

01

Empathize



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01

This section of the guide will support practitioners in the first stage of the Design Thinking for Social Change model: **empathize**. The aim is to "empathize" with the community need to **understand their problems**. The section provides a series of practical tools to understand and articulate communities crying out for social change .



During this phase, the design team needs to immerse themselves in learning about others, particularly communities, and the problem they seek to solve. Next, research and interviews and speak with experts and other relevant stakeholders. The goal is to gain background knowledge through these encounters and use what designers have learned about design problems.

Activities	Tools to Use	Deliverables
1. User Interview	<ul style="list-style-type: none">• Interview checklist	<ul style="list-style-type: none">• Personas needs
2. Informal Chats	<ul style="list-style-type: none">• Observation checklist	<ul style="list-style-type: none">• Empathy map
3. Observation	<ul style="list-style-type: none">• Writing tools	<ul style="list-style-type: none">• List of community feedback
4. Picture-Taking	<ul style="list-style-type: none">• Camera	<ul style="list-style-type: none">• Pictures
5. Immersion	<ul style="list-style-type: none">• Design team Practicing immersive empathy	<ul style="list-style-type: none">• Mind map to record firsthand experience and increased awareness.



01

Interview (*face to face*)

Design Thinking is based on interviews. For example, we can decide to interview a community member who claims for better cultural services in their area. We can grasp a person's decisions, behavioral features, and needs by entering and understanding their thoughts, feelings, and motives.

This assists us in innovating and creating services for that individual. An interview is not the same as a regular chat.

An interview has a well-defined and previously agreed-upon topic or question that the interviewer wishes to better understand, investigate, or specify through speaking with and listening to people.

Steps to follow:

- Frame questions by using Kipling method 5W and 1H: Why, When, Where, Who, What and How.
- Make a note of the people's reaction. Remember to pay attention, listen, and empathize with what they have to say.
- **Build a persona needs**

02

Informal Chats (*face to face*)

Design Thinking is a mindset, a culture, and a method of thinking. The design team must establish an environment in which people feels at ease and may develop trust in order to obtain

more detailed information. As a result, casual talking is one technique to get to know users in the empathize stage. An **empathy map** will be the deliverable of this activity.

03

Observation (*face to face*)

The research data quality is determined by how immersive the research activities are. As a result, design thinking for social change activists should devote the majority of their time to fieldwork rather than desk research. They should use ethnographic research approaches such as interviews and community observations to discover the target audience's need, challenges, and expectations.

Let us take an example related to a local community; context refers to the socio-economic-cultural field in which the local community is based. The content are need, challenges and expectations related to the social change that must be analyzed in conjunction with the characteristics of context in which the local community is based. A list of the **community feedback** will be the deliverable of this activity

They should observe communities in their own environments to find requirements and challenges that are not caught during interviews. Although "context" and "content" are sometimes misunderstood, they are two distinct notions.

Picture Taking (face to face)

In ethnography, photography has a long and colorful history. A camera has been an almost obligatory aspect of the 'tool kit' for multiple generations of ethnographers, supported by several methodological paradigms. In this way,

as Mark Rothko, states, photography can play a crucial role in creating empathy with people and communities. A series of pictures will be the deliverables of this activity.



I am not interested in the relationships of color or form or anything else... I'm interested only in expressing basic human emotions, and the fact that a lot of people break down and cry when confronted with my pictures show that I communicate those basic human emotions. The people who weep before my pictures are having the same experience I had when I painted them"

Abstract expressionist Mark Rothko

Immersion (face to face)

Finding the source of a problem requires immersion. This is the stage in which you come near to the issue. The social change makers intends to investigate the challenge's ramifications from community perspectives.

Immerse yourself in the lives and communities of the people you're designing for.

- Include enough in the project plan to send the interviewers into the field to spend time with the people you are designing for. Try to organize a homestay if possible.
- Once there, take in as much information as you can. It is critical to record everything you see and hear. It's easy to interpret what's in front of you before fully comprehending it, so make sure to record concrete details and quotes alongside your impressions.
- A great immersion technique is to spend a day shadowing someone you are designing for or practicing the same activities. Inquire about their lives, how they make decisions, and observe how they socialize, work, and relax.
- If your immersion window is limited, you can still learn a lot by following someone for a few hours. Keep a close eye on the person's surroundings. They can teach you a lot.
- Create a **mind map** of your observation activity