


WHAT VALUE DOES EMPATHY HAVE IN DESIGN?

PROF. MATT BORLAND - SYDE FOR ENGCON 2019

1) WHAT IS EMPATHY?

→ MORE THAN JUST SOMEONE ELSE'S SHOES → 

2) WHY IS IT IMPORTANT FOR DESIGNERS?

DESIGN MAKES CHANGE FOR GOOD AND FOR BAD!

3) WHO ARE YOUR USERS?

→ HOW WILL DESIGN MAKE THEIR LIFE BETTER?

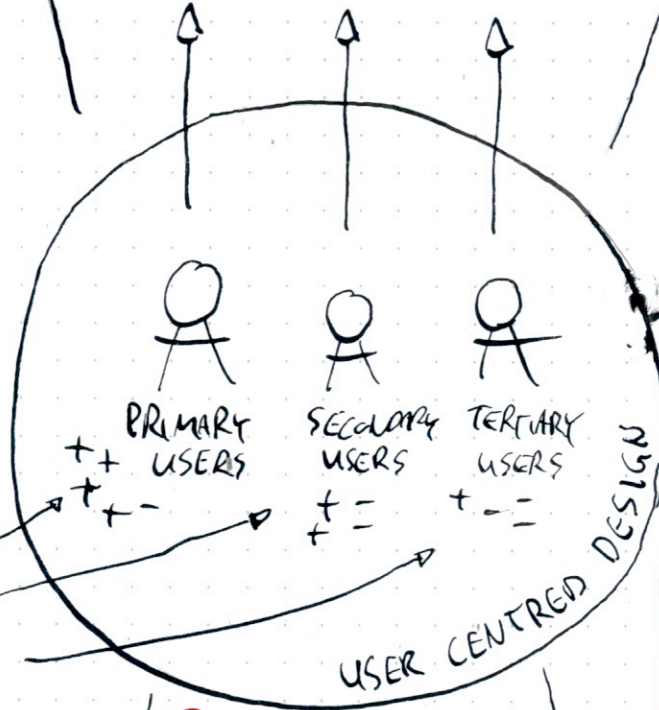
→ HOW WILL IT MAKE IT WORSE?

→ CAN YOU MAKE ONE USER'S LIFE BETTER, WHILE MAKING ANOTHER'S WORSE AT THE SAME TIME?

WHERE'S THE BALANCE?



PROBLEM DEFINITION
NEEDS ASSESSMENT



4) HOW DO YOU DEVELOP EMPATHY?



VS



MAKE YOUR DESIGN PROCESS:

- SOCIAL
 - TANGIBLE
 - REFLECTIVE
- THESE SLOW THINGS DOWN, BUT MAKE THE END RESULT MUCH BETTER

5) HOW DO YOU TALK TO PEOPLE?

INTERVIEW

VS

CONVERSATIONS

1. ~~~~~
2. ~~~~~
3. ~~~~~
4. ~~~~~

→ ARE BETTER THAN INTERVIEWS FOR DEVELOPING EMPATHY
→ THINK ABOUT ACTIVE LISTENING.

HAVE YOU HAD A CONVERSATION WITH THE PEOPLE AFFECTED BY YOUR PROBLEM?

HAVE YOU HAD ONE WITH YOUR TEAM?

6) DON'T CHOOSE

TO IGNORE THE PEOPLE AFFECTED BY YOUR PROBLEM AND YOUR SOLUTION

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EXTRA BONUS: CHECK OUT "PRACTICAL EMPATHY" BY INDI YOUNG

MB