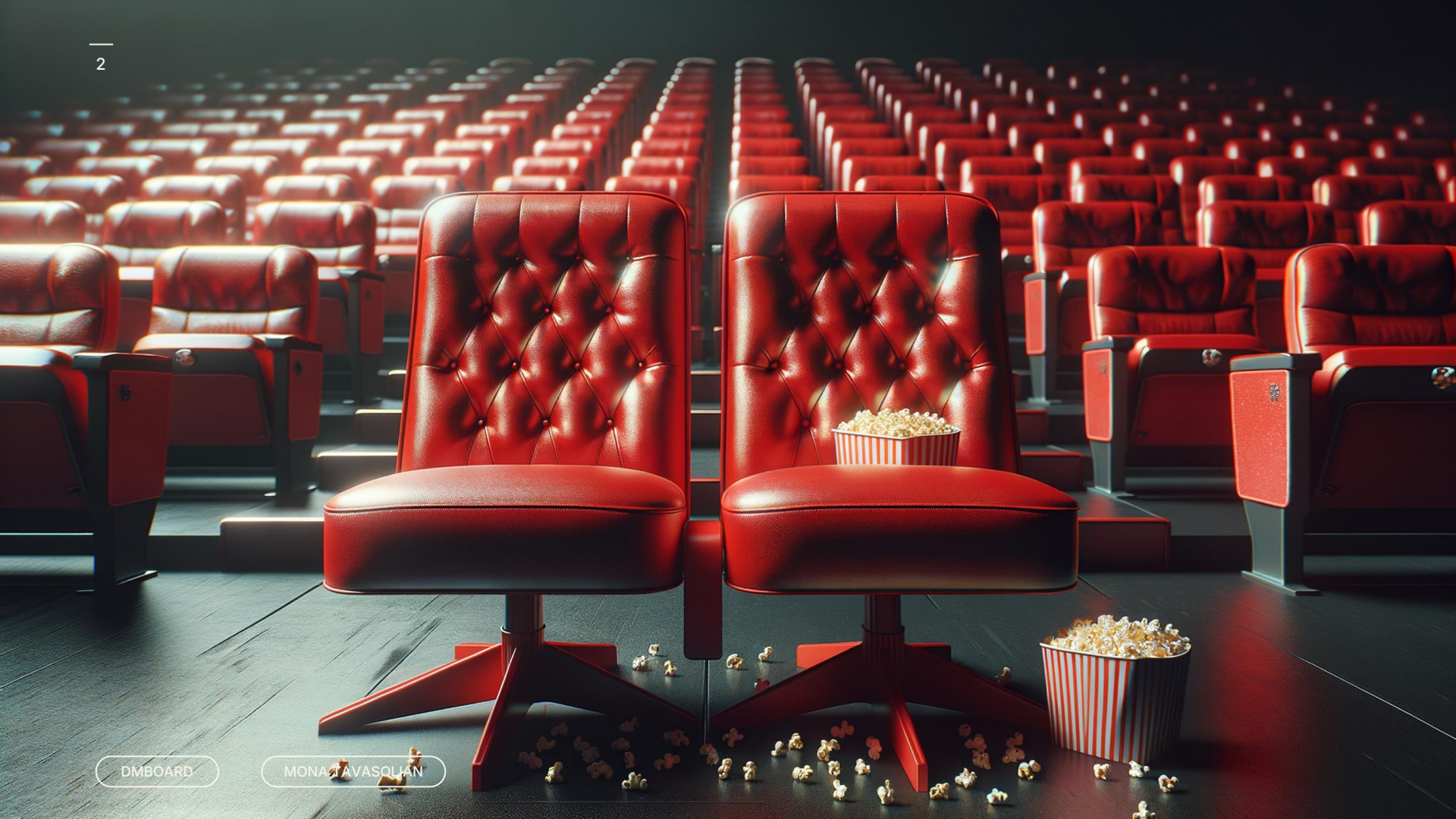
EMPATHY

& the POWER OF PROBLEM SOLVING



برای چی امروز اینجا هستین؟

بـــرای چـــی ...؟

Networking

Top Industry Companies

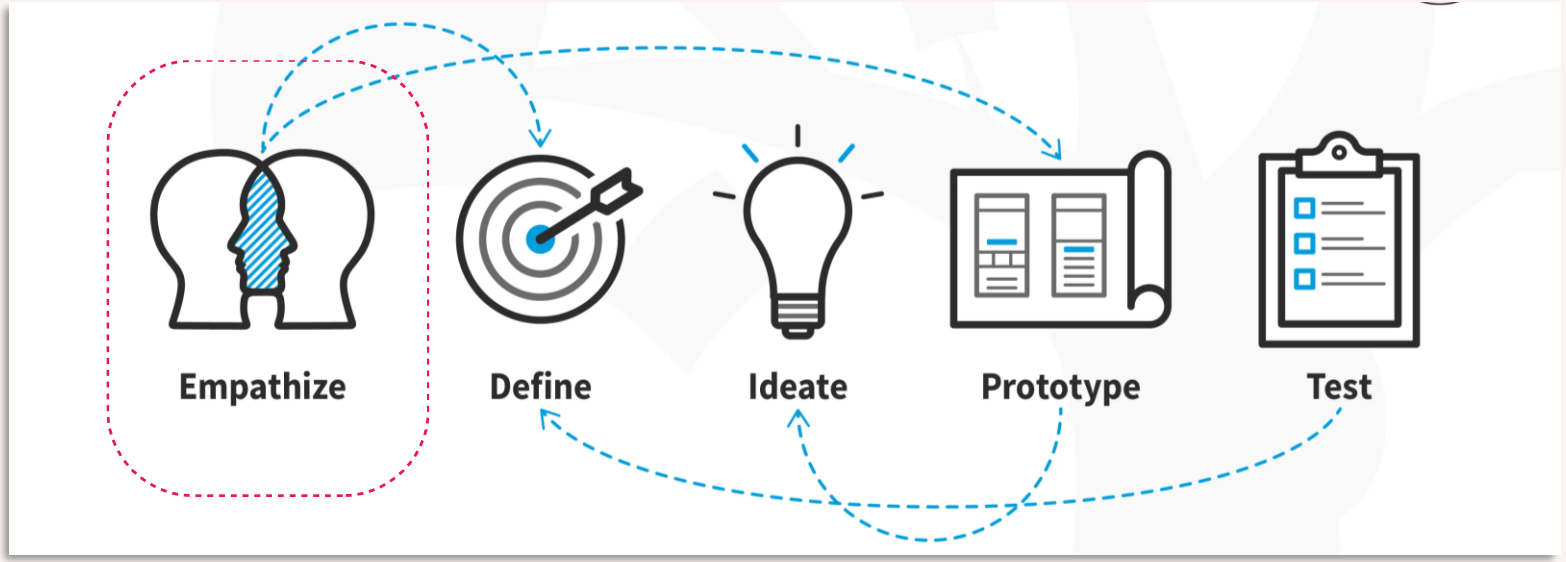
Job Openings

Frustrated @ Work

Horrible Boss

Can’t Leave Yet

Broke & In debt



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WHO are we empathizing with?

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

What do they need to DO?

What do they need to do differently?
What jobs do they want or need to get done?
What decisions do they need to make?
How will we know they were successful?

What do they THINK and FEEL?

PAINS
What are their fears, frustration and anxieties?

GAINS
What are they wants, needs, hopes and dreams?

What other thoughts and feeling might motivate their behavior?

What do they HEAR?

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

What do they SEE?

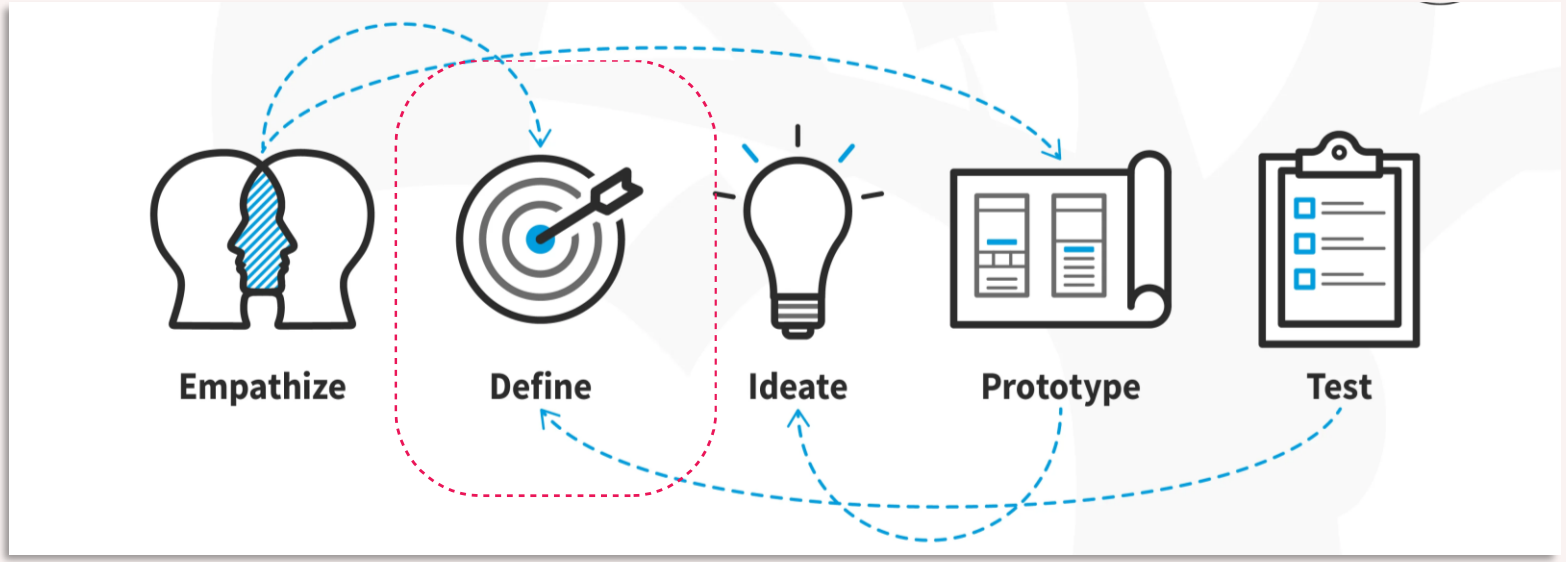
What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?

What do they SAY?

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

What do they DO?

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



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MONA TAVASOLIAN

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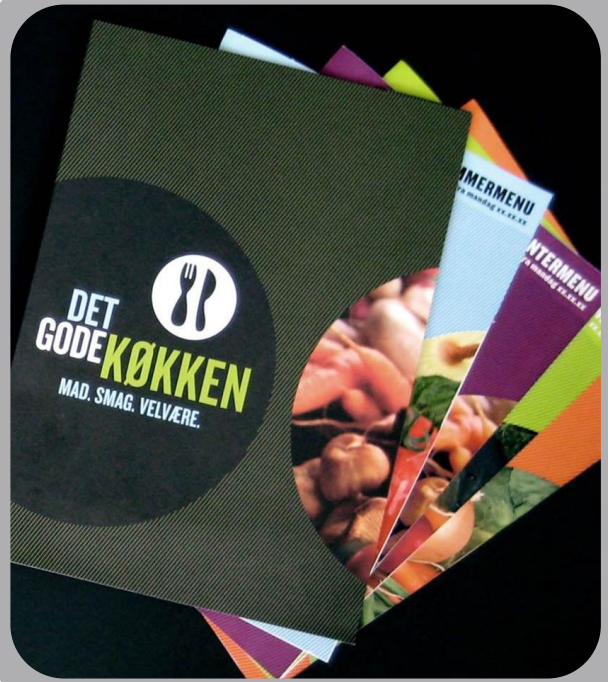
- Distant & soleless
- No control over what they eat
- Repetitive & out seasoned

- Non creative
- Unappreciated
- Purposeless



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Climb a mountain

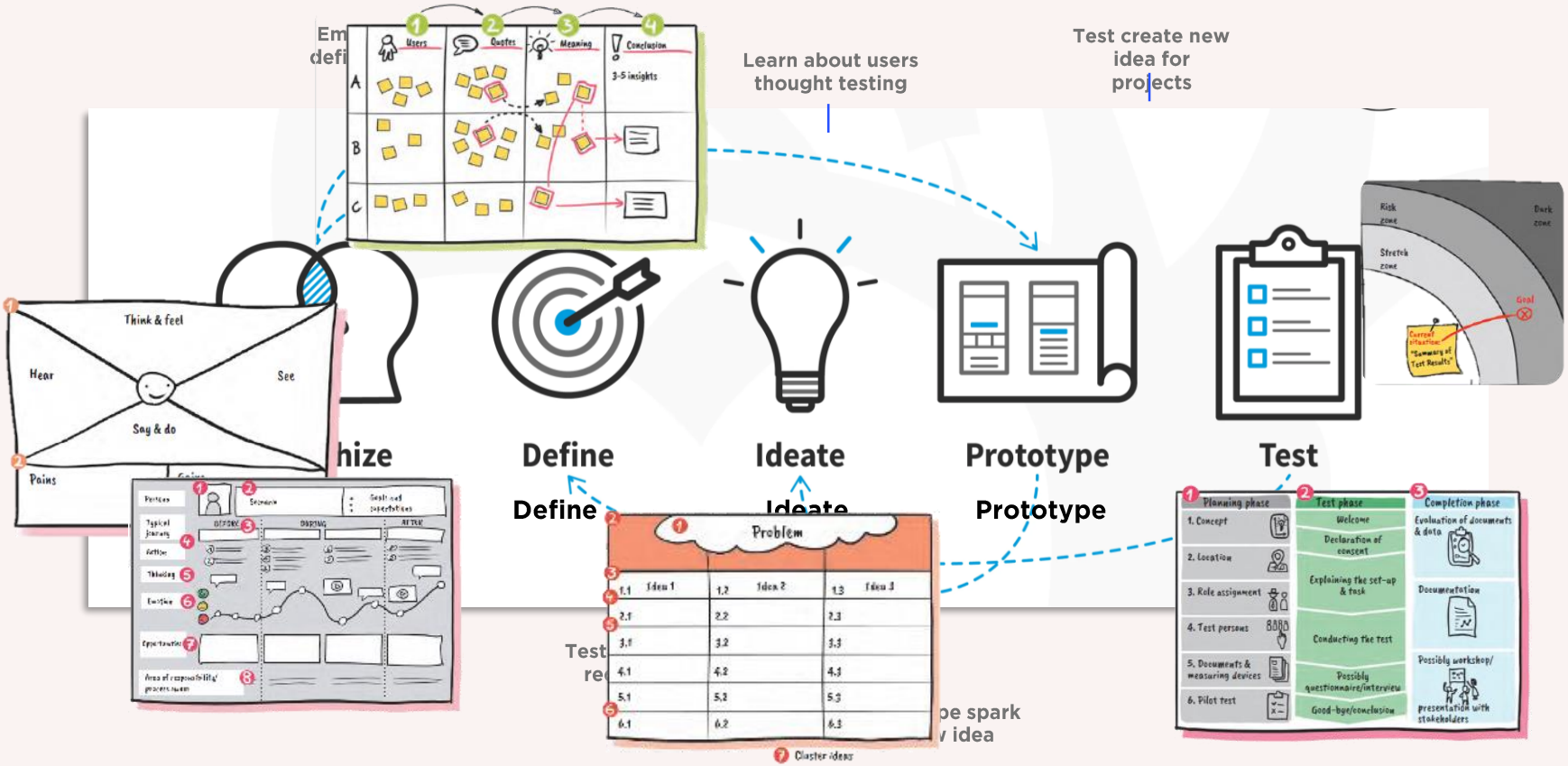
Be mindful of the bigger picture

Go to the jungle

Study users in their own habitation

Think like a fish

Let go of judgments & assumptions



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A design thinking workshop example

Defining the challenge

Gathering clues

Creating insights

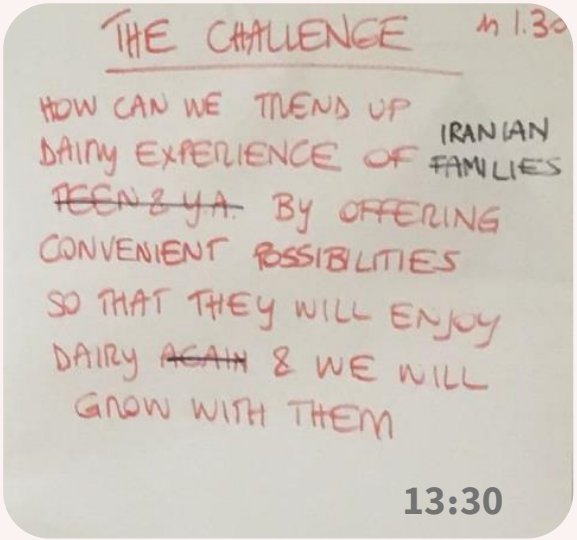
Platform development

Idea generation

Evaluation Prioritization

Defining the Challenge

Empathy with data



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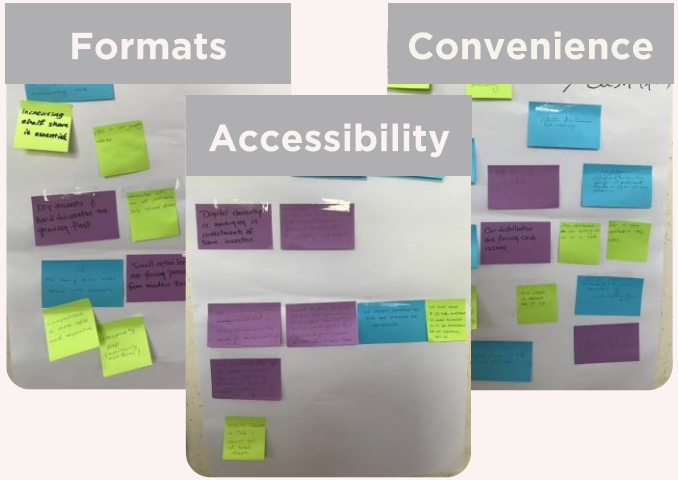
Gathering Clues – categorizing



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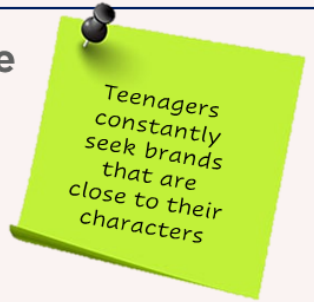
Generating insights

Know me if you can!	
What if :	What if we could offer products that help teens indirectly express who they are
Insight (what is) :	Teens love to express who they are/ how they feel by the products they are using

Clue

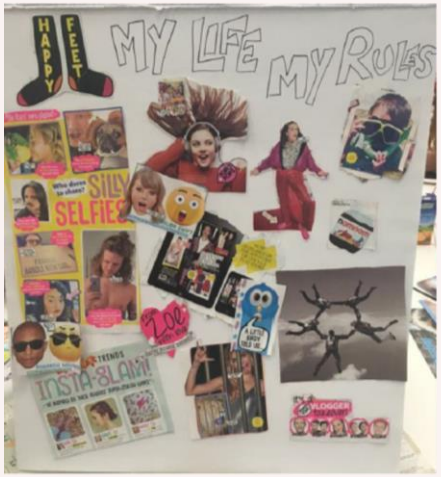


Clue

Clue

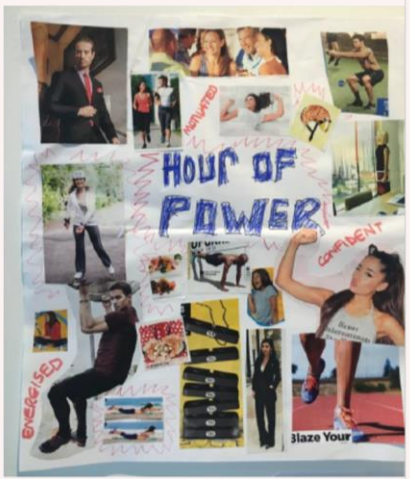
Visualizing insight

Experience



Indulgence

Hour of power



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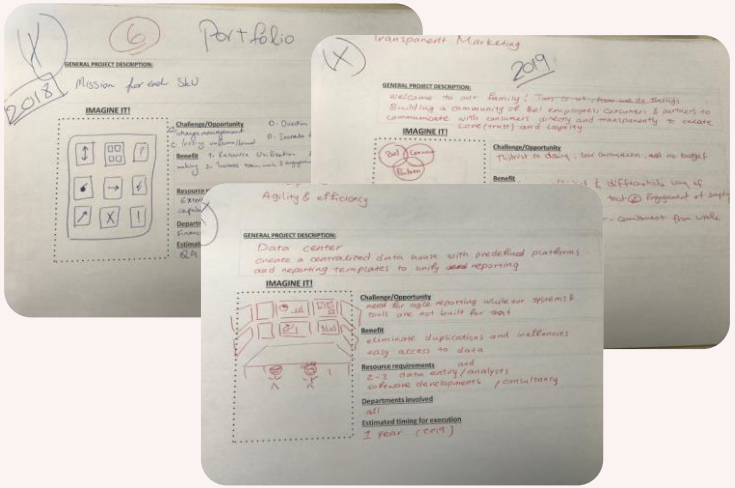
Idea generation

Under each insight, create as much ideas as possible



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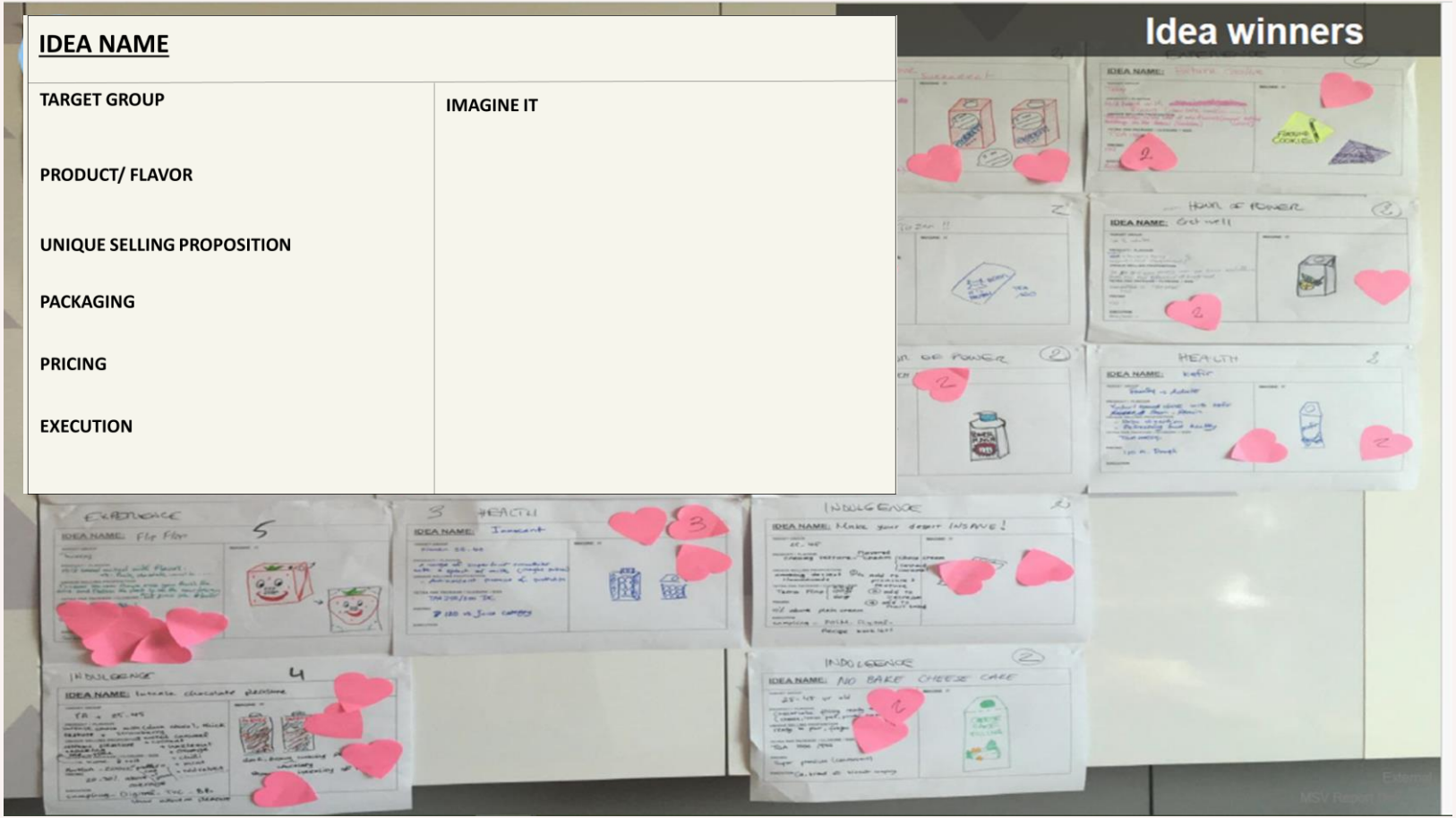
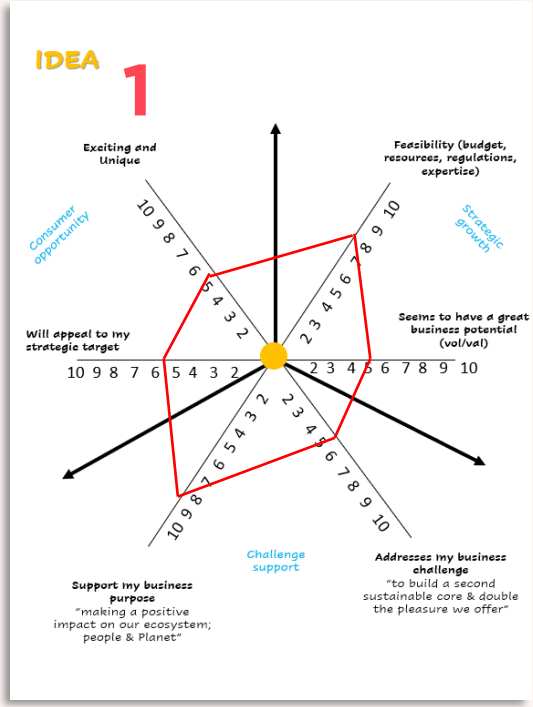
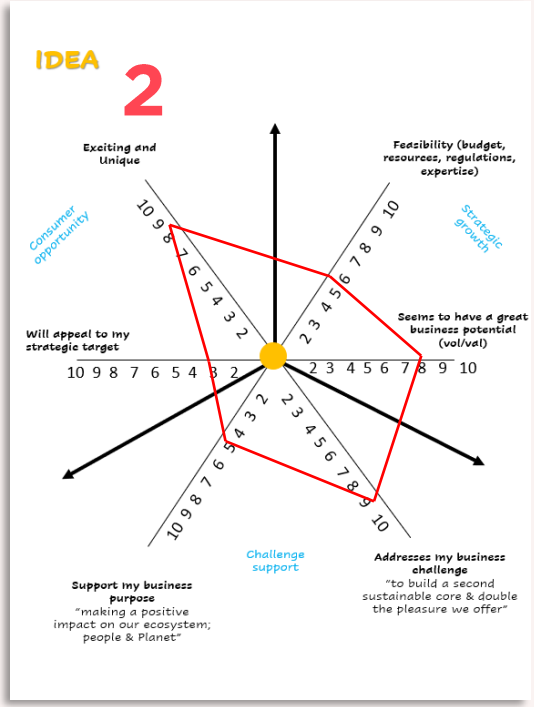

IDEA NAME
TARGET GROUP
IMAGINE IT
PRODUCT/ FLAVOR
UNIQUE SELLING PROPOSITION
PACKAGING
PRICING
EXECUTION
Idea winners

Evaluation/ Prioritization

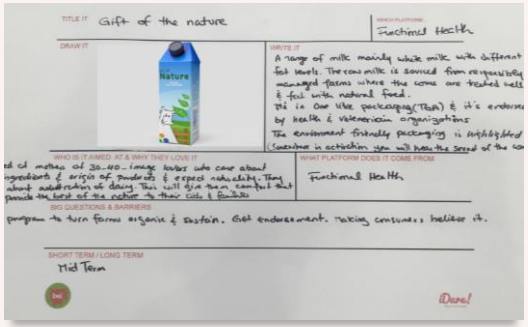
STARGAZER method based on key KPIs

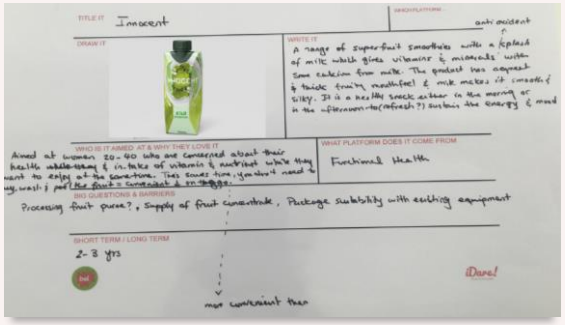


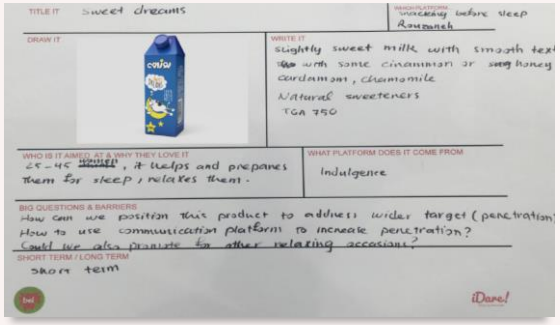


Test, Explore, Redefine, Redesign

- Consumer/panel test
- Revise/ Redefine/modify/ improve







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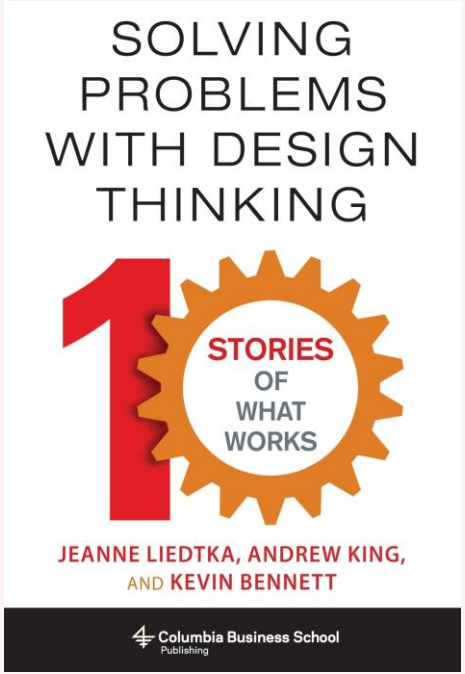
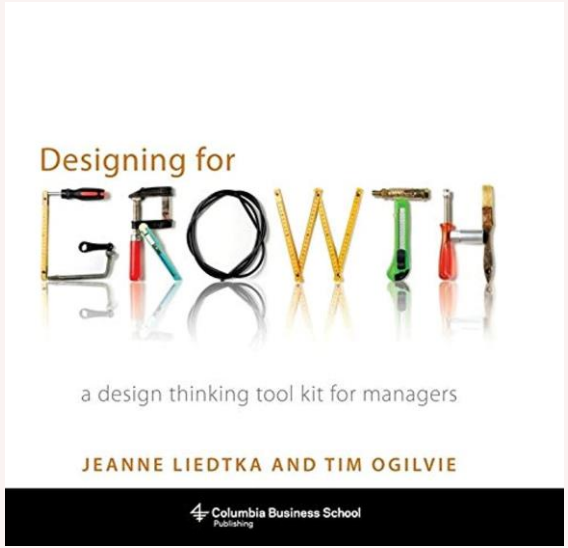
Millk
MiLk
Vitamins
Vitanins 2
Milk
Millk
MiLk
Vitamins
Vitanins 2
Milk
Millk
MiLk
Vitamins
Vitsnins 2
Milk
Millk
MiLk
Vitamins
Vitsmins 4
Milk

Simplified & Refined

Empathetic Design Thinking

- User centric
- Mindful of the problem definition
- Constantly challenging assumptions
- Co-create & scale
- Non-linear & live





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