

# Empathy work for Project Design (Team)

Due: Monday, 4/17/2017, start of class

## Overview

In this assignment, you will conduct **at least six interviews** with potential end users, **unpack** the interviews by first using **journey mapping** to identify contradictions, tensions and surprises in the interviews and to learn which points in the processes you observed are ripe for improvement.

## Requirements

1. Update the discussion guide of questions to govern your interviews based on our feedback.
2. Interview in total at least 6 people related to the problem domain you have identified with your team. If possible, have at least 2 team members present for each interview (any more than 3 can off-putting to the interviewee unless you are conducting the interview on the phone).
3. The interviewees should be end users (**not** domain experts). The interviews can vary from short interviews, e.g. 20 minutes to long interviews, e.g., 60 minutes.
4. No more than 3 of the interviews should take place remotely over Skype/Hangouts (and only use this technique to get out of the SF Bay Area Tech Bubble).
5. Make an extra effort to get to observe and interview at least some people in action in the context of your problem domain: whether they are working in an office, people out in the field, etc. Remember that the more creative you are in accessing these contexts, the more unique and valuable insights you are likely to discover!
6. Unpack the needfinding data by using the **journey map** method to identify surprises, contradictions, tensions – and things that intrigue your team – and to discover process steps that are ripe for improvement.
7. Revise your journey maps based on the feedback and insights you gained during class on Monday, and submit the revised maps by Wednesday, April 19<sup>th</sup>, by 11.59 pm.
8. Note! If you have trouble accessing the users you want to reach, let us know as soon as possible so that we can help.

## Deliverables

Unpack the data into journey maps by class time on Monday April 17<sup>th</sup>. Come with the unpacked data to class and be prepared to share out your results in a slide presentation (Google Slides, KeyNote, or PowerPoint) to the rest of the class. Then create a team folder on Google Drive with a subfolder named ‘Empathy’, and submit the updated materials to the subfolder by Wednesday, April 19<sup>th</sup>, by 11.59 pm. Submit the raw unpacked data, your initial journey maps and the revised maps, plus pictures from your needfinding in the field.

## Grading Criteria

- User group reach (diversity, innovativeness, appropriateness) (20 points)
- Depth of the interviews (20 points)
- Number of interviews (15 points)
- Details in unpacking (15 points)
- Identification of tensions, contradictions, surprises in the interviews (20 points)
- Revisions based on feedback in class (10 points)