Empathy-driven Design for Emotional Wellbeing

Fabio Casati - University of Trento

lifeparticipation.org

Take-Home Points

1. There is a huge cut of the population that is not served today by sw apps
2. The reason for this is that companies are unable to design applications that meet their needs
   - Requirements, ethnographic study, modeling,..
3. Empathy-driven design makes it easy to design apps that delivers the benefits people need
   - Way beyond agile
4. Europe has a huge competitive advantage

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welcome!

The Life Participation team designs and develops solutions that make people's lives a little bit better. The starting point of what we do is an attention to people's needs in terms of emotional wellbeing. We work with people, spending time as possible in the "field" (the world) rather than in the lab, to create innovations that make a difference. (Learn more)

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日本語

Typical design (process) flaws

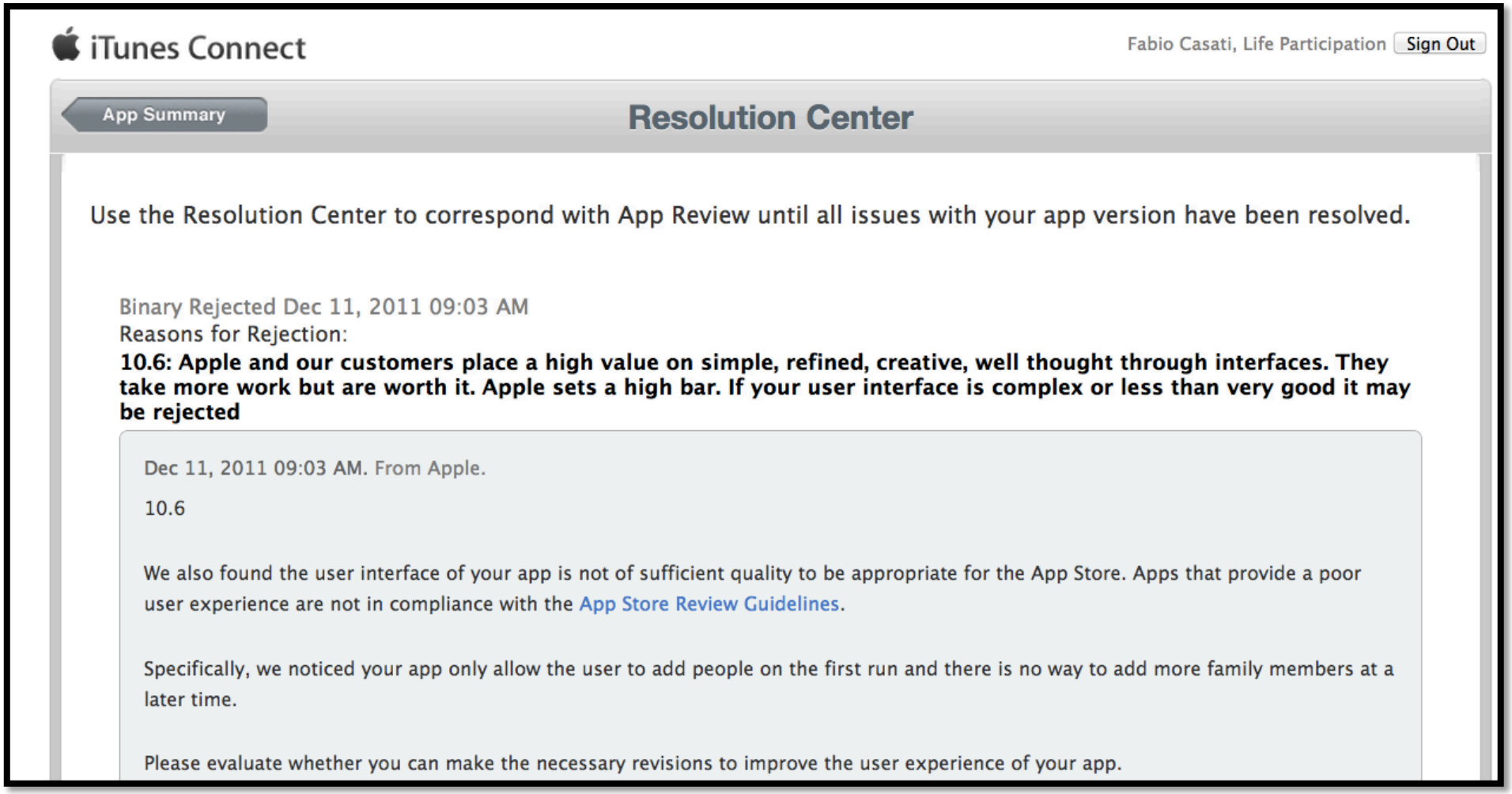
- Context in which they are used, and why
- Independent, unassisted usage
- Remind them that they are old (starting from the logo or name)
- Too complex. And, by the way, the remote control is way too complex....

Disconnect

- Lack of understanding of some of the key needs
- Lack of understanding of how to address them

- *Source: developers are not users AND often proceed on fundamentally wrong assumptions AND have a narrow goal AND are not sufficiently agile*

Flexibility?



iTunes Connect

Fabio Casati, Life Participation Sign Out

App Summary

Resolution Center

Use the Resolution Center to correspond with App Review until all issues with your app version have been resolved.

Binary Rejected Dec 11, 2011 09:03 AM

Reasons for Rejection:

10.6: Apple and our customers place a high value on simple, refined, creative, well thought through interfaces. They take more work but are worth it. Apple sets a high bar. If your user interface is complex or less than very good it may be rejected

Dec 11, 2011 09:03 AM. From Apple.

10.6

We also found the user interface of your app is not of sufficient quality to be appropriate for the App Store. Apps that provide a poor user experience are not in compliance with the App Store Review Guidelines.

Specifically, we noticed your app only allow the user to add people on the first run and there is no way to add more family members at a later time.

Please evaluate whether you can make the necessary revisions to improve the user experience of your app.

Wishes (besides health)

- Connect w family. know/see what they are up to.
- Be proud
- Contribute to society
- Feel alive, be part of life. Have fun. Dance.
- Love

DE UN TIEMPO...

...A ESTA PARTE

EU's competitive advantage

- Most researchers, developers, entrepreneurs think old people should just be alive. Products done by engineer
- Benefit of being 40+, benefit of being in Europe.

HOW?

people

embedding

empathy

openess

Mantras

context, simplicity
independence,
adaptiveness

People

Patricia Silveira
Research Collaborator

Cristhian Parra
Research Collaborator

Iman Khaghani Far
Research Collaborator

Marcos Baez
Research Collaborator

Beatrice Valeri
Research Collaborator

Diana Carolina López
Visual designer

Galena Kostoska
Developer

Katarzyna Di Meo
Developer

Ivan Leonardi
System administrator

Michele Lunelli
Backend Developer

Simone Casagranda
Developer

Paolo Furlan
Developer

Maurizio Calnelli
Developer

Simone Melchiori
Developer

Jan Tomasi
Developer

Massimiliano Battan
Developer

Carlos Rodriguez
Research Collaborator

Imran Muhammad
Research Collaborator

Jovan Stevovic
Research Collaborator

Pavel Kucherbaev
Research Collaborator

beyond
ethnographic
studies

the **whole**
team

Attention to Context and Independence

1. Ask (yourself) the question: when is this used. Where in the room. Why they pick it up and open it.
2. Can they do it by themselves – FULLY

   If not, what can they do independently?

Time and context of family members

Motivation

Simplicity and Adaptive design

- Resist temptation to add features (buttons)
  - Think clickless!!
- Consider that people do learn, especially when motivation is high

Whatsup

WhatsUp
WhatsUp?
Let's you share pictures or short text messages
with people you care about.

Active Lifestyle

Active Brain

Virtual Social Gym

- With ETH, Philips, Engineering, TUD, SI – Cologne
- Support ipad-controlled training by giving feeling of a social gym where other people train

Timeline

La Biografia di Giovanni!

Sono Nato!

Dove: Rome, Italy.
Quando: July 15th, 1945.

La Storia
Era un autunno caldo in 1945...

Explore this Experience!

Per questo prototipo, solo questa esperienza e disponibile per esplorare il contesto

Il mio primo Baccio!

Dove: Una bella serata nella spiaggia
Quando: Febrero 14, 1950.

La Storia.
Era un giovanotto ancora, ma ero inamorato...

Explore this Experience!

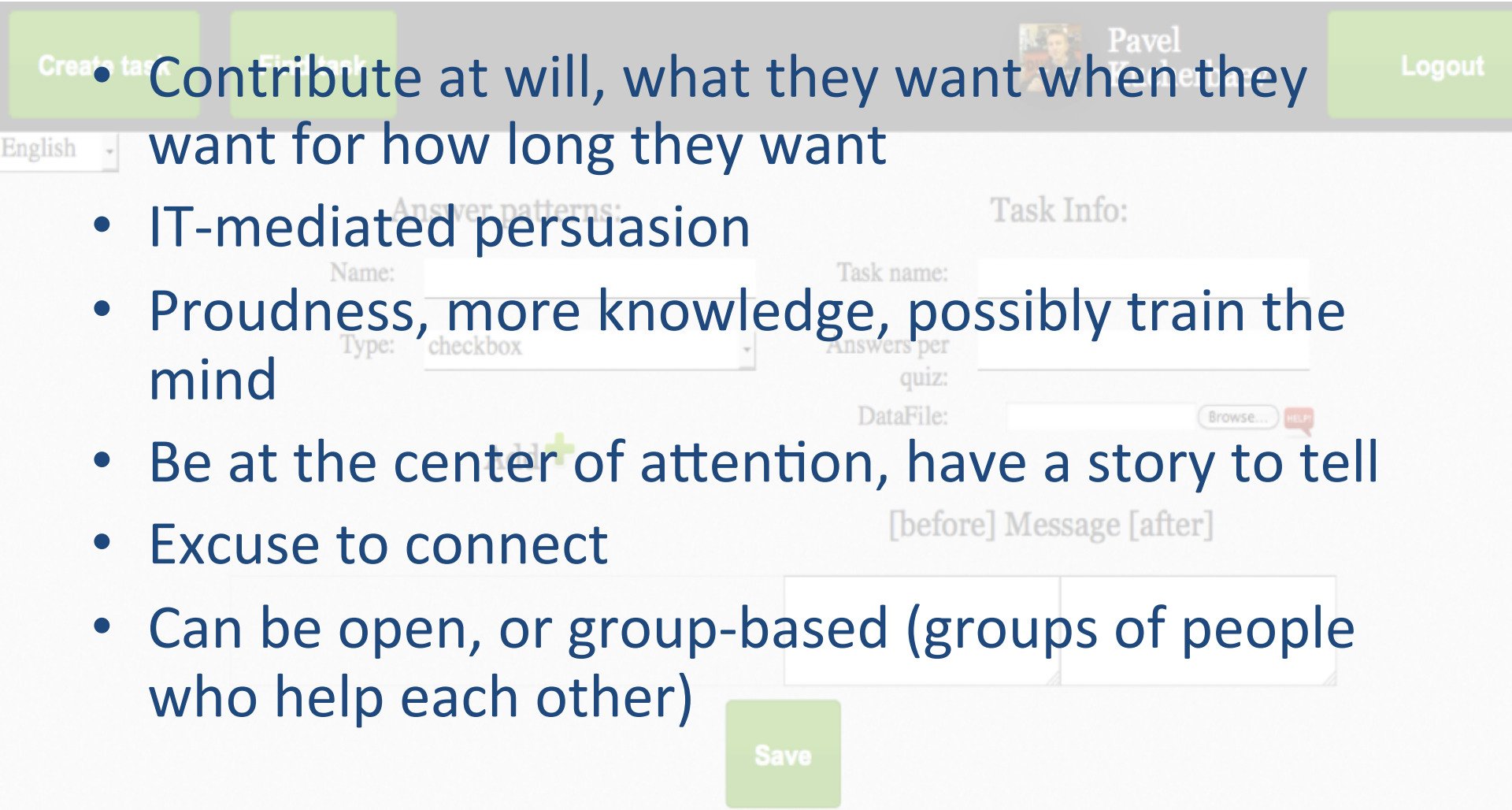
Il mio primo viaggio

Dove: Parigi, Francia.
Quando: Primavera, 1953.

La Storia.
La prima volta che sono salito ad un aereo nella mia vita...

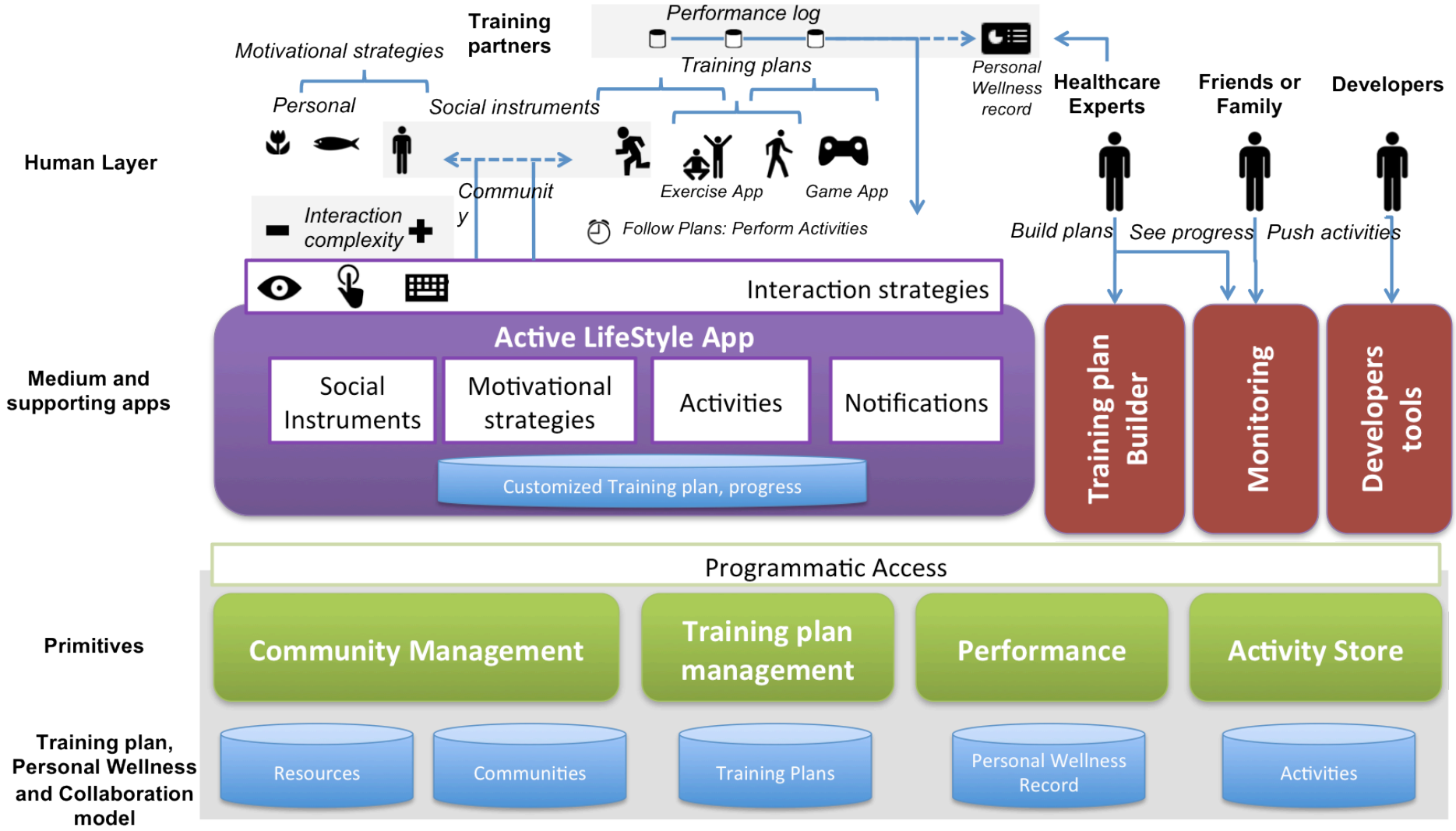
Explore this Experience!

Crowdsourcing



- Contribute at will, what they want when they want for how long they want
- IT-mediated persuasion
- Proudness, more knowledge, possibly train the mind
- Be at the center of attention, have a story to tell
- Excuse to connect
- Can be open, or group-based (groups of people who help each other)

Ingredients



Education: designquality.it

DTC
Design Thinking Center on ICT for Quality of Life

UNIVERSITY OF TRENTO - Italy
Department of Information Engineering and Computer Science

trentorise
Open Innovation rooted in Research and Education

eit
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Makiko Taniguchi
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Gerhard Fisher
University of Colorado

Brian Rink
Copenhagen Institute of Interactive Design

Arcot Desai Narasimhalu
Singapore Management University

Barry Katz
Stanford University

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THANKS