

# Design Thinking for SDGs

Empathize

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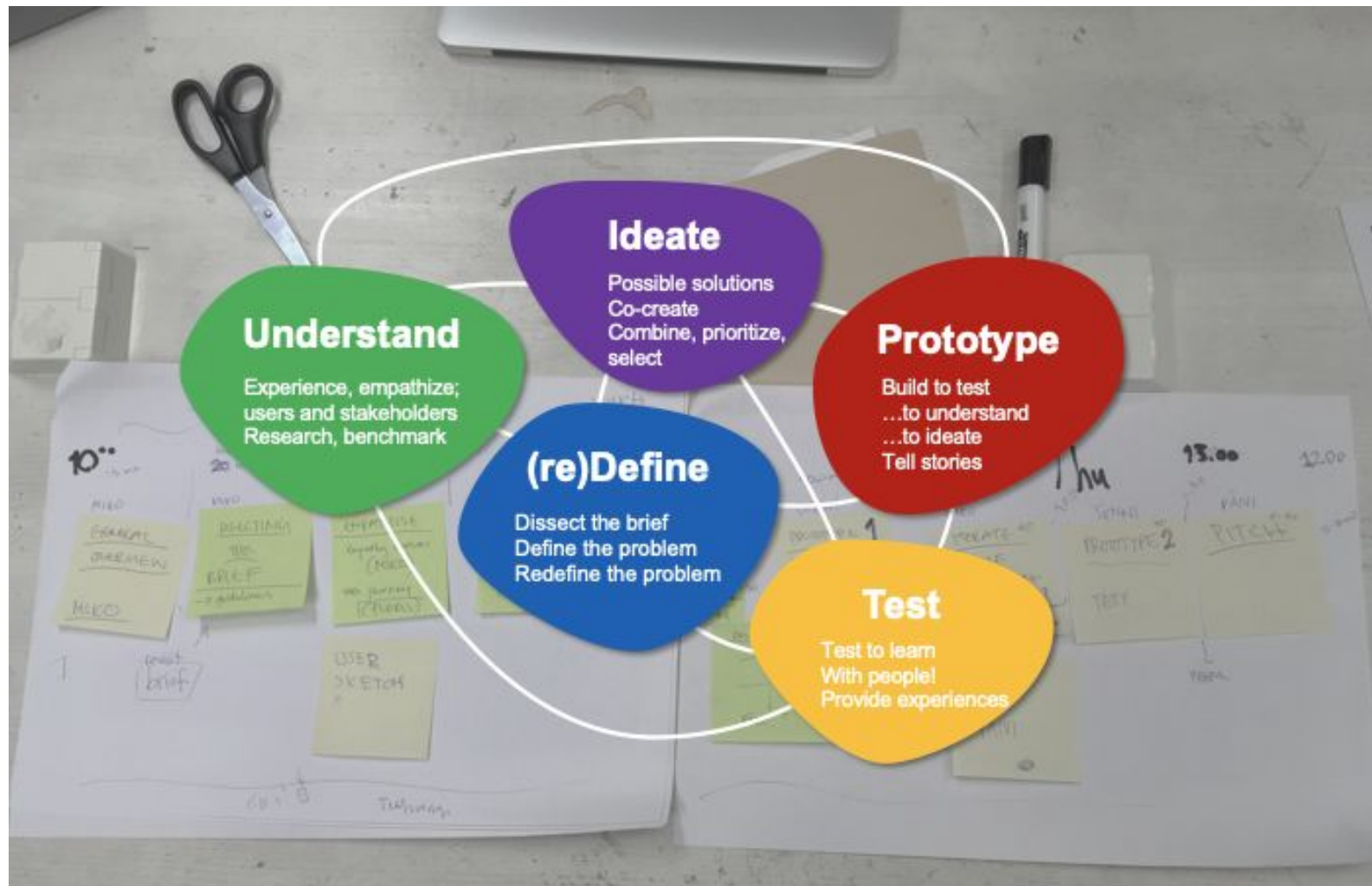
# Today's agenda

- 1) DT Step 1: Empathize
  - Empathize with your P, issues in Sustainable Development
  - Activity: Empathize recap
- 2) DT Step 2: Define your problem
  - Activity: How Might We question and Problem Statement



# Session 1

Empathize







Understand  
=  
Empathize

**“Developing a formal, meaningful, and emotional connection with users so they stop being consumers of a design and instead become co-designers.”**

**Identify highs and lows in people’s experiences.**

**KOLKO, 2015**

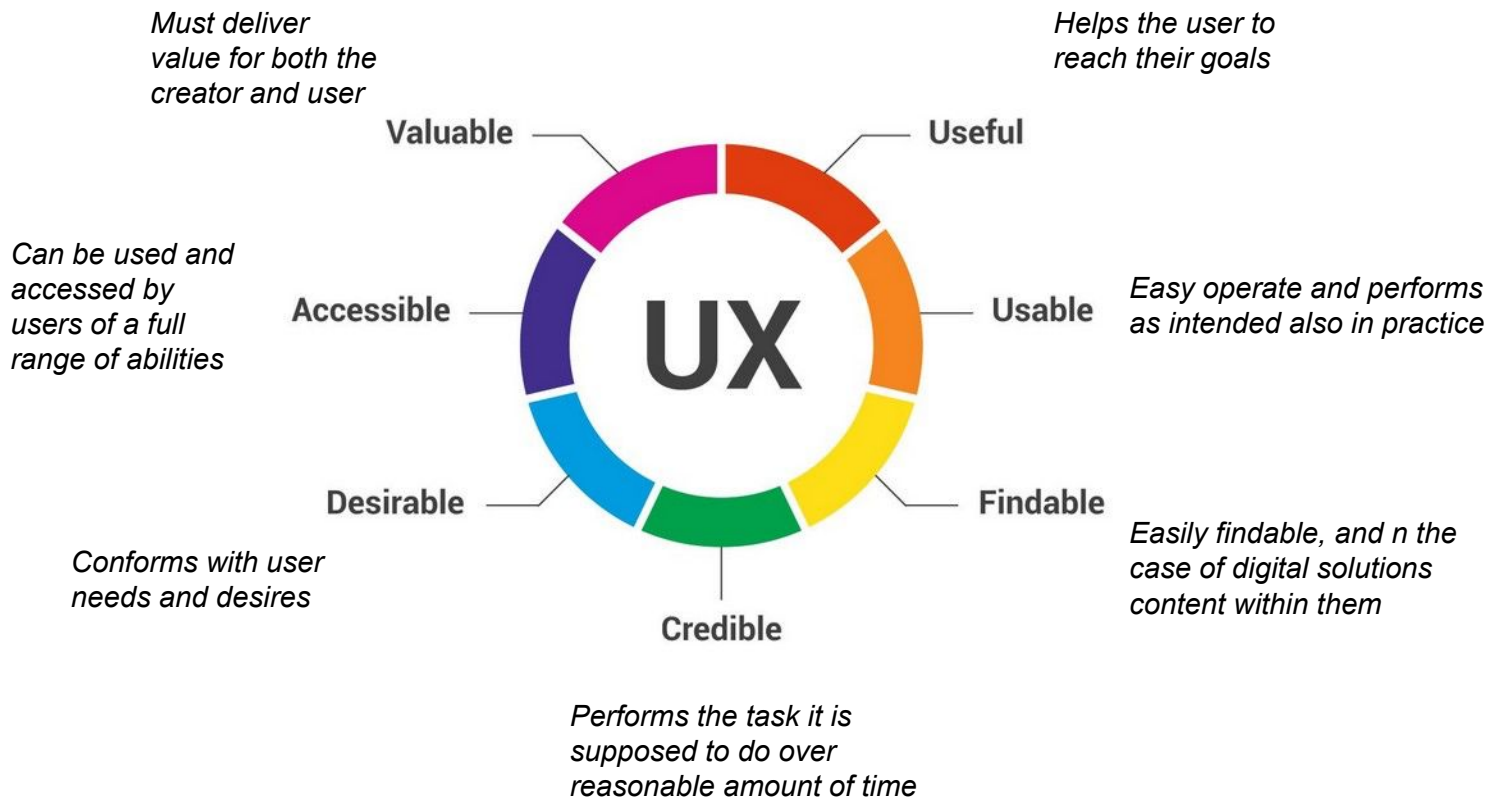
**Success rate for new products is 40-50%**

**Research shows that lack of understanding and meeting user needs is one of the most important reasons for product failure.**

**80% of companies believe  
they deliver a superior  
customer experience**

**8% of their customers agree**

# What makes a good user experience?



Male

Born in 1948

Grew up in Great Britain

Married with children

Successful and wealthy

Likes dogs

Spends his winter holidays in the Alps

Male

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**Charles Mountbatten-Windsor**  
**Prince of Wales**

Male

Born in 1948

Grew up in Great Britain

Married with children

Successful and wealthy

Likes dogs

Spends his winter holidays in the Alps



Designers  
active

(Market research)

**User-Centered Design**

**“design for”**


**Participatory Design**

**“design with”**

Users  
active

**Lead User Innovation**

**“design by”**



Build empathy and understanding for  
the user we are designing for

+

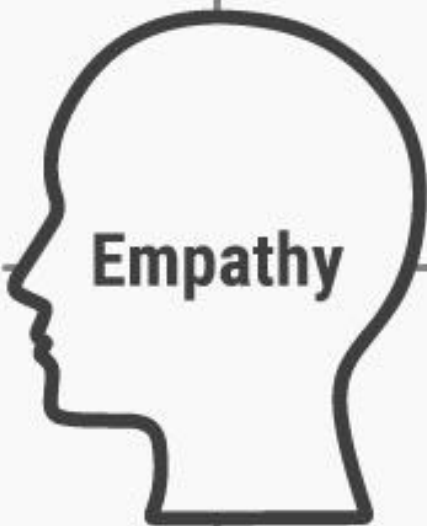
Gather insights



**See their world**



**Appreciate them as  
human beings**



**Empathy**



**Understand their  
feelings**



**Communicate your  
understanding**

Interact with people – find out who they are, what they do, how they feel

Try to **put yourself to their shoes**, to understand their experiences

Ask them to share their stories, listen with an open mind

Look for pain points, difficulties they have, things you find surprising – and why

Document your findings and insights and share with your team

# Interviews

**Ask Why**

Structured – open ended

Individual interviews

Focus groups

In context



# Empathy Map Canvas

Designed for:

Designed by:

Date:

Version:

The Empathy Map Canvas is a tool for understanding a user's experience. It features a central face divided into two main sections: **PAINS** (left) and **GAINS** (right). The face is surrounded by seven numbered sections for user insights:

- 1 WHO are we empathizing with?** (Top Left)
- 2 What do they need to DO?** (Top Right)
- 3 What do they SEE?** (Right)
- 4 What do they SAY?** (Bottom Right)
- 5 What do they DO?** (Bottom)
- 6 What do they HEAR?** (Left)
- 7 What do they THINK and FEEL?** (Center, split into PAINS and GAINS)

Below the central face, there is a section for **What other thoughts and feelings might motivate their behavior?**

# Empathy Map Canvas

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## 1 WHO are we empathizing with?

Who is our person we want to understand?  
What's the situation they are in?  
What's their role in the situation?

## GOAL

## 2 What do they need to DO?

What do they need to do differently?  
What job(s) do they want or need to get done?  
What does or(s) do they need to make?  
How will we know they were successful?

## 7 What do they THINK and FEEL?

### PAINS

What are their fears,  
frustrations, and anxieties?

### GAINS

What are their wants,  
needs, hopes and dreams?

## 6 What do they HEAR?

What are they hearing others say?  
What do they hear from friends?  
What are they hearing from colleagues?  
What are they hearing second-hand?

## 3 What do they SEE?

What do they see in the marketplace?  
What do they see in their immediate environment?  
What do they see others saying and doing?  
What do they watch and reading?

## 4 What do they SAY?

What have we heard them say?  
What can we imagine them saying?

What other thoughts and feelings might motivate their behavior?

## 5 What do they DO?

What do they do today?  
What behavior have we observed?  
What can we imagine them doing?

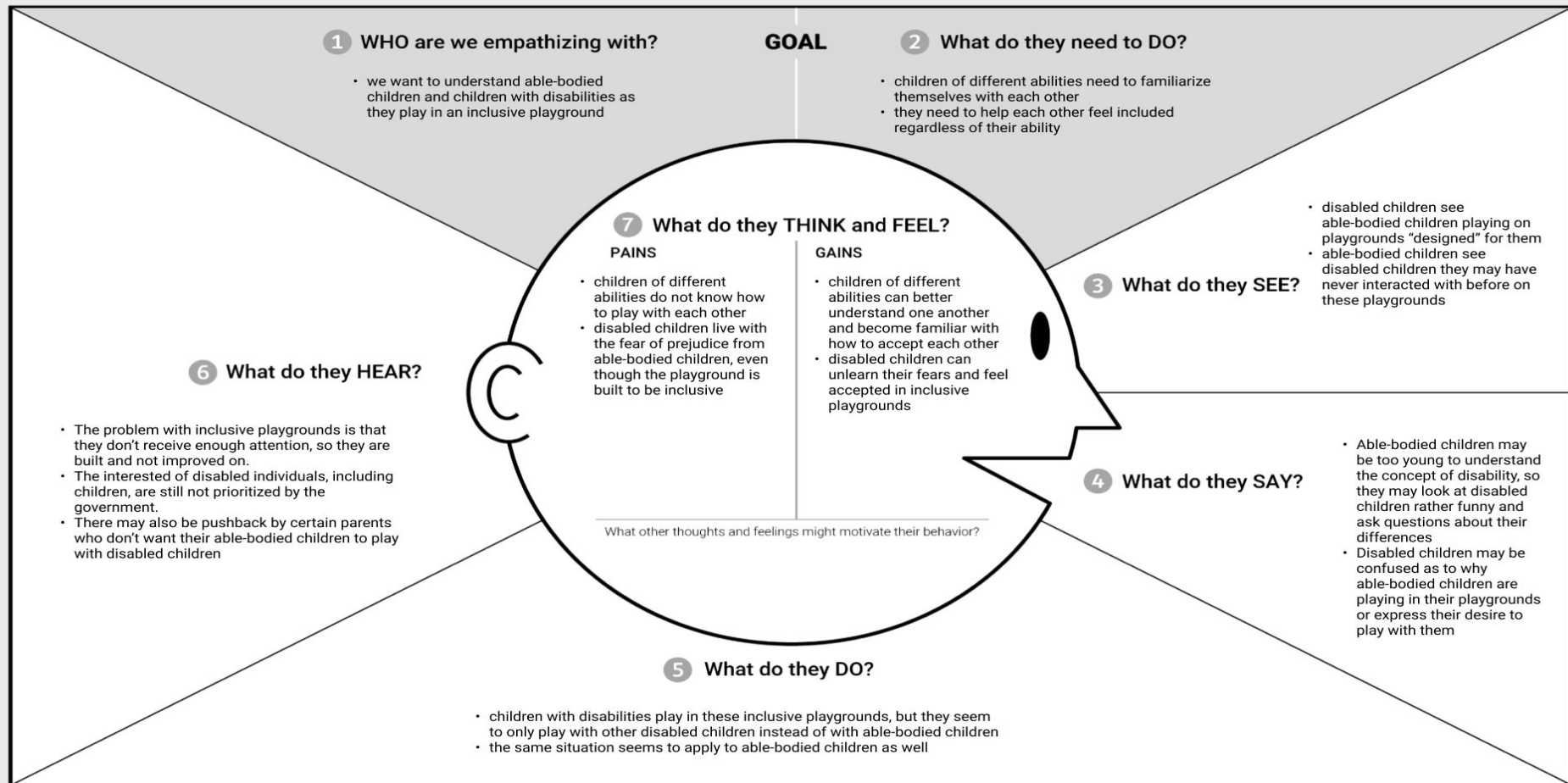
# Empathy Map Canvas

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- ✓hopscoth to play and learn about inclusion

이 놀이터에서 놀 수 있는  
사람은 누구일까요? Who can play in  
this playground?

whoever wants to play

who uses a wheelchair

who is not good at balancing

who doesn't have a disability

who is visually impaired

who is hard of hearing



✓ pictograms, characters



(Seogwiposi Center for Independent Living)

introduction sign

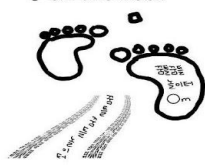
- ✓ different shapes of children

우리 같이 놀자!  
꿈들꿈들놀이터까지 \*

Let's play together!  
 Ukum Teul Playground  \* m



✓ on the floor



(safecare.kr)



? carve the routes

? differentiate the touch between the spaces  
/ sound button

## inclusive signs

✓braille

- ✓tactual map
  - embossed carving(?)
  - 3D printed map?



ex. a device attached



✓ sound

여기는 다양한 친구들과 함께 어울려 놀 수 있는 꿈틀  
꿈틀놀이터예요. 장애가 있든 없든 놀고 싶은 마음만  
있다면 친구들과 함께 놀아요.

KT playground is where you can play with many different friends. We can play together with or without disabilities if you want to.

우리는 모두 다르지만 우리는 모두 꿈틀꿈틀놀이터에서 함께 놀아요.  
We are all different, but we all play together in KT playground.



The image shows three informational signs for the 'SOUTH PLAINS ZONE'. Each sign is mounted on a dark brown post. The first sign on the left is titled 'SOUTH PLAINS ZONE' and lists various facilities with icons: a bus, a car, a bicycle, a person, a dog, a trash can, a recycling bin, and a recycling bin with a 'W' symbol. The middle sign is titled 'SOUTH PLAINS ZONE' and lists various facilities with icons: a bus, a car, a bicycle, a person, a dog, a trash can, a recycling bin, and a recycling bin with a 'W' symbol. The third sign on the right is titled 'SOUTH PLAINS ZONE' and features a large red 'NO' symbol over a trash can icon, with the text 'NO LITTERING' below it. To the right of the signs is a silhouette of a person standing, used for scale. The person is wearing a hat, a long-sleeved shirt, and shorts, and is holding a bag. The background is a light gray grid.

? what about children in wheelchairs? their eye-level?











Color of the sign

- ✓ color universal design

	M50 Y100	C50 Y100	M80 Y95	C30 Y80
일반색가자	주황	초록	주황	연두
색약자(D형)	주황	초록	주황	연두

example of colors which are  
distinguishable by people  
having color weakness

✓ colors for the  
children's park in seoul

상상색		C 12 M 14 Y 99 K 0		C 98 M 100 Y 100 K 10
		C 100 M 16 Y 79 K 0		
광택색		C 3 M 97 Y 100 K 0		C 88 M 88 Y 88 K 10
		C 100 M 16 Y 79 K 0		
환각색		C 0 M 100 Y 100 K 0		C 0 M 100 Y 100 K 100
		C 3 M 97 Y 100 K 0		
		C 0 M 50 Y 100 K 0		C 0 M 50 Y 100 K 100
		C 32 M 71 Y 100 K 0		
		C 88 M 88 Y 88 K 10		C 0 M 10 Y 10 K 0
		C 48 M 54 Y 54 K 0		

**At the end of tomorrow's session,**

**each team will briefly show their  
empathy map**