CUTTHROAT KITCHEN

EPICS Professional Development Series - Empathy in Design
Empathy is the basis of human-centered design

- Observe
- Engage
- Immerse
What - How - Why?

- What was the person doing?
- How were they doing it?
- Why were they doing it? Why like that?
Do - Say - Think - Feel

Say

Think

Do

Feel
I wonder if this means...
Extending the experience

- What can you take from this experience when designing products for other people?
- Not everyone is like you

- Old vs Young
- Rational vs Emotional
- Tech Savvy vs Tech Ignorant
- Out-of-the-box vs DIY'er
- Closed Platform vs Open Source
- Patient vs Impatient
- Simple Interface vs More Functionality
- Cultural Expectations
'Beginner's Mind'

- No judgement
- Ask questions
- Be curious
- Really listen
In-Context Immersion

• Meet with user in their environment
• Do what they do
• Project partner visits
  • Don't just take a quick look - immerse yourself
  • Strive for emotional, not only intellectual, understanding
Sharing you Empathy
References/Further Reading

Cutthroat Kitchen, Food Network

Stanford d.School Bootcamp Bootleg, Stanford University

Human Centered Design Toolkit, IDEO