IN230-UNIT 6

EMPATHIZING WITH USERS AND DEFINING PAIN POINTS

SHORT OVERVIEW

- In this unit, you will focus on empathizing with users, which is the first phase of the design process. You will conduct interviews with real users to build empathy maps and create personas. These hands-on activities will help you understand user perspectives and pain points.

■ Get ready to begin the design process for a new portfolio project: a mobile app! In this unit, you will focus on empathizing with users, which is the first phase of the design process. You will conduct interviews with real users to build empathy maps and create personas. These hands-on activities will help you understand user perspectives and pain points.

- Conduct user interviews.

- Build an empathy map.

- Explain user pain points.

- Create personas.

UNIT 6 OVERVIEW AND OUTCOMES

Course Outcomes:

IN230-3: Illustrate user needs using empathy maps, personas, user stories, and user journey maps.

GEL-4.03: Understand patterns of human behavior based upon real-world observation.

UNIT 6 READING

- **Qwiklabs Course: Start the UX Design Process: Empathize, Define, and Ideate**

- **Module: Empathizing**

- **Videos:**

- Introduction to Course 2: Empathize, Define, and Ideate

- Collaboration and feedback on portfolio projects

- Empathize with users

- Recruiting research participants

- Optional: Prepare for user interviews

- Optional: Interviewing users

- Optional: Empathy Maps

- Identify user pain points

- Understand personas

- Wrap-up: Empathizing with users and defining pain points

- **Readings:**

- Welcome to Course 2

- Introduction to the portfolio project

- Understand empathy in UX design

- Determine research goals and questions

- Activity Exemplar: Define your research goals and questions

- Optional: Find and recruit interview participants

- Optional: Conduct user interviews

- Activity Exemplar: Build empathy with users to inform your research

- Optional: Build an empathy map

- Optional – Case studies: Products that address pain points

- Learn more about personas

- Exemplar: Create personas for the CoffeeHouse project

- Glossary

UNIT 6 LEARNING ACTIVITIES

Qwiklabs Course: Start the UX Design Process: Empathize, Define, and Ideate

Module: Empathizing

Learning Activities:

Activity: Define your research goals and questions

Activity: Build empathy with users to inform your research

Practice Activity: Create personas for the CoffeeHouse project

UNIT 6 DISCUSSION

- **Topic: Share an Example of Accessible Design**

- You are starting to learn about designing for accessibility. Think about an example of accessible design you have encountered. Share some details of that example, keeping these two questions in mind:

  - What details make this product have an accessible design?

  - How do those details affect the user experience with the product?

- Please include a written response of one to two paragraphs (100-200 words). Be sure to include at least one reference (Qwiklabs is fine) with your initial post. Then, check out what other learners have written and comment on at least two of their posts.

UNIT 6 ASSIGNMENT

- **Introduction**

- **Unit 6 Assignment: Empathizing with Users and Defining Pain Points**

- **Outcomes addressed in this activity:**

- **Unit Outcomes:**

  - Conduct user interviews.

  - Build an empathy map.

  - Explain user pain points.

  - Create personas.

- **Course Outcome assessed:**

- **IN230-3:** Illustrate user needs using empathy maps, personas, user stories, and user journey maps.

- **GEL-4.03:** Understand patterns of human behavior based upon real-world observation.

Purpose

This quiz will assess your knowledge of user stories and journey maps.

The graded assessments in Qwiklabs are quizzes and/or hands-on activities. These assessments are meant to enhance your understanding of user experience design. They will also help to prepare you for the Google Certification at the end of the program.

UNIT 6 ASSIGNMENT

- **Instructions**

- This assignment is related to the assigned videos, readings, and learning activities in Qwiklabs. Complete the activities in the "Introducing user experience design" module in the Qwiklabs course "Start the UX Design process: Empathize, Define, and Ideate". After completing the activities, **please follow the assignment instructions below.**

- As a reminder, you should watch all videos, complete the readings, and complete the practice quizzes before attempting the graded assessments.

1. Please **review the Unit 6 Assignment Rubric** (under Course Resources) before beginning this activity.

2. Complete the following graded assessment:

UNIT 6 ASSIGNMENT

- **Step 1: Access the template**

- Download the persona template .

- **Step 2: Analyze your user interviews and identify user groups**

- Revisit the work you did in the interview and research activities in Qwiklabs.

- When reviewing your interview recordings and notes, consider gathering some demographic information, such as:

- Location

- Age range

- Education level

- Employment

- Household/family composition

- Other key personal identifiers

- A great persona includes relevant information about your target user's life, such as age, education, location, family situation, occupation, goals, frustrations, and typical patterns of behavior. You should also consider ability, gender, and race in your personas, too. Make sure the information you gather is not used in your persona to reinforce stereotypes. These identifiers give you a well-rounded idea of who your users are. They also help get you thinking about why these people need your product.

- Study your recordings and notes for patterns and similarities in participant responses. You will sort them into two groups in the next step.

- Template is in Unit 7 of the current course.

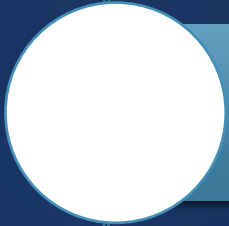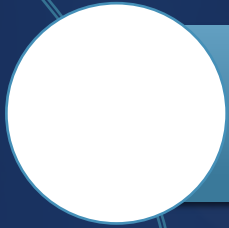# UNIT 6 ASSIGNMENT

continued

- **Step 3: Build two personas based on your user research for the Sharpen prompt in your portfolio project**

- After studying your recordings and notes, decide on at least two distinct user groups. A user group is a set of people who have similar interests, goals, concerns, and behavior patterns.

- Once you have decided on your groups, sort your interview recordings and notes into each group depending on which group they match with the best. In the next steps, you will turn each group into a persona that is a composite of all the interview participants who fit into that group.

- With these two user groups from your portfolio project in mind, use the persona template in Step 1 to build a persona for each of your user groups.

- Your goal is to create a realistic representation of a user who you can empathize with as you think about the design solutions that user might need. For additional guidance, you may refer to the exemplar from the activity "Create personas."

- For persona one, fill out all of the template elements to get a sense of who your user is and what drives them.

UNIT 6 ASSIGNMENT

- It is fine to imagine details for the purposes of this activity; however, when constructing personas in real-life design projects, your personas need to be grounded in the reality of your research. As you distill information from multiple sources into one persona, you can create specific details about your persona, so long as those details make sense based on the research you have done.

- Remember that your persona is a fictional representation inspired by a group of interviews and not an exact reflection of any single interview or individual.

- The *goals* and *frustrations* sections of the template should highlight the trending goals and frustrations across all of your interviews.

- Provide a breakdown of the persona's demographics. You can make these up based on the type of users in your group of interviews.

- Include a quote that summarizes your persona's personality, along with a paragraph describing their life and typical behaviors.

- Include an image or avatar so you have a visual representation. This image or avatar can be an illustration or a stock photo that captures specific attributes representing the group of users you based your persona on. Be careful to avoid stereotyping your persona with the image you choose.

- Next, complete the same steps above for your persona two.

- **Step 4: Compare your two personas**

- In a brief paragraph of 200-250 words, compare the goals, frustrations, and typical behavior patterns of the user groups your two personas represent. Explain how and why you chose these specific personas to represent two of your distinct user groups.
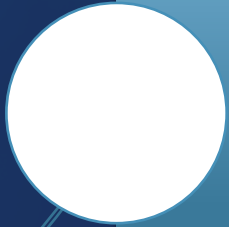
UNIT 6 ASSIGNMENT

REQUIREMENTS

- The graded assessment must be completed **no later than 11:59 p.m. ET on Tuesda**y.

- Ensure that for both created personas:

  - Demographic information matches the characteristics derived from the user groups represented in your interviews

  - The persona quote showcases the persona's personality

  - Featured goals and frustrations align with the persona and the activity scenario

  - The persona's goals and frustrations were tied to the provided quote and more information about the persona's life, including patterns of typical behavior

  - A picture or avatar representing each persona is included

- Include a brief (200-250 word) paragraph that:

  - Discusses key differences between your two personas' goals, frustrations, and typical behavior patterns

  - Explains why you chose these two specific personas in thinking about different user groups

DIRECTIONS FOR SUBMITTING YOUR ASSIGNMENT

Submit your assignment in a Microsoft Word Document and save your assignment document according to this convention: IN230_Unit6_LastName_FirstName (use your own name of course).

Submit your completed assignment to the Unit 6 Assignment Dropbox by the deadline.

HAVE QUESTIONS?

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