Stop Building Useless Software

DSMAGILE | 2017

DIANE ZAJAC | GREEN JEANS CONSULTING
What do you never use?

1. Write down 2 things on your phone that you NEVER use.

2. Pair up and discuss who might find that feature useful.
Useless \ˈyūs-ləs\ 

use·less: not fulfilling or not expected to achieve the intended purpose or desired outcome.

[Synonyms: futile, to no avail, (in) vain, pointless, to no purpose, hopeless, ineffectual, ineffective, to no effect, fruitless, unprofitable, profitless, unproductive]
Empathy mapping is a good way to…
...identify the assumptions that need to be tested.
...collaborate from the start.
...create a shared understanding.
Rate Yourself

1. I mostly listen
2. I talk when I am asked to
3. I talk in most meetings
4. I talk first
5. I might interrupt other people
Empathy Map Canvas

1. 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?

2. What do they need to DO?
   - What do they need to do differently?
   - What job(s) do they want or need to get done?
   - What decision(s) do they need to make?
   - How will we know we were successful?

3. 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?

4. What do they SAY?
   - What have we heard them say?
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   - What do they do today?
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   - What are they hearing others say?
   - What are they hearing from friends?
   - What are they hearing from colleagues?
   - What are they hearing second-hand?

7. What do they THINK and FEEL?
   - PAINS
     - What are their fears, frustrations, and anxieties?
   - GAINS
     - What are their wants, needs, hopes and dreams?
   - What other thoughts and feelings might motivate their behavior?
Purchasing airline tickets...
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Lightweight Personas

1. At your table, silently write down 2-3 personas – 1 persona per stickie.

2. Take turns reading out 1 persona at a time. Place in the center of the table, removing duplicates.

- Weekly Business Traveler
- Grandma booking for her grandson
Bullseye Focus
Bullseye Focus

Take turns placing one persona at a time according to how valuable that persona is to you.

Your choices are to either:

- place a persona anywhere on the bullseye
- or move a persona to a different circle

If you move a persona, you must make a one sentence statement about why you are moving it.
Bullseye Focus
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WHAT do they need to DO?
- What do they need to do differently?
- What job do they want/need to get done?
- What decision do they need to make?
- How will we know we were successful?
Empathy Map Canvas

Designed for: 

Designed by: 

Date: 

Version: 

WHO

are we empathizing with?

What do they need to DO?

What do they need to do differently?

What job(s) do they want or need to get done?

What decision(s) do they need to make?

How will we know we were successful?

Who is the person we want to understand?

What is the situation they are in?

What is their role in the situation?

GOAL

What do they SEE?

What do they SAY?

What do they DO?

What do they HEAR?

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PAINS

What are their fears, frustrations, and anxieties?

What are their wants, needs, hopes and dreams?

What other thoughts and feelings might motivate their behavior?

GAINS

What do they use?

What do they value?

What do they need help with?

What do they need from you?

What do they dream of?

What do they aspire to?

What do they want to be?

What do they want to have?

What do they want to feel?

What do they want to do?
What do they **SEE**?

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Learnings

1. **One Aha**: write down one new idea that you heard

2. **One Validation**: write down one thing that you heard that validated what you already knew

Session Feedback
Please jot me a note or send me an email with any feedback. Any and all feedback is appreciated!
Thanks for being here!

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Resources

Updated Empathy Map Canvas article: https://medium.com/the-xplane-collection/updated-empathy-map-canvas-46df22df3c8a

Empathy Map Canvas download: http://gamestorming.com/empathy-map-canvas-006/