

Empathy work for Project Design (Team)

Due:

- **3 or more interviews completed by class on Monday, April 4th**
- **6 or more *unpacked* interviews due by class on Wednesday, April 6th**

Overview

In this assignment you will conduct at least six interviews with potential end users and domain experts, **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. Create a discussion guide of questions to govern your interviews.
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 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.
4. Do **at least 3 interviews by Monday**, and altogether **6 interviews by Wednesday, April 6th**.
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 volunteers working in an office, people out in the field working with clients, etc. Obviously, this will be hard if you are interviewing people overseas via Skype. 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 for the class on Wednesday, April 6th. The interviews will be processed further during class on Mon. and Wed.
7. Revise your journey maps based on the feedback and insights you gained during class, and submit the revised maps by Thursday, April 7th, 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 Wednesday April 6th. 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 materials to the subfolder by Thursday, April 7th, 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 (20 points)
- Details in unpacking (20 points)
- Identification of tensions, contradictions, surprises in the interviews (20 points)