BERKLEE & EMPATHY
HELLO!
WE ARE A HUMAN-CENTERED DESIGN AND INNOVATION CONSULTANCY. WE CREATE IMPACT THROUGH DESIGN.
WE GAIN INSIGHTS FROM PEOPLE’S STORIES
WE ARE 700+ PEOPLE WORLDWIDE
WE COME FROM DIVERSE BACKGROUNDS AND MULTIPLE DISCIPLINES.
DESIGN THINKING PROCESS

1. INSPIRATION
   - Design Research
   - Synthesis

2. IDEAS
   - Ideation
   - Prototyping

3. ACTION
   - Feedback & Iteration
   - Implementation
LET'S EMPATHIZE!
“COULD A GREATER MIRACLE TAKE PLACE THAN FOR US TO LOOK THROUGH EACH OTHER’S EYES FOR AN INSTANT?”

- HENRY DAVID THOREAU
# 4 IDEOers

<table>
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<tr>
<th>GRAHAM</th>
<th>CHRIS</th>
<th>MATT</th>
<th>DANAE</th>
</tr>
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<tr>
<td>+ Loves running by the water</td>
<td>+ Likes to travel</td>
<td>+ Is a woodworker in his free time</td>
<td>+ Originally from Venezuela, but moved to SF when in High School</td>
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<td>+ Has been playing the license plate game for the past 8 months (let him know if you spot Hawaii nearby!)</td>
<td>+ Has seasonal allergies</td>
<td>+ Enjoys going to concerts &amp; live events</td>
<td>+ Partner dancing is her “favorite thing in the world”, and she goes out to dance all the time.</td>
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<tr>
<td>+ Currently reading “All the Light We Cannot See” by Anthony Doerr</td>
<td>+ Is a big fan of Science Fiction</td>
<td>+ An avid hiker looking to take on harder trails before the end of the season</td>
<td>+ Comes from a very large family that is now spread out all over the world</td>
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## DESIGN A HAT FOR YOUR IDEOER.

*(5 MIN)*

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*BERKLEE | IDEO | 11*
LET'S INTERVIEW!
WHAT MAKES A GOOD QUESTION?

Descriptive, Structural, & Contrast

Open-Ended

Not Leading

Non-Judgemental

Uses Native Language

Clear to understand and fairly easy to answer

Lends itself towards follow up, laddering, showing artifacts, etc.

Fun and Creative
INTERVIEW STARTERS

ASK NAÏVE QUESTIONS
When interviewing, sometimes it can be useful to ask naïve questions. Encouraging people to explain how they think about or use a particular item gives a good understanding of their mental model.

FIVE ‘WHY’S
Ask ‘why’ questions in response to five consecutive answers. This forces the participant to examine and express their underlying reasons for their behavior and attitudes.

THINK OUT LOUD
As participants perform a process or execute a specific task, whether it’s familiar or new, ask them to describe out loud what they are thinking. This helps uncover motivations, concerns, perceptions and reasoning.

TELL ME ABOUT A TIME WHEN...
Ask participants to tell a story about an actual event in their past e.g. “tell me about the last time you bought jeans.” This technique encourages people to move from the abstract to the real, as they begin to recount their own personal experience.

SHOW ME
If you are in the participant’s environment (and you should be!) ask them to show you the things that they interact with (objects, spaces, tools, etc) instead of just talking about them. This creates a richer conversation, in which the items act as prompts to their behaviors, emotions and values.
MEET
GRAHAM, CHRIS, MATT & DANAE
INTERVIEW
(5 MIN)

1 RULE:
Do not mention what you are designing.
LET’S PROTOTYPE!
NOW, LET'S SHARE OUR PROTOTYPES