

Stakeholders & Empathy Maps

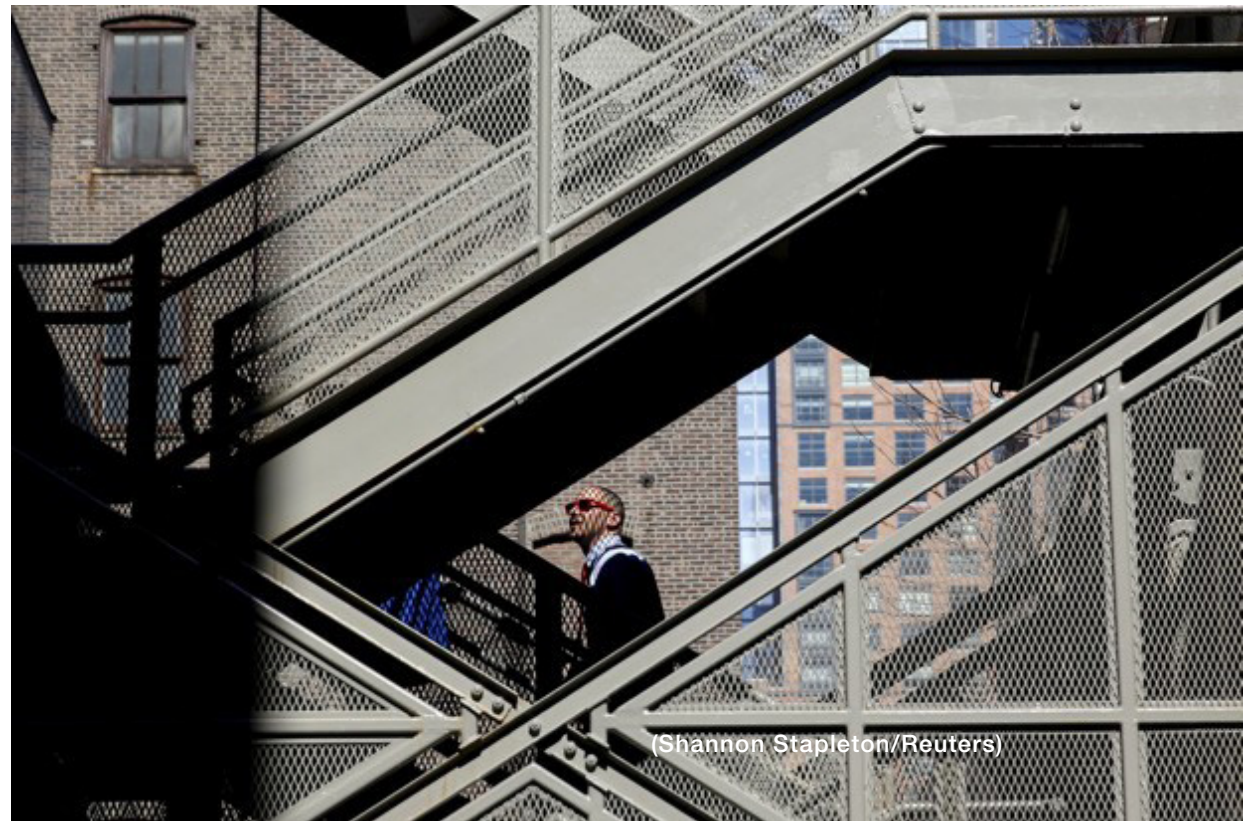
Understand Two Basic Issues

1. The Problem You Wish to Address
2. ALL of the Stakeholders Involved

**“The question we’re constantly
challenging ourselves on is:
Who is this project really for?”**



(Lucas Jackson/Reuters)



(Shannon Stapleton/Reuters)



(John Schults/Reuters)

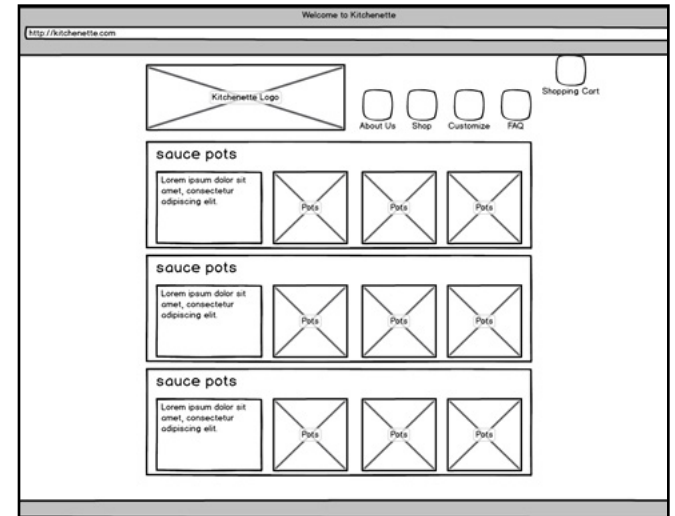
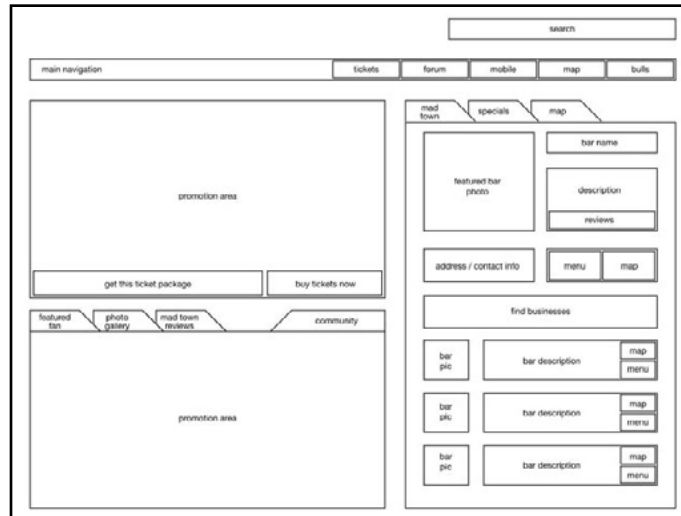
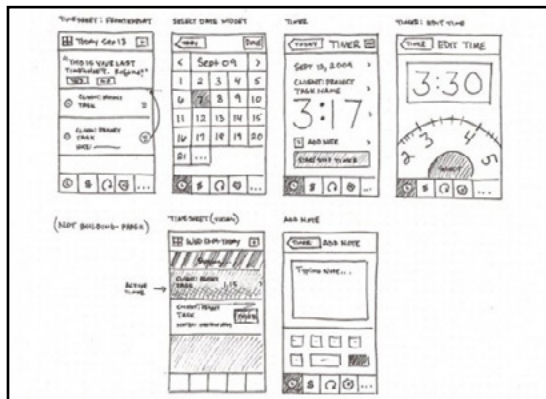
“Instead of asking what the design should look like, I wish we’d asked, ‘What can we do for you?’ People have bigger problems than design.”

Your Problem Statement Is Key.
Allow It To Evolve.

Make Sure You Are Building The
Right It Before You Build It Right

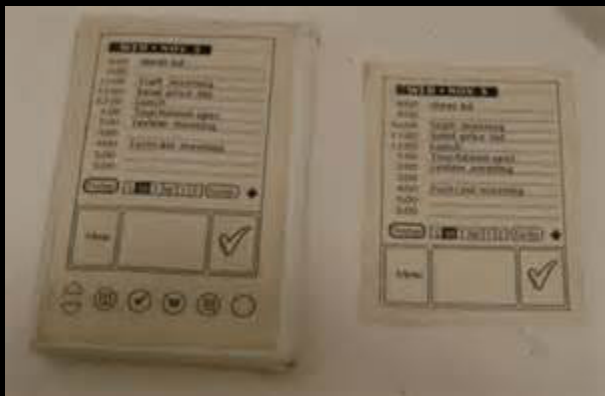
Interview → Insight → Idea

Wireframe:



Step One in Pretotype

Pretotyping.org



(First Wood and Paper Prototype of the Palm Pilot, photograph from Pretotyping.org)



UX boils down to:

Who is the user?

Why do they need your design?

Where are they?

What do you want
them to feel?