

Empathy work for Project Design (Team)

Due:

- **3 or more unpacked interviews due by class on Tuesday, April 21st**
- **6 or more unpacked interviews due by class on Thursday, April 23rd**

Overview

In this assignment you will conduct at least six interviews with potential end users and domain experts, **unpack the interviews by using the empathy map template, and identify contradictions, tensions and surprises in the interviews.**

Requirements

1. Interview in total at least 6 people related to the problem domain you have identified with your team.
2. The interviewees can be both end users and domain experts. The interviews can vary from short interviews, e.g. 20 minutes to long interviews, e.g. 60 minutes.
3. **Do at least 3 interviews by Tuesday, and altogether 6 interviews by Thursday, April 23rd.**
4. 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 commuters commuting, people wasting/saving water or food wasting/saving on the spot, students learning/not learning mediated by technologies, etc. Remember that the more creative you are in accessing these contexts, the more unique and valuable insights you are likely to discover!
5. Unpack the needfinding data by using the empathy map method for the class on Tuesday, April 21st, and identify surprises, contradictions, tensions – and things that intrigue your team! The interviews will be processed further during class.
6. Revise your empathy map based on the feedback and insights you gained during class, and submit the empathy maps by Thursday, April 23rd, by 11.59pm.
7. 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 empathy maps by class time on Tuesday the 21st and Thursday 23rd. Come with the unpacked data to class and be prepared to share with others. Then create a subfolder to Google Drive named 'Empathy', and submit the materials to the subfolder by Thursday, April 23rd, by 11.59pm. Submit the raw unpacked data, your initial empathy map and the revised empathy map, plus pictures of the needfinding data processing exercises from the class on Tuesday the 21st.

Grading Criteria

- User group reach (diversity, innovativeness, appropriateness) (20 points)
- Depth of the interviews (20 points)
- Number of interviews (20 points)
- Details in unpacking (20 points)
- Identification of tensions, contradictions, surprises in the interviews (20 points)