, 20

Behavioral Demographics

- Pulling all nighters
- UCI Student
- Studies often
- Single-vistor
- Has a car but lives walking distance
- Reading books
- Orders the same thing every time
- Comes 3x a week and stays for an hour+

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Contd...

User Needs and Goals

- Needs coffee
- Needs good light
- Needs place to sit
- Needs quiet environment
- Needs space to spread out
- Needs wifi

- Hopes to focus for a while
- Pass test/class
- Get a degree
- Make family proud

User Pain Points, Frustrations, Solutions

- Cold/Tired (Provide blankets or some breezy spots next to vents and some warmer spots. Coffee will help with tiredness)
- Overwhelmed by amount of work and studying (Offer later hours during mid-terms and finals)
- Frustrated if he comes all the way to this location and can't find a place to sit (Offer enough seating for busy days in different formats i.e. one person and two person booths as well as community tables. Outlets and good lighting at all tables)
- Study partner was supposed to meet, but never showed up (Create a social media aspect/check-in on app like so friends can see)
- Wants to get more coffee but the line is too long (offer one-click re-ordering or way to put in order without getting back in line)
- Doesn't like plain black coffee but needs to save money (offer student discounts or cheap drink specials)

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Thank You

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