Unit 2: Empathy & User Research

Content Area: **Business**
Course(s): **Foundations of Creative Design**
Time Period: **Semester 1**
Length: **3 weeks**
Status: **Published**

Standards

1.5.12prof.Cr1a	Use multiple approaches to begin creative endeavors. Artists and designers experiment with forms, structures, materials, concepts, media, and art-making approaches. Artists and designers balance experimentation and safety, freedom and responsibility, while developing and creating artworks. People create and interact with objects, places and design that define, shape, enhance, and empower their lives. What role does persistence play in revising, refining and developing work? How do artists grow and become accomplished in art forms? How does collaboratively reflecting on a work help us experience it more completely?
8.1.12.AP.7	Collaboratively design and develop programs and artifacts for broad audiences by incorporating feedback from users.
8.2.12.ITH.2	Propose an innovation to meet future demands supported by an analysis of the potential costs, benefits, trade-offs, and risks related to the use of the innovation.
8.2.12.EC.1	Analyze controversial technological issues and determine the degree to which individuals, businesses, and governments have an ethical role in decisions that are made.
8.2.12.EC.3	Synthesize data, analyze trends, and draw conclusions regarding the effect of a technology on the individual, culture, society, and environment and share this information with the appropriate audience.
8.2.12.ETW.4	Research historical tensions between environmental and economic considerations as driven by human needs and wants in the development of a technological product and present the competing viewpoints.

Enduring Understandings

- Empathy is foundational to human-centered design and meaningful innovation.
- Effective design begins with a deep understanding of the user’s needs, behaviors, and pain points.
- Research and observation reveal insights that often challenge assumptions.

Essential Questions

- Why is empathy important in the design process?
- How do we discover what users truly need?
- How can observation and interviews lead to better product design?

Knowledge and Skills

- Conduct observational research to identify user behaviors and patterns.
- Develop detailed user personas using interview data and field observations. For example "Walk in their shoes persona Role Play"
- Synthesize findings into clear and focused problem statements.
- Participate in empathy interviews to uncover user needs and frustrations.
- Debate the ethical considerations among solutions
- Reframe challenges into design opportunities using “How Might We...” prompts.
- Collaborate with peers to interpret research and plan initial solutions.

Transfer Goals

- Students will apply empathy-driven research to identify and solve real-world challenges in academic, workplace, and community settings.

- Students will recognize the value of user input in shaping effective solutions and apply this understanding across disciplines.