

Chapter 4: Reflective discussion results: empathy definitions

User teams, Condition A

- Creating empathy is the ability to allow yourself to experience and get to know a certain user group with a fresh view (no assumptions, or let yourself be influenced by experiences from others). Let yourself be submerged by your user group
- Gain perspective, recognise needs, emotional involvement (can also lead to distance if there is too much involvement), engagement, motivation, relate to own experiences
- Truly understand the needs of the user. In a way that you can identify with the target group so much that you can almost design for your own needs.
- Diving into a person and to create an understanding of their thoughts, feelings and needs. It means to me understanding of people's experiences, and their behaviour, both cognitive and physical. How would someone be in a certain environment, situation etc. How to anticipate or adjust this?
- Empathy is more like a communication technique than a research method. In the mourning case which was quite different from normal product design, I have to get answers and handle the emotional fluctuation of interviewees. And empathy helped to build a better communication as they tend to trust me when they feel like I was having the same feeling
- To feel what others feel allowing us to understand better the life of them. Therefore, it is a way to connect the feeling and thoughts of others with ours
- Replacement into another person's situation and feelings
- Taking the time and effort to get to know the pains, gains, struggles and benefits your user group experiences. It means getting to know people in your target group but also stepping into the shoes of your target group. Furthermore, it means building a bond with your user.
- Being able to connect with a similar feeling than the other person not thinking what I would do feel but what the other person with his personality and circumstances is feeling
- Basic humanity that keeps a society going. I think this is what separates us from other mammals, animals. It is really important to understand others and their feelings and experiences.
- Being a designer, one needs to primarily make an effort to understand the user and situation and for me personally it is highly important. Even though everyone relates to empathy in a day to day life but it is not easy to incorporate at a design level and it is usually neglected.

- You push to create products that are helpful and not landfill or luxury. To me, every designer should embody empathy in their designs. It connects the user to the product on an emotional level allowing the product to have a story and not just a thing in your house.
- The capacity of understanding and personally experience others' feelings
- Being able to relate to the person/context I am designing for, identifying elementary needs and priorities and addressing them properly. Understanding why people are behaving in a certain way what things mean to them and which values they have
- Not only putting yourself in someone else's shoes but also in their heart and mind.
- Wear someone else's shoes when it comes to be empathic to others for me means understanding their perspective about something and react by let them know that whatever it is going on it is normal it is about creating perspective

Paper teams, Condition B

- Being able to feel what the other person is feeling and being able to use this emotion to design for the other
- For me, empathy in design is necessary to optimize my designs for specific stakeholders or target groups. When you have the ability to empathize with your target group you can understand the needs and preferences of the target group best. This way your design will have a better connection with the target group.
- The designer submerges themselves into the situation of the user in order to design a concept that fully connects to their needs.
- Empathizing with the user is what brought me to the field of industrial design, from a background in architecture. It represents to me validation of design efforts. As designers we can dream up a number of scenarios and products but only when we empathize with users do we discover which concepts are useful and contribute to society.
- Being able to see the world through the eyes of the user. Understand what values, beliefs and emotions are responsible for people's behaviour.
- Even though you are a different person, being able to understand what moves this person, what they need and how they think. Coming into the same line of thinking.
- Creating empathy helps in adding value to your design. When creating empathy, you get a better understanding of your target group and their needs. This can help in finding the right subject to design for and to find out what to design and what is important.
- Emerging in the emotions of the user and being aware of the details and nuances of their daily lives as a foundation to start idea generation.

- Empathy in design to me is about gaining a deep understanding of the user and the specific aspects of the experience of the user relating to the proposed problem or design opportunity in the design process. Moreover, it is about putting yourself in the shoes of the users, objectively.
- Understanding the user's problems and knowing what pain this causes. But also having a sense of the licit interactions and feelings that come with the context you are designing for.
- Seeing the user as he/she is in their context. Understand demand not just seeing team as a part of the mass that will earn you money.

Handover teams, Condition C

- For me, empathy means that you can empathize with your user group that you know personally. What they're going through and how they're dealing with and responding to this. And that you can do this into your research, design.
- To be able to place yourself in another's shoes and design something meaningful from this perspective.
- I personally value the phenomenological approach to design, with the experience of the world through our bodies as a starting point for design. Empathy is trying to get a similar experience to someone else. Therefore, emphasizing with a user or stakeholder paints a picture that can be used to base design choices on.
- Being able to place yourself in the mind of the users and actually feel how they experience the world. These insights can be used to translate into design.
- Empathy is for me a tool that enables me to adapt design to my target group. It is also a communication tool with which I can describe user experience.
- How does a design affect the user? My vision is very user oriented, so by definition creating empathy for the user is in my view one of the most important and interesting aspects of design and user research
- Empathy is something I always apply in a design process. I find it important to create a better contact between me and the user. I also believe that the users have the key to the solution of the problem.
- Creating a bond of delicate information with the user during the design process
- Empathy in design is as a designer being able to empathize with the user and implement the insights you get in your concept/design and in the process of doing so involve the user as well
- Designing with the end user's glasses. That you can put yourself in this person and know and feel what is important to him or her and can estimate how this person will

experience your design.

- Understanding users on a deeper level. Experiencing the problem space from a first-person perspective
- Experience based insights about the target group
- Emotional deep connection to the problem/users.
- For me it means that you try to involve the user in the design by putting yourself in the user. In this way the user recognizes the purpose of the product and helps it in a context that is formed by empathy. The user and designer are close together during the design process.
- Empathy is what makes a design good. If there is no empathy with the user group a design can completely miss its purpose and thus fail. This is why it is important to deepen your knowledge by talking to users and experts on the user group
- Empathy for design has proven to be very useful to gain much more and better insight into the target group and its needs. By really getting to know the target group and how they think and act, it will be easier to think of something later on. In this way the design fits in and can really fulfill a need and need.