



MODULE No: 2

Interview guidelines and Empathy mapping template

“To create meaningful innovations, you need to know your users and care about their lives”

Select 2-3 people in your community to interview in relation to a (social) challenge you want to solve, using information gathered during the Ikigai exercise and your observations/discoveries on what the world needs in Module 1. The aim of the exercise is to understand the people (potential) user of your social challenge, that is gain empathy for WHO they are and WHAT is important to them. Using the results from the interviews, you create an empathy map from the information gathered.

During the process of interviewing and creating the map you need to reflect upon the following:

- Who are the people you interviewed and why did you select them?
- Write down questions to understand the way they do things and why, their physical and emotional needs, how they think about the world, and what is meaningful to them.
- During the interview, keep the following in mind:
 - To use open questions (not Yes or No questions)
 - Observe: observe the people while you interview them (what they do and how they interact with their environment, facial and bodily expressions) as it gives you clues about how they think and feel. It also helps you to learn about what they need. Write down notes on these observations as well.
 - Engage: Prepare questions you would like to ask but expect to let the conversation deviate from them. Gather stories from the people you talk to and always as “Why?” to uncover deeper meaning. You are looking for their point of view – their beliefs about the way the world is.
 - Watch and Listen: Use active listening and reflection. If appropriate, ask the interviewee to show you how they complete a task.
 - You can use the fields/topics of the Empathy map during your inquiry/interview
- You may need to adapt and change questions based upon the interview, using follow up question or changing questions to gather relevant information and insights. Remember to let the interview flow like a conversation.

Before you do the interviews, try your questions on a fellow pupil/colleague and adapt them if you that feel that a question is awkward or not to the point.

You can both use the empathy map to write down the interview results or a separate notebook.

Following the interviews you draw up conclusions by filling in The Empathy Map. During this work remember to process all the things you heard and saw during the interviews in order to understand the big picture and grasp the most important takeaways. Get all the information out of your head and onto the map and start making connections. Creating an empathy map is the beginning of the synthesis process, which leads into a “Define” mode. A finalized map will then be used in class/group discussion to present results, and develop problem statements (Define stage).



See blank Empathy map on next page.

Explanations for Empathy Map

An Empathy map is used to map the users' (interviewees) thoughts, needs, motivations, feelings, attitudes, beliefs, issues within a selected social challenge.

Use information gathered during an interview (observation, engagement, watching and listening) to create the map as a way to synthesize your (research) data to better understand the users and their needs.

What does one think and feel?

What really counts, worries and aspirations, what matters, motivations

What does one hear?

Feedback, what do users hear from others? What does influence how they act or behave?

What does one see?

What do users when they use current product/solution?, Environment, Friends, Available solutions in market

What does one say or do?

Attitude, appearance, behaviour, typical day, actions, tasks

Pain:

What are the pain points? What are their fears, frustrations challenges, problems, doubts?

Gain:

What do users hope to gain with a new solution? What are their wants, needs, hopes and dreams (measures of success)?



EMPATHY MAP

