



BERKLEE & EMPATHY



HELLO!

A black and white photograph of a large, diverse crowd of people, likely at a conference or public event. The crowd is composed of individuals of various ages, ethnicities, and genders, all looking upwards with expressions of interest and anticipation. The text is overlaid on the upper portion of the image.

**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.

INTERACTION DESIGN

MATERIALS SCIENCE

INDUSTRIAL DESIGN

GRAPHIC DESIGN

BRAND DESIGN

LINGUIST

STORYTELLING

ENGINEERING

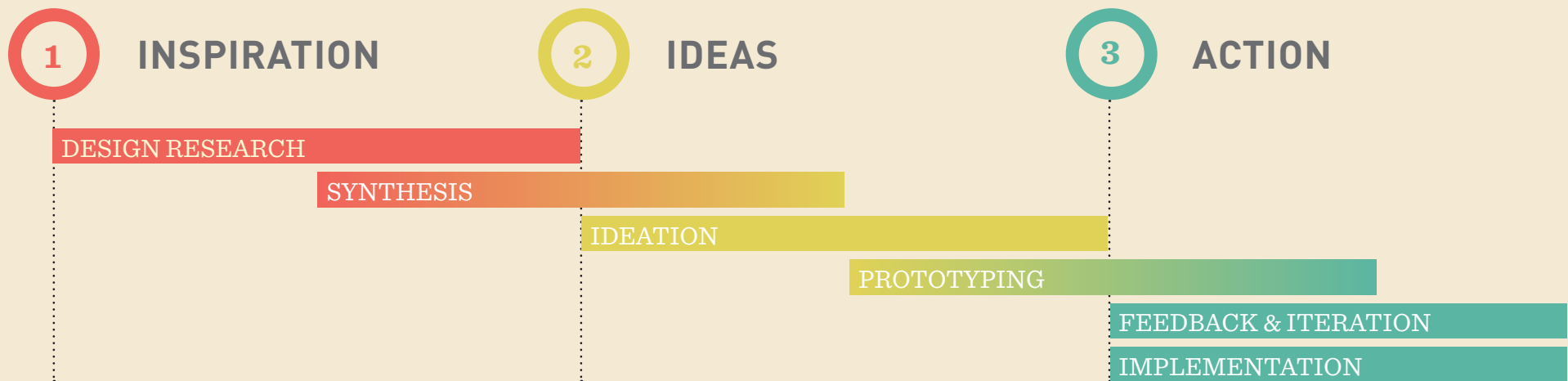
BUSINESS DESIGN

HUMAN FACTORS

ARCHITECTURE

PROTOTYPING

DESIGN THINKING PROCESS



***LET'S
EMPATHIZE!***

A large, stylized orange graphic element on the right side of the slide. It consists of a vertical rectangle with a diagonal cut at the top right corner, and a horizontal bar extending from the bottom left corner of the vertical shape, also with a diagonal cut at its left end. The two shapes meet at a right angle, creating a corner-like effect.

**“
COULD A GREATER MIRACLE
TAKE PLACE THAN FOR US
TO LOOK THROUGH EACH
OTHER’S EYES FOR AN
INSTANT?**

- HENRY DAVID THOREAU

4 IDEOers

GRAHAM

- + Loves running by the water*
- + Has been playing the license plate game for the past 8 months (let him know if you spot Hawaii nearby!)*
- + Currently reading “All the Light We Cannot See” by Anthony Doerr*

CHRIS

- + Likes to travel*
- + Has seasonal allergies*
- + Is a big fan of Science Fiction*

MATT

- + Is a woodworker in his free time*
- + Enjoys going to concerts & live events*
- + An avid hiker looking to take on harder trails before the end of the season*

DANAE

- + Originally from Venezuela, but moved to SF when in High School*
- + Partner dancing is her “favorite thing in the world”, and she goes out to dance all the time.*
- + Comes from a very large family that is now spread out all over the world*

DESIGN A HAT FOR YOUR IDEOER.

(5 MIN)

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***LET'S
INTERVIEW!***

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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 & DANA E

INTERVIEW
(5 MIN)

1 RULE:

Do not mention what you are designing.

***LET'S
PROTOTYPE!***

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***NOW, LET'S SHARE
OUR PROTOTYPES***