

Last Week we have covered :

1. Characteristics of a successful product
2. Market Study before we start product development
3. How to build an efficient product development team
4. How to work on promotion
5. How to work on process and quality control

5 Steps of Product Design:

1. Empathize
2. Define
3. Ideate
4. Prototype
5. Test

Empathize (step 1)

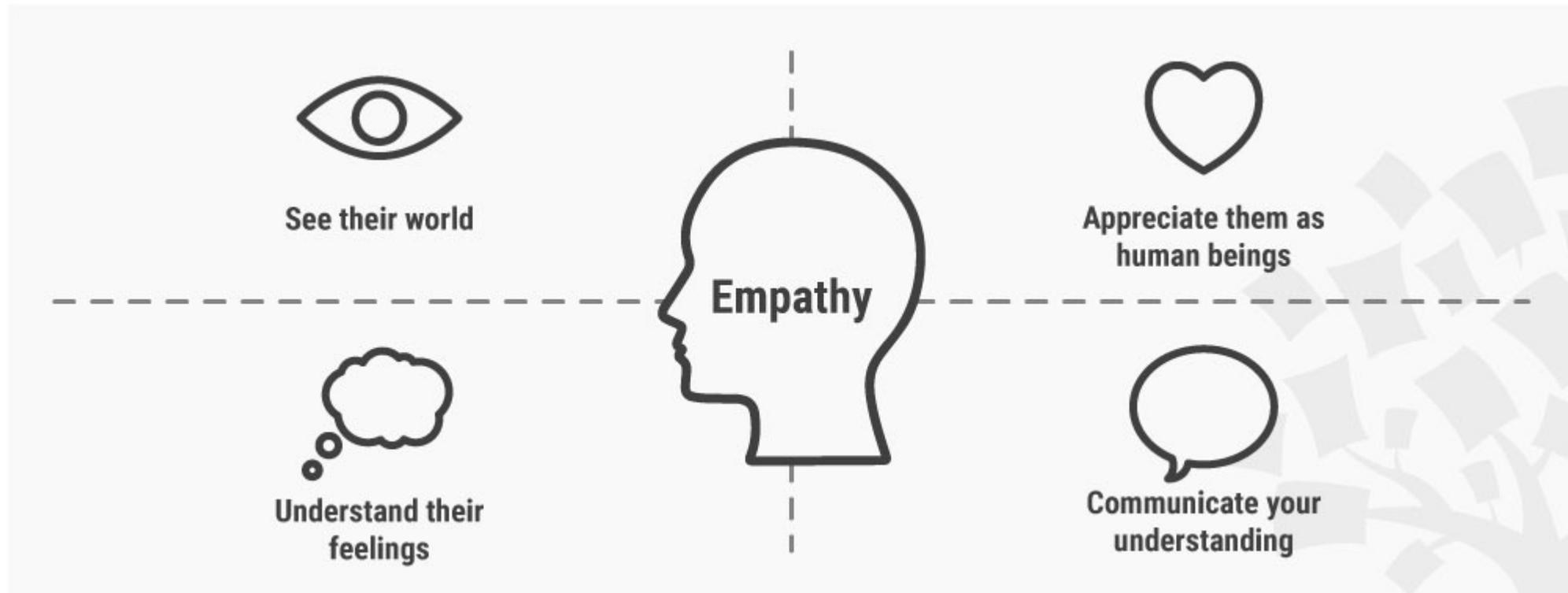
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Empathize



Empathize

- The effort of designer to **understand the way a user do things** and why,
 - Their **physical** and **emotional needs**,
 - How they think about world, and
 - What is meaningful to them is called as Empathy.
- Design Thinking **cannot begin without a deeper understanding** of the people you are designing for.
- In order to gain those insights, it is important for a design thinker to empathize with people we are designing .

How to Empathize

Taking Interviews



In empathy work, connect with people and seek stories

How to Empathize

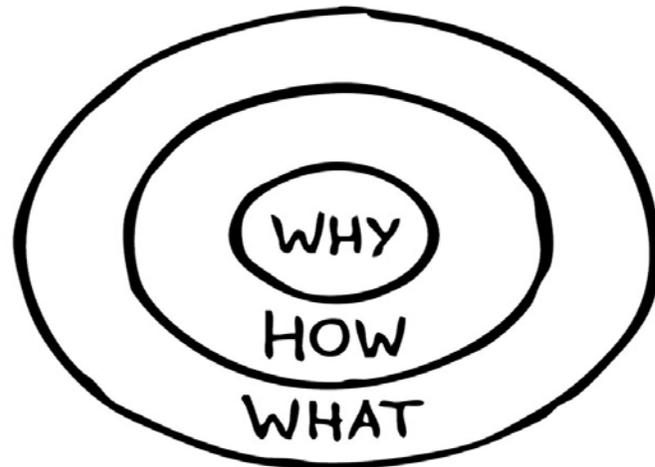
Taking Interviews

- **One-on-one interviews** can be a productive way to connect with real people and gain insights.
- **Talking directly to the people you are designing for** may be the best way to understand needs, hopes, desires and goals.
- The benefits are similar to **video and camera-based studies**, but interviews are generally structured, and **interviewers will typically have a set of questions they wish to ask their interviewees**.

How to Empathize

Ask What? How? Why?

- By asking the three questions — **What? How? Why?** — we can move to concrete observations that are free from assumptions.
- During our observations, for instance, we might find separately **recording** the “**Whats**”, “**Hows**” and “**Whys**” of a person.



How to Empathize

Ask What? How? Why?

- In “**What**”, we record the details (not assumptions) of **what has happened**.
- In “**How**”, we analyze **how the person is doing what he/she is doing** (is he/she exerting a lot of effort? Is that individual smiling or frowning?).
- In “**Why**”, we **make educated guesses regarding the person’s motivations and emotions**.

How to Empathize

Observe

- The users and their **behavior should be viewed in the context of their lives.**
- The most powerful realizations come from **noticing a disconnect between what someone speaks and what he/she does.**

Engage

- Sometimes this technique is called ‘interviewing’ **but** it should really feel more like a **conversation.**
- Listen to stories from the people you interact with, and always ask “Why?” to uncover deeper meaning.

Benefits of Empathizing

- Empathizing attempts to **enhance** the design team's **understanding of their target user** and **market** since observation methods are not meant only for gathering raw data, statistics and demographics.
- We must, to an appropriate degree, **'become'** our users if we are to offer them fine-tuned solutions that lead in the market.

Empathize : Case Study of Cashew Processing



The hands of 48 year old women as she uses a pebble to crack the cashew shell, instead of a cutting machine

- Cashew nut shells have cardol and anacardic acid — that can cause vicious burns. Burns are a fact of life for up to 500,000 workers in India's cashew industry, nearly all women.
- Many don't even get gloves, and if they did, they probably couldn't afford to wear them. Gloves would slow their shelling down.

Thank You