

Towards A Mapping of Empathic Design Methods

Supplementary Material

Four definitions of empathic methods

“While observation has been one of the key methods for understanding users in context, the array of methods is wide, and collaborative approaches with an empathic twist are gaining ground (Mattelmäki, Vaajakallio & Koskinen 2014). Having a shared ground with ethnography, empathic design methods carry future-oriented and design-led approaches within them. Empathic design methods aim to envision what is possible in the future, based on the understanding of what it is now. Empathic design holds a core belief that human experiences and emotions are not something that can be ‘mined’ or represented as user specification, but rather reflected through behaviours and visual, narrative and tangible creations (Fulton Suri 2003; Gaver, Dunne & Pacenti 1999; Sanders & Dandavate 1999; Hanington 2003). Thus empathic design methods incorporate visual, tactile and creative components to help users project their experiences and envision their desired futures.”

Lee (2014)

“It seems to me that the most effective way to ensure that human-centred principles are embodied in design is for design teams to discover the significant issues for themselves, rather than just be told about them. Through observation, we become informed, and through empathy, the human connection, we are inspired to imagine new and better possibilities for people.

Ranging from the more objective to more subjective, here are three useful ways to do this:

- Looking at what people really do, either in their current natural context or with prototypes we expose ta them.
- Asking people to participate, either by making records of their behavior and context, or expressions of their thoughts and feelings.
- Trying things ourselves, to gain personal insights into the kinds of experience others may have.”

Fulton Suri (2003)

“Empathic methods are always user-centered in that they require contact with real users. They are also

- Visual and tactile, providing designers with inspiration, not just data.
- Deliberately cheap and “low tech” and, as such, easy to adopt in the real world where money is scarce.
- Interpretive: to be able to design effectively designers need to understand how people understand themselves.
- Playful and fun. When exploring new ideas, users are almost invariably asked to imagine and dream in a future world created by designers. To be rewarding such exercises must be fun.
- Tested in reality. We report cases from real product and concept development because we believe that this is the best way to make sure the methods we propose work where they should: at the front line of imagination in the corporate reality.
- Targeted at the fuzzy front end, as Jonathan Cagan and Craig Vogel from Carnegie Mellon University have recently (2001) called the early phases of product development.”

Koskinen et al. (2003)

“These considerations led to a significant research program that has been built around four key beliefs.

- First, people give meanings to things and act on these meanings, and these meanings both arise and are modified in interactions.
- Second, because design comes by its meaning in real life, design research must be done in real life.
- Third, research methods should come from design and be visual and tactile, inspiration-enhancing, deliberately cheap and low tech, playful, tested in reality, and targeted at the fuzzy front end of the design process. Analysis of the research seeks to explicate meanings for design—not to create explanations per se.
- Fourth, we believe that design researchers need to explore these meanings—and by implication also possible futures—using design-specific means: through the process of making, using visualizations, by making, mock-ups, and storyboards.

Empathic design has developed around these core beliefs.”

Mattelmäki et al. (2013)

PHYSICAL JOURNEY MAPS



Empathy dimensions

Emotional interest

Perspective taking

Personal experience

Self-detachment

Orientation



user-centered



designer-centered



society-centered



object-centered



more-than-human

Design objective



design-led



research-led



sensitive-led

Mindset



participatory



expert

Ways to empathize



look at what users do/say



try things ourselves



ask users to participate

Perspective navigation



1st-person

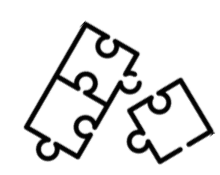


2nd-person



3rd-person

Experience



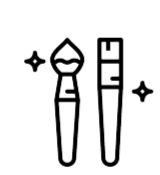
playful and fun



imaginative

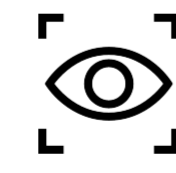


unfinished/crafty



creative

Modality



visual

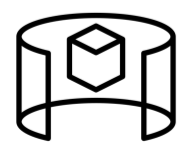


tactile



other

Context



simulative



reality

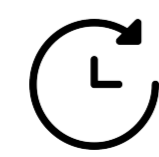
Temporality



past-oriented



present-oriented



future-oriented

Understanding level



in-depth



intimate



embodied

LOVE AND BREAKUP LETTERS



Empathy dimensions

Emotional interest

Perspective taking

Personal experience

Self-detachment

Orientation



user-centered



designer-centered



society-centered



object-centered



more-than-human

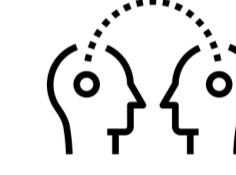
Design objective



design-led



research-led



sensitive-led

Mindset



participatory



expert

Ways to empathize



look at what users do/say



try things ourselves



ask users to participate

Perspective navigation



1st-person

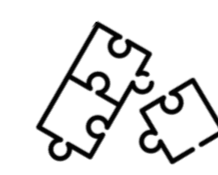


2nd-person



3rd-person

Experience



playful and fun



imaginative

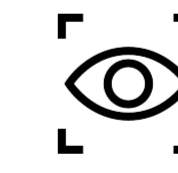


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creative

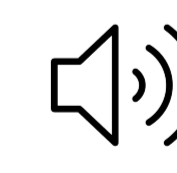
Modality



visual



tactile



other

Context

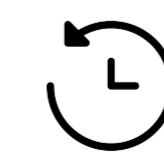


simulative



reality

Temporality



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Understanding level



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CO-CREATION METHODS



Empathy dimensions

Emotional interest

Perspective taking

Personal experience

Self-detachment

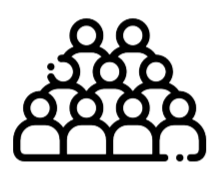
Orientation



user-centered



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Mindset



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Ways to empathize



look at what users do/say



try things ourselves



ask users to participate

Perspective navigation



1st-person

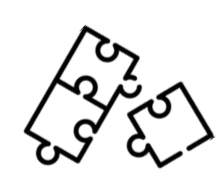


2nd-person



3rd-person

Experience



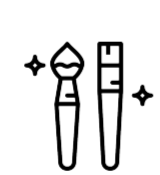
playful and fun



imaginative

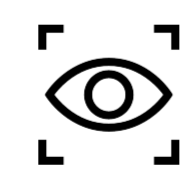


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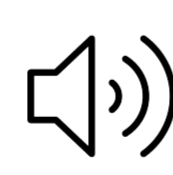
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tactile

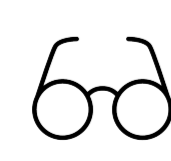


other

Context



simulative



reality

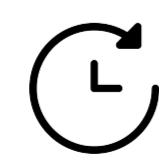
Temporality



past-oriented



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future-oriented

Understanding level



in-depth



intimate



embodied

WEARABLE SIMULATORS



Empathy dimensions

Emotional interest

Perspective taking

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Orientation



user-centered



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object-centered



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Design objective



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Ways to empathize



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ask users to participate

Perspective navigation



1st-person



2nd-person



3rd-person

Experience



playful and fun



imaginative

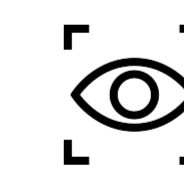


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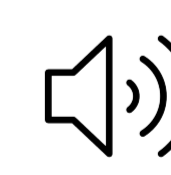
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DESIGN PROBES



Empathy dimensions

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Orientation



user-centered



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society-centered



object-centered



more-than-human

Design objective



design-led



research-led



sensitive-led

Mindset



participatory



expert

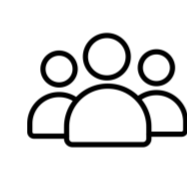
Ways to empathize



look at what users do/say



try things ourselves



ask users to participate

Perspective navigation



1st-person

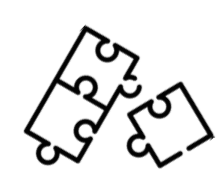


2nd-person



3rd-person

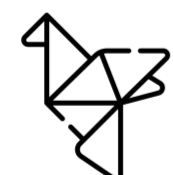
Experience



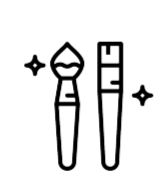
playful and fun



imaginative

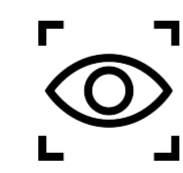


unfinished/crafty



creative

Modality



visual



tactile



other

Context



simulative



reality

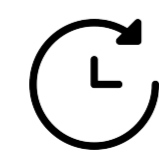
Temporality



past-oriented



present-oriented



future-oriented

Understanding level



in-depth

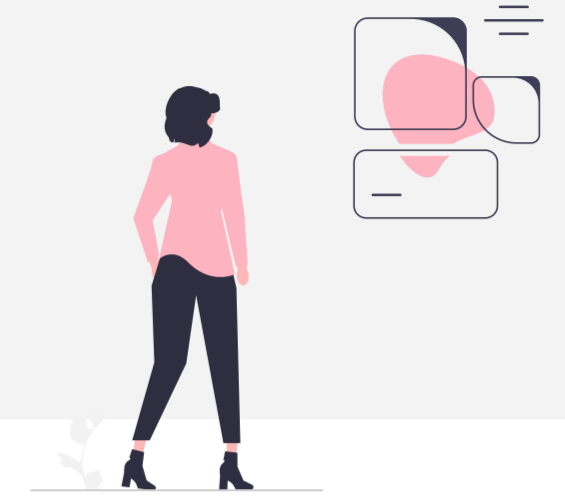


intimate



embodied

AUTOBIOGRAPHICAL METHODS



Empathy dimensions

Emotional interest

Perspective taking

Personal experience

Self-detachment

Orientation



user-centered



designer-centered



society-centered



object-centered



more-than-human

Design objective



design-led



research-led



sensitive-led

Mindset



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Ways to empathize



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ask users to participate

Perspective navigation



1st-person



2nd-person



3rd-person

Experience



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imaginative



unfinished/crafty



creative

Modality



visual



tactile

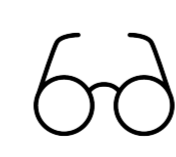


other

Context



simulative



reality

Temporality



past-oriented



present-oriented



future-oriented

Understanding level



in-depth

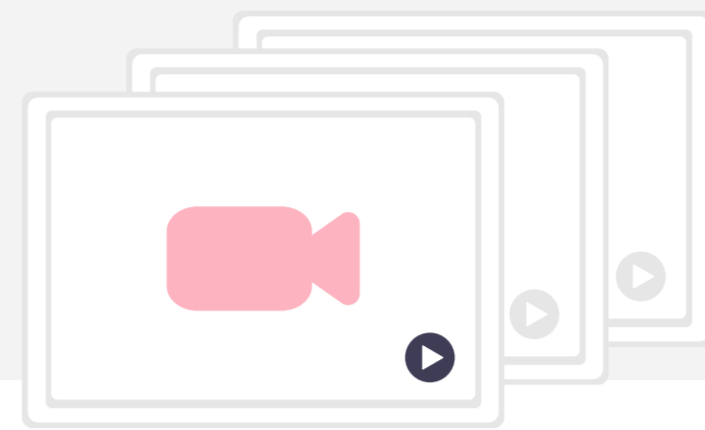


intimate



embodied

DESIGN DOCUMENTARIES



Empathy dimensions

Emotional interest

Perspective taking

Personal experience

Self-detachment

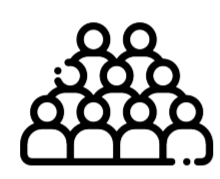
Orientation



user-centered



designer-centered



society-centered



object-centered



more-than-human

Design objective



design-led



research-led



sensitive-led

Mindset



participatory



expert

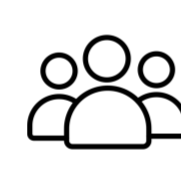
Ways to empathize



look at what users do/say



try things ourselves



ask users to participate

Perspective navigation



1st-person



2nd-person



3rd-person

Experience



playful and fun



imaginative

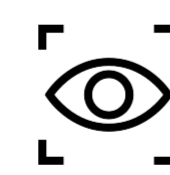


unfinished/crafty



creative

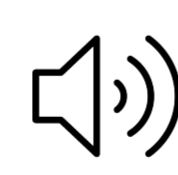
Modality



visual



tactile

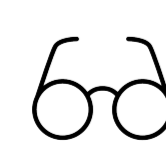


other

Context



simulative



reality

Temporality



past-oriented



present-oriented



future-oriented

Understanding level



in-depth



intimate



embodied

ROLE-PLAY



Empathy dimensions

Emotional interest

Perspective taking

Personal experience

Self-detachment

Orientation



user-centered



designer-centered



society-centered



object-centered



more-than-human

Design objective



design-led



research-led



sensitive-led

Mindset



participatory



expert

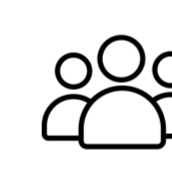
Ways to empathize



look at what users do/say



try things ourselves



ask users to participate

Perspective navigation



1st-person

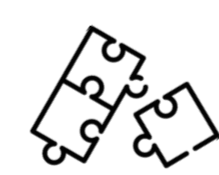


2nd-person



3rd-person

Experience



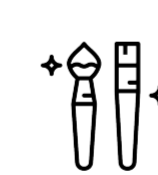
playful and fun



imaginative



unfinished/crafty



creative

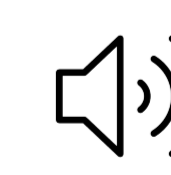
Modality



visual

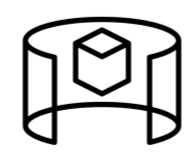


tactile



other

Context



simulative



reality

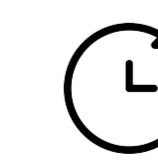
Temporality



past-oriented



present-oriented



future-oriented

Understanding level



in-depth

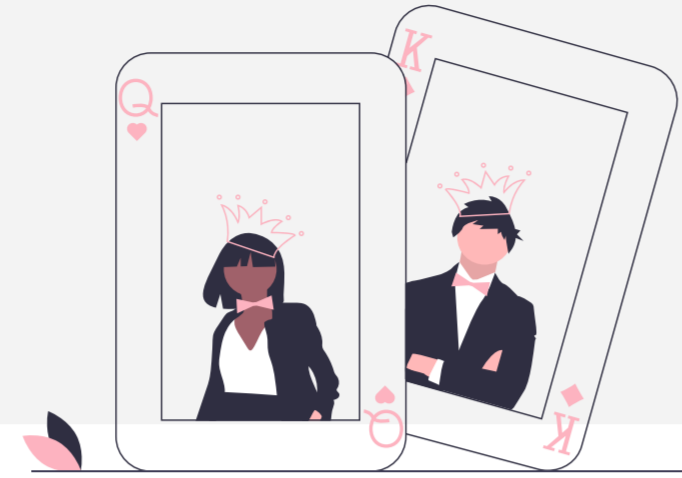


intimate



embodied

GAME DESIGN METHODS



Empathy dimensions

Emotional interest

Perspective taking

Personal experience

Self-detachment

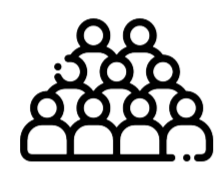
Orientation



user-centered



designer-centered



society-centered



object-centered



more-than-human

Design objective



design-led



research-led



sensitive-led

Mindset



participatory



expert

Ways to empathize



look at what users do/say



try things ourselves



ask users to participate

Perspective navigation



1st-person

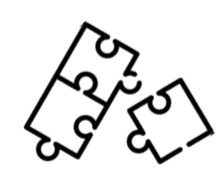


2nd-person



3rd-person

Experience



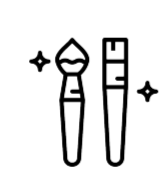
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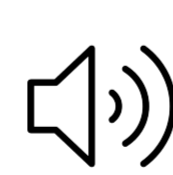
Modality



visual

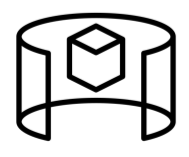


tactile



other

Context

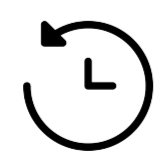


simulative



reality

Temporality



past-oriented

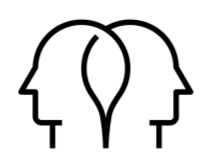


present-oriented



future-oriented

Understanding level



in-depth

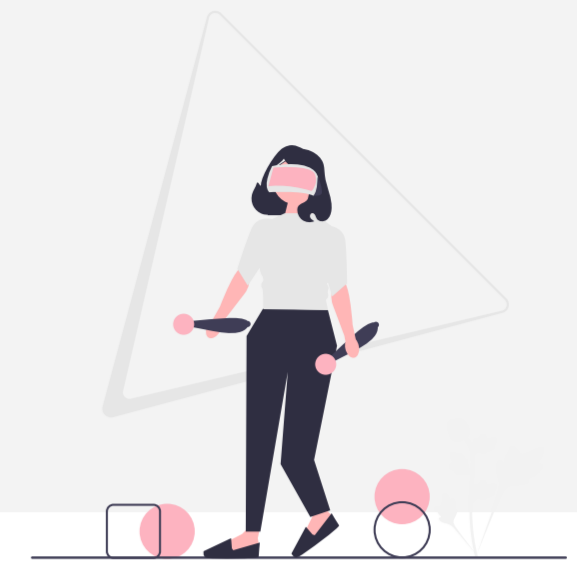


intimate



embodied

VIRTUAL REALITY METHODS



Empathy dimensions

Emotional interest

Perspective taking

Personal experience

Self-detachment

Orientation



user-centered



designer-centered



society-centered



object-centered



more-than-human

Design objective



design-led



research-led



sensitive-led

Mindset



participatory



expert

Ways to empathize



look at what users do/say



try things ourselves



ask users to participate

Perspective navigation



1st-person



2nd-person



3rd-person

Experience



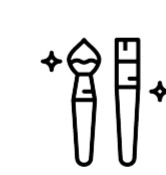
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creative

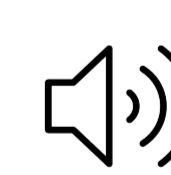
Modality



visual

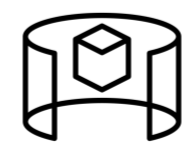


tactile



other

Context

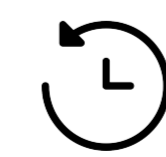


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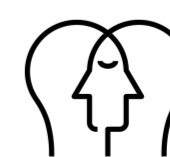


future-oriented

Understanding level



in-depth



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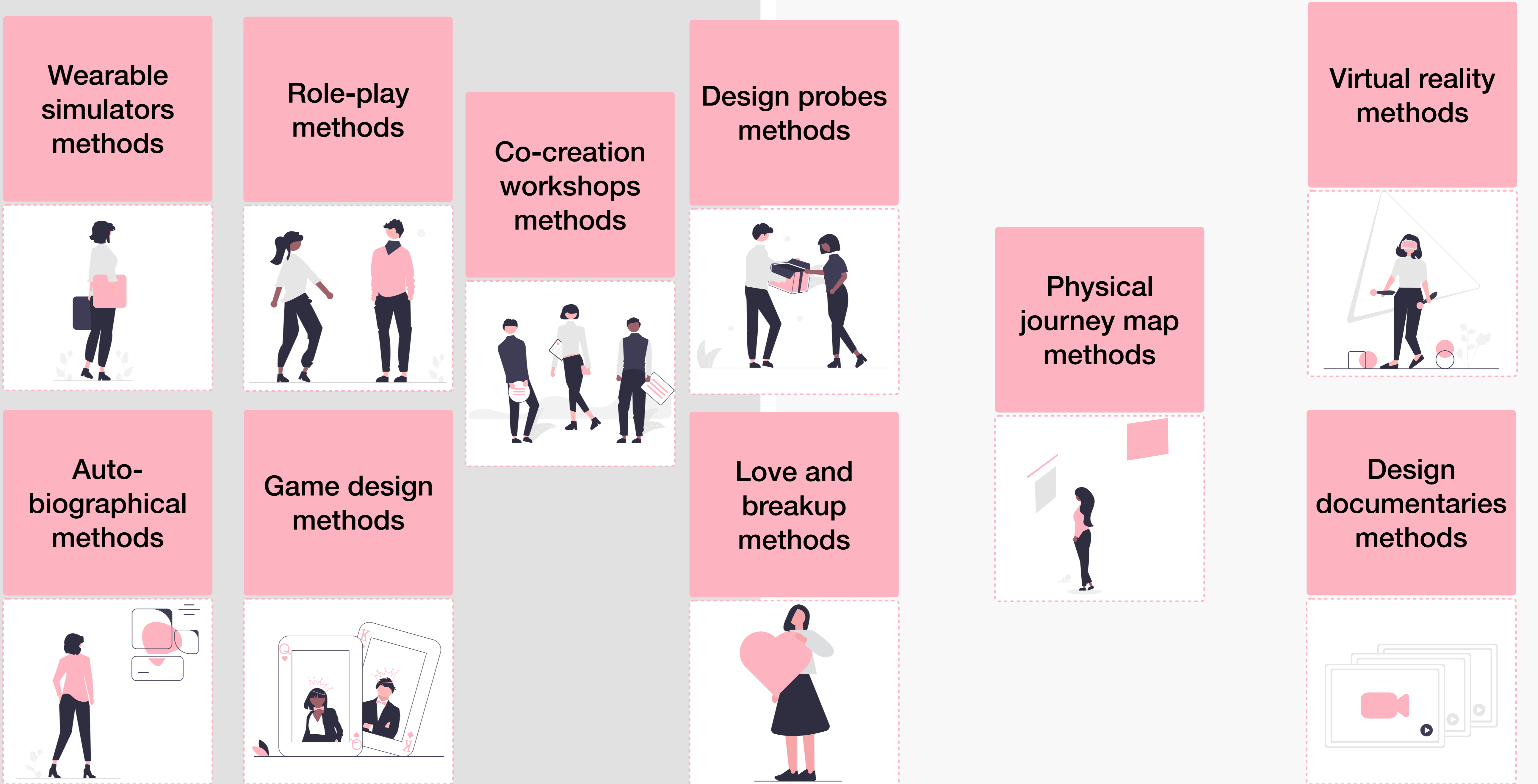
embodied

The ranking of the ten empathic methods

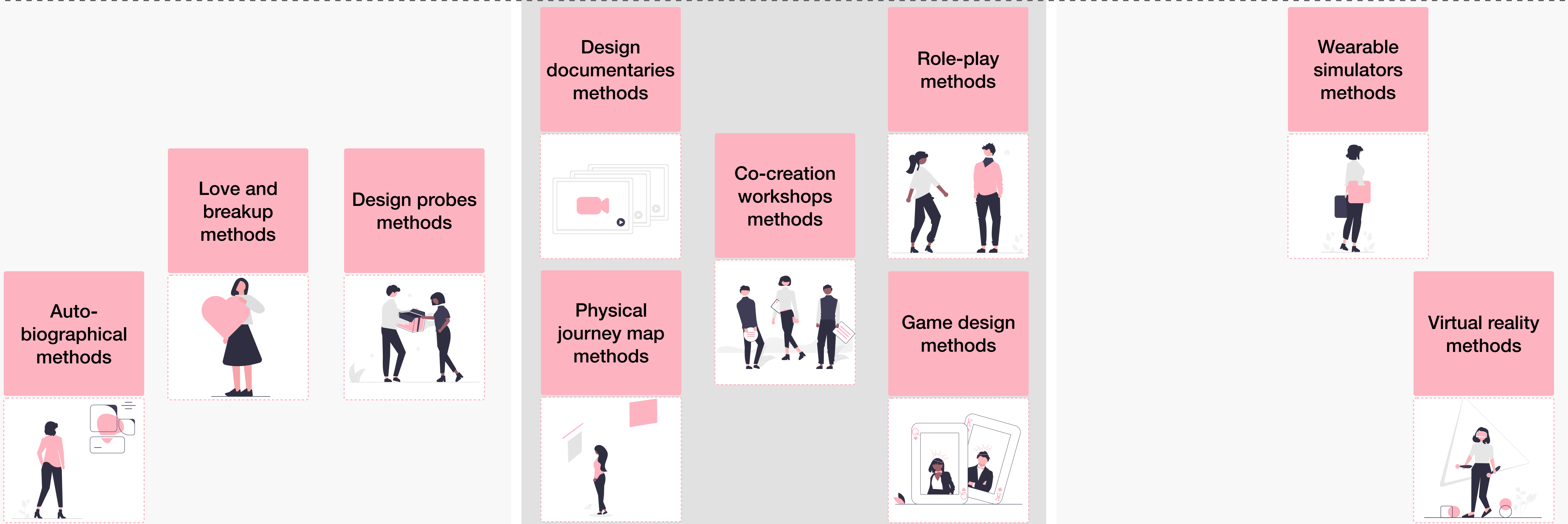
Low

High

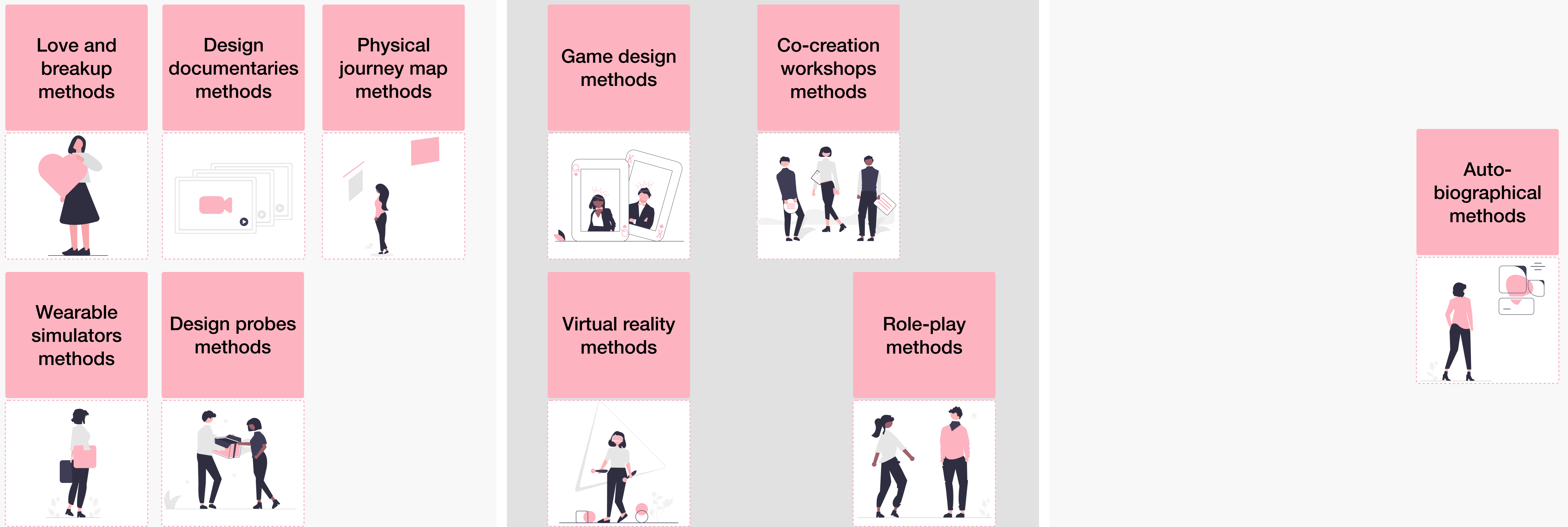
Supporting willingness to engage with user experiences



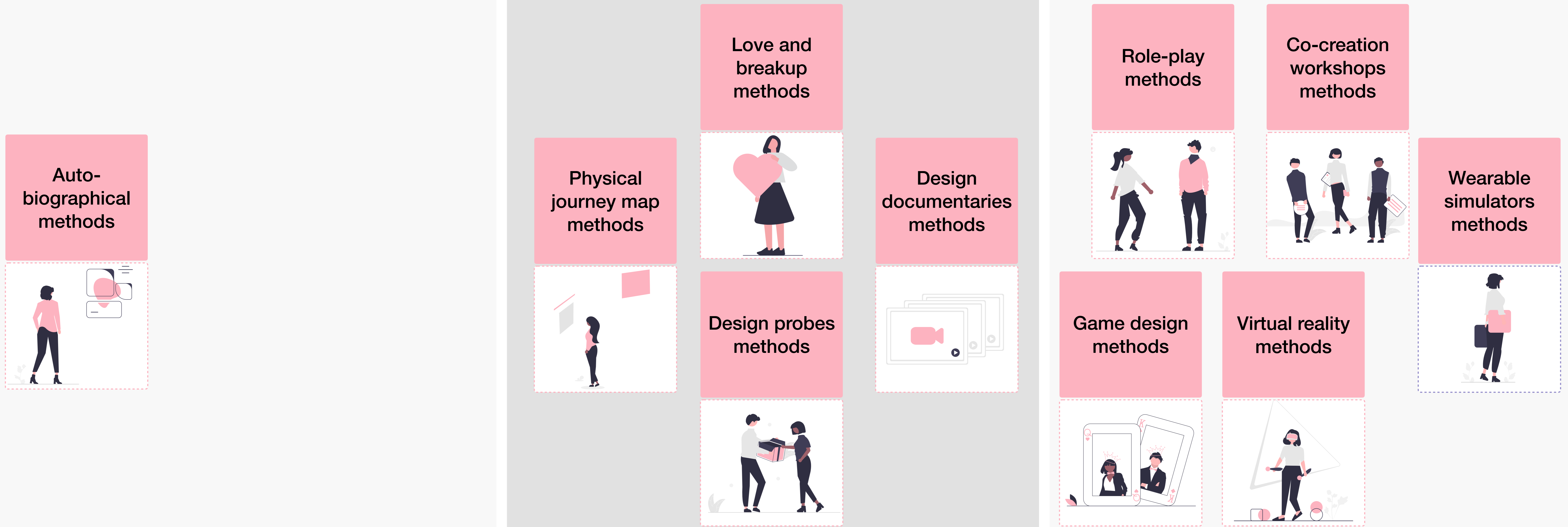
Taking others' perspective



Allowing personal experiences with the service



Supporting distinguishing of self and other



Left

Middle

Right