empathy pottery

Project Overview.

Problem

Our society is facing a serious lack and decline in empathy, and this lack of empathy is causing many problems for individuals, their surroundings, and ultimately society as a whole.

Solution

Thankfully, by Stanford University psychology professor Jamil Zaki, empathy is a skill that we can improve. So, let's create a platform where people can practice improving empathy skill.

Project Overview.

Brand - empathy pottery (EN)

The process of improving empathy is same as making pottery.

Realizing my own emotions is like the pressure applied by my own hands on

the clay when making pottery.

Understanding the emotions of others is like knowing the state of the soil

and shaping it accordingly with the appropriate depth and shape.

A 3-step daily empathy practice

Step 1.

Become aware of my own emotions (Mindfulness meditation)

Step 2.

Loving-kindness meditation (Meditation to send true happiness to others)

Step 3.

Understanding others' emotions

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CONTENTS.

1. Understanding the user.

- User research

- Personas

- User journey maps
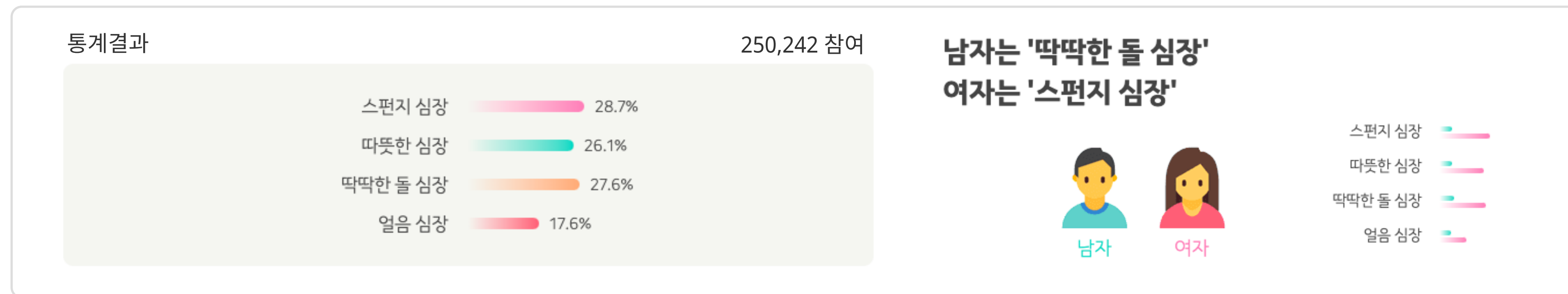
User research.

Summary

● **Research 1**

Referred to <u>a survey page </u>on empathy conducted by a reputable institution in Korea.

통계결과   250,242 참여

스펀지 심장 ▬▬▬ 28.7%
따뜻한 심장 ▬▬ 26.1%
딱딱한 돌 심장 ▬▬ 27.6%
얼음 심장 ▬ 17.6%

남자는 '딱딱한 돌 심장'
여자는 '스펀지 심장'

남자 여자

스펀지 심장 ▬
따뜻한 심장 ▬
딱딱한 돌 심장 ▬
얼음 심장 ▬

● **Research 2**

Collect numerical data through a Google survey and conduct in-depth interviews to understand why and how.

Identify comprehensive pain points.

User research.

1

Pain point

Although empathy tests are easily accessible, it is difficult to find ways to develop low empathy in practice.

2

Pain point

Aware of the importance of improving empathy, but do not want to spend long hours on it every day.

Personas.

Primary Persona

Name Mark
Age 33
Occupation Small business owner

Profile
Consider himself to have some level of empathy, but sometimes hears
from people he knows that he lacks empathy.

Goals
Would like to improve empathy to the point where it has a positive impact on society.

Frustrations
Does not know how to improve my empathy.
Does not want to receive therapy. I prefer simple methods.

Problem Statement
Mark wants to improve his empathy so that he can apply it effectively in his daily life and
also have a positive impact on society.

Personas.

Secondary Persona

Name Jane
Age 55
Occupation Retired teacher

Profile
As a retired teacher, interested in young people and social issues.

Goals
-Would like to restore a society like in the past where everyone is kind and good-natured.
-Hopes that issues caused by people with low empathy (such as psychopaths) will decrease.

Frustrations
Sometimes faces difficulties when using apps or websites.

Problem Statement
Jane wants to improve her own and others' empathy to be close to the ideal society.

User journey maps.

Key Path Scenario

1 Mark accesses Empathy Pottery.

2 Mark reads the service explanation on the onboarding screen.

3 Mark completes the registration.

4 After finishing the 3-step process, he earns one empathy pottery.

5 He checks the earned pottery.

6 Each pottery is worth 100 won and can be donated to a desired organization.

2. Starting the design.

- Style guide

- Paper wireframes

- Low-fidelity prototype

- Hi-fidelity prototype

Style guide.

Brand Color

Color blue represents calmness, peacefulness, and stability in order to create a sense of psychological stability for users while using the service.

Color Palette

#1D5894	**#F4F4F4**	**#FFFFFF**	**#212121**	**#030303**

Logo

empathy pottery

공감공방

Typography

Aa *Aa* **Aa**   Noto Sans Regular   노토 산스 코리아 레귤러
              Noto Sans Medium Italic   **노토 산스 코리아 블랙**
              Noto Sans Black   ㄱ ㄴ ㄷ ㄹ ㅁ
              A B C D E

Paper wireframe.

Main
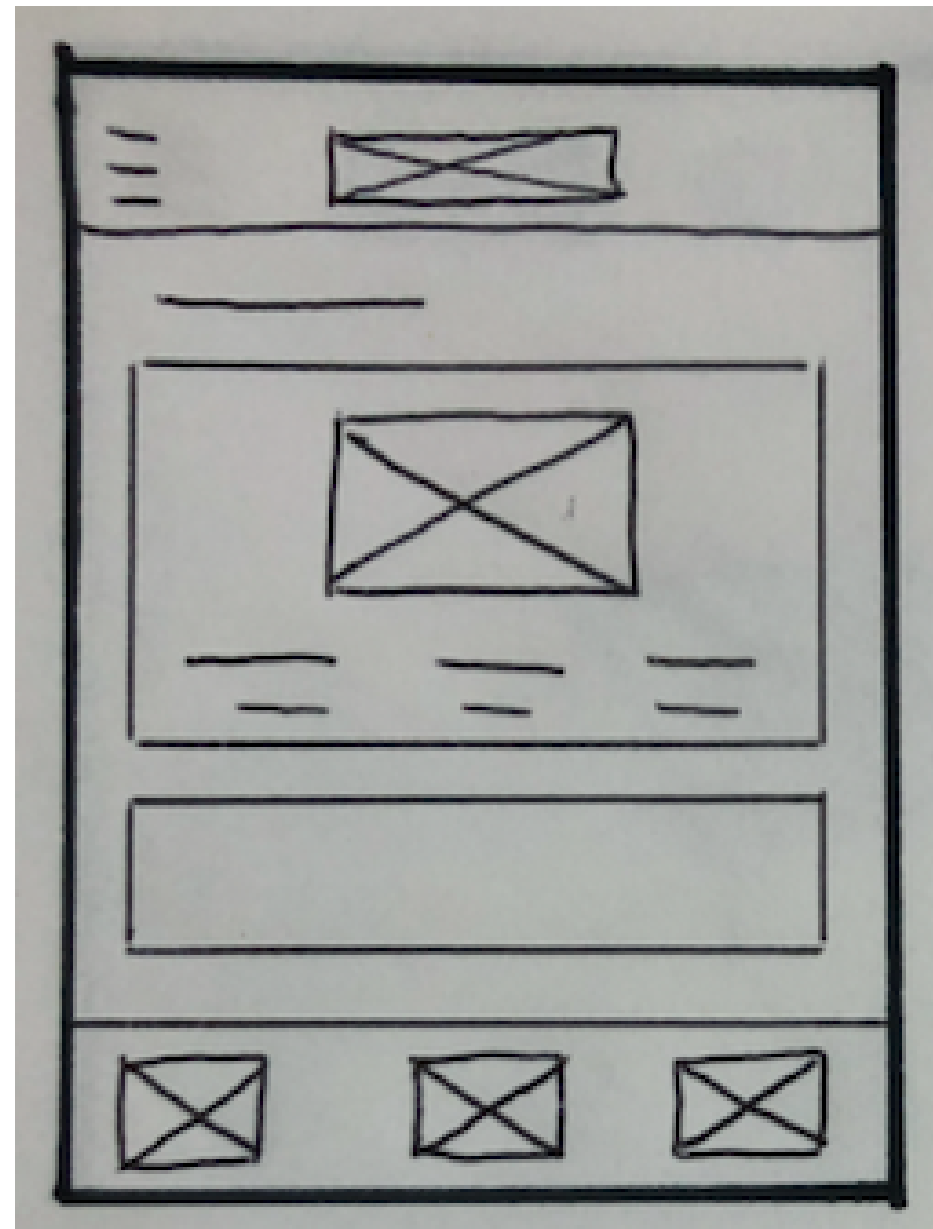
Feature1
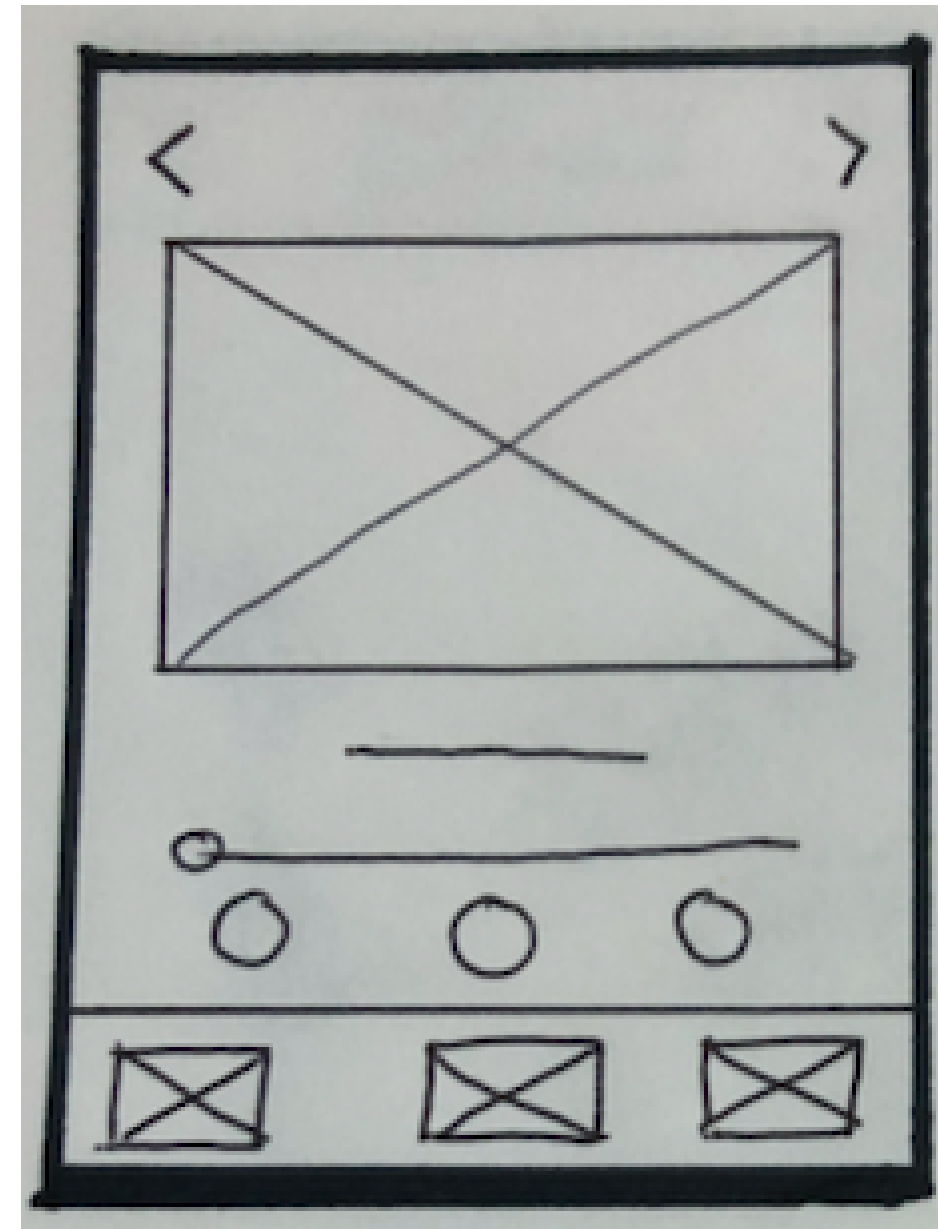
Feature2
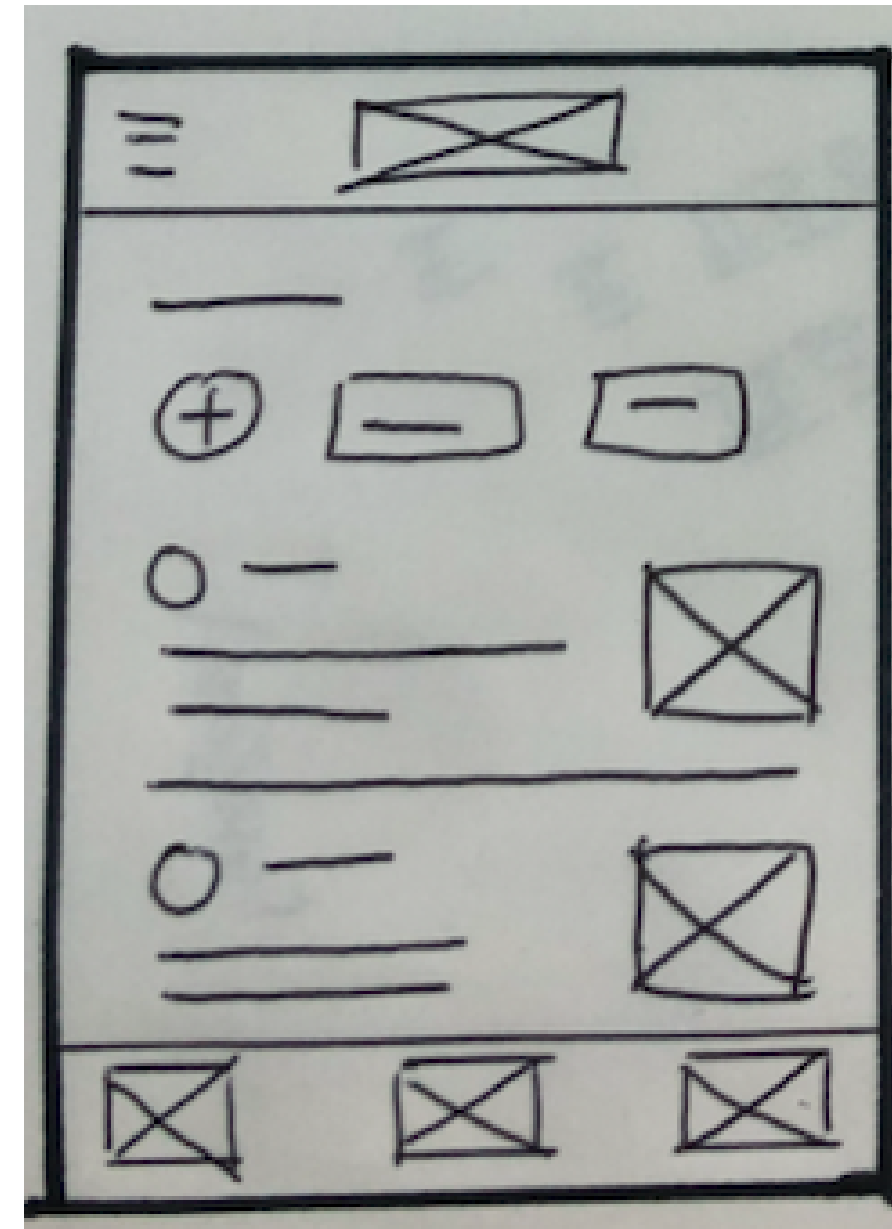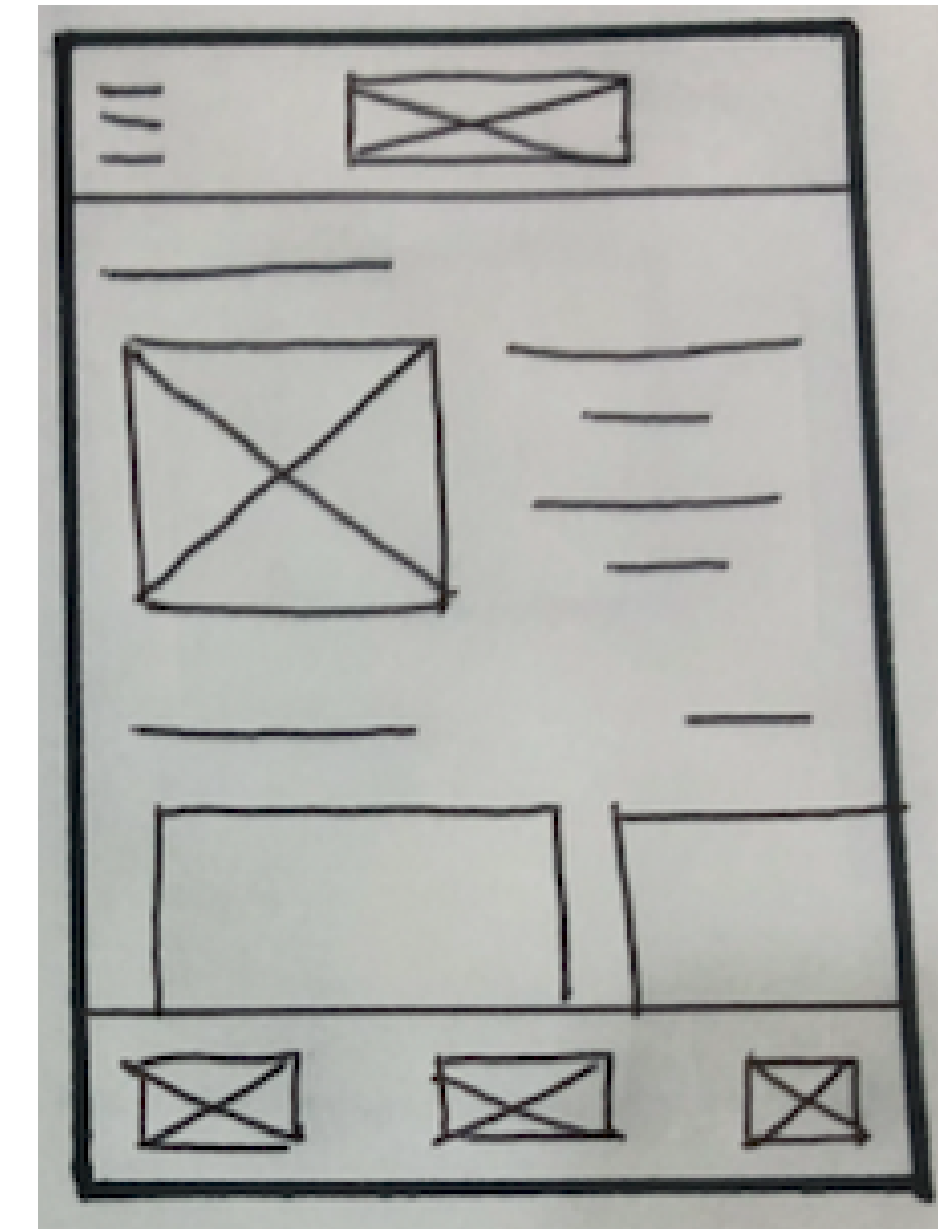
Feature3

Low-fidelity prototype.
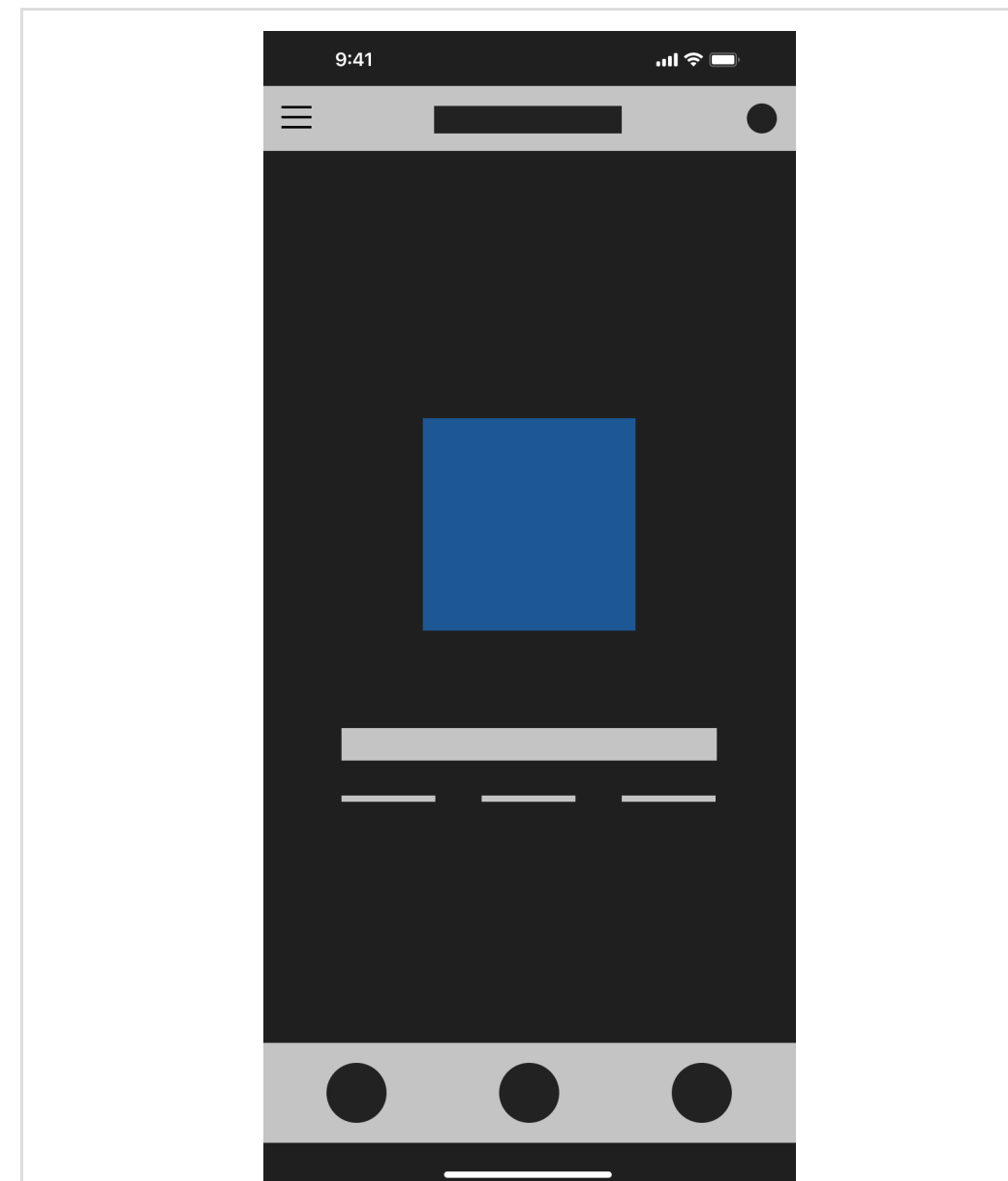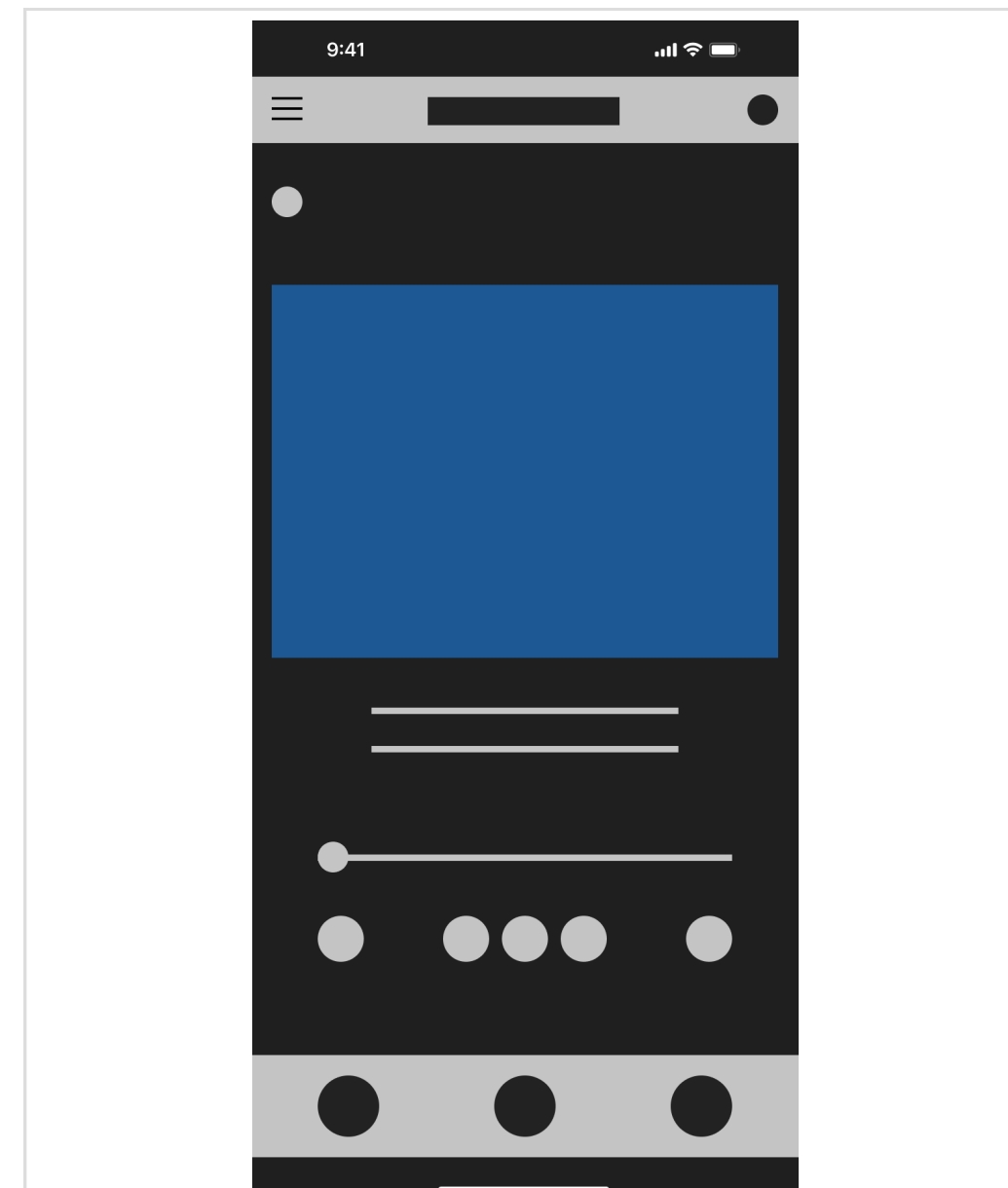
Main
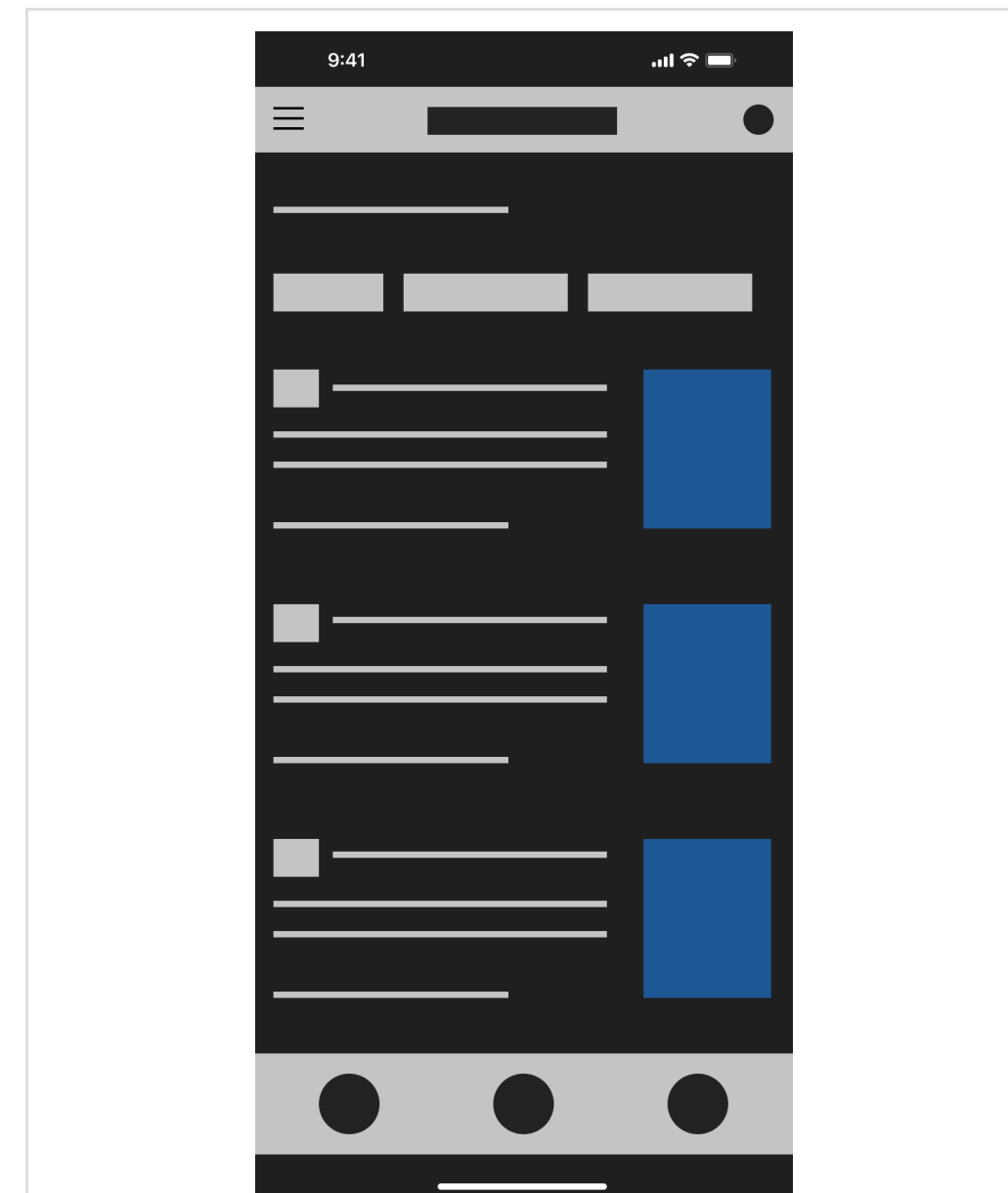
Feature1
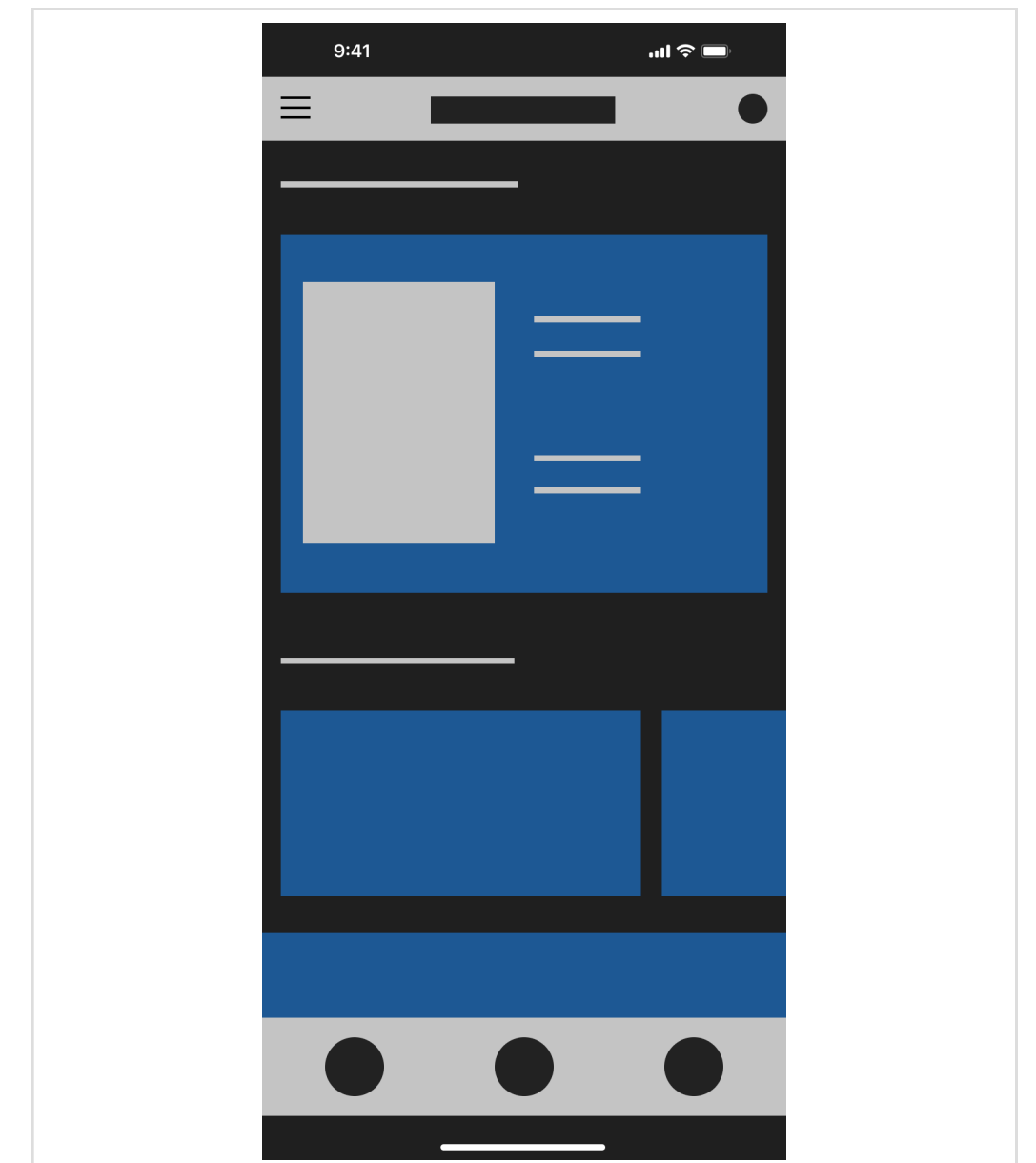
Feature2

Feature3

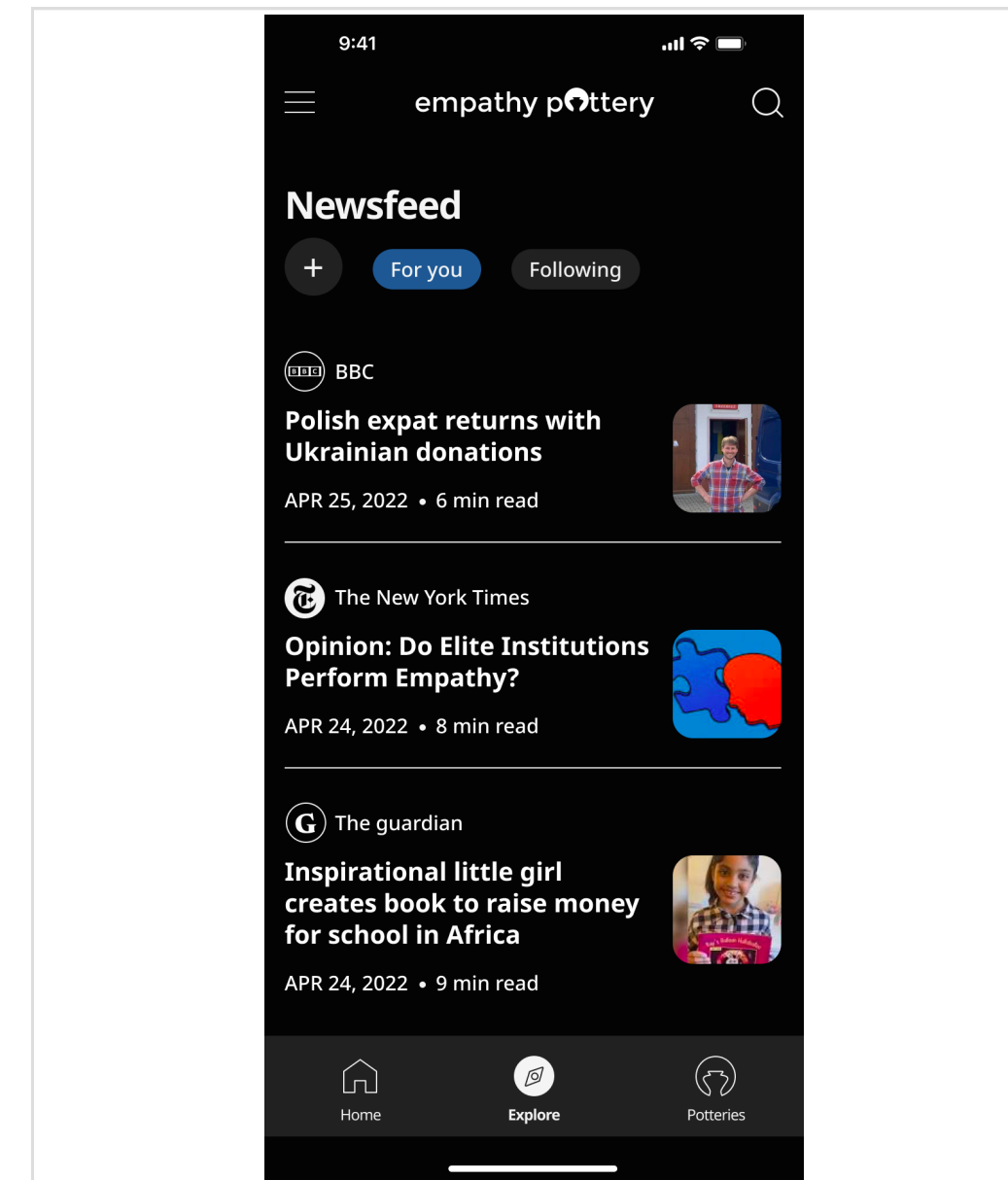# Hi-fidelity prototype(draft).
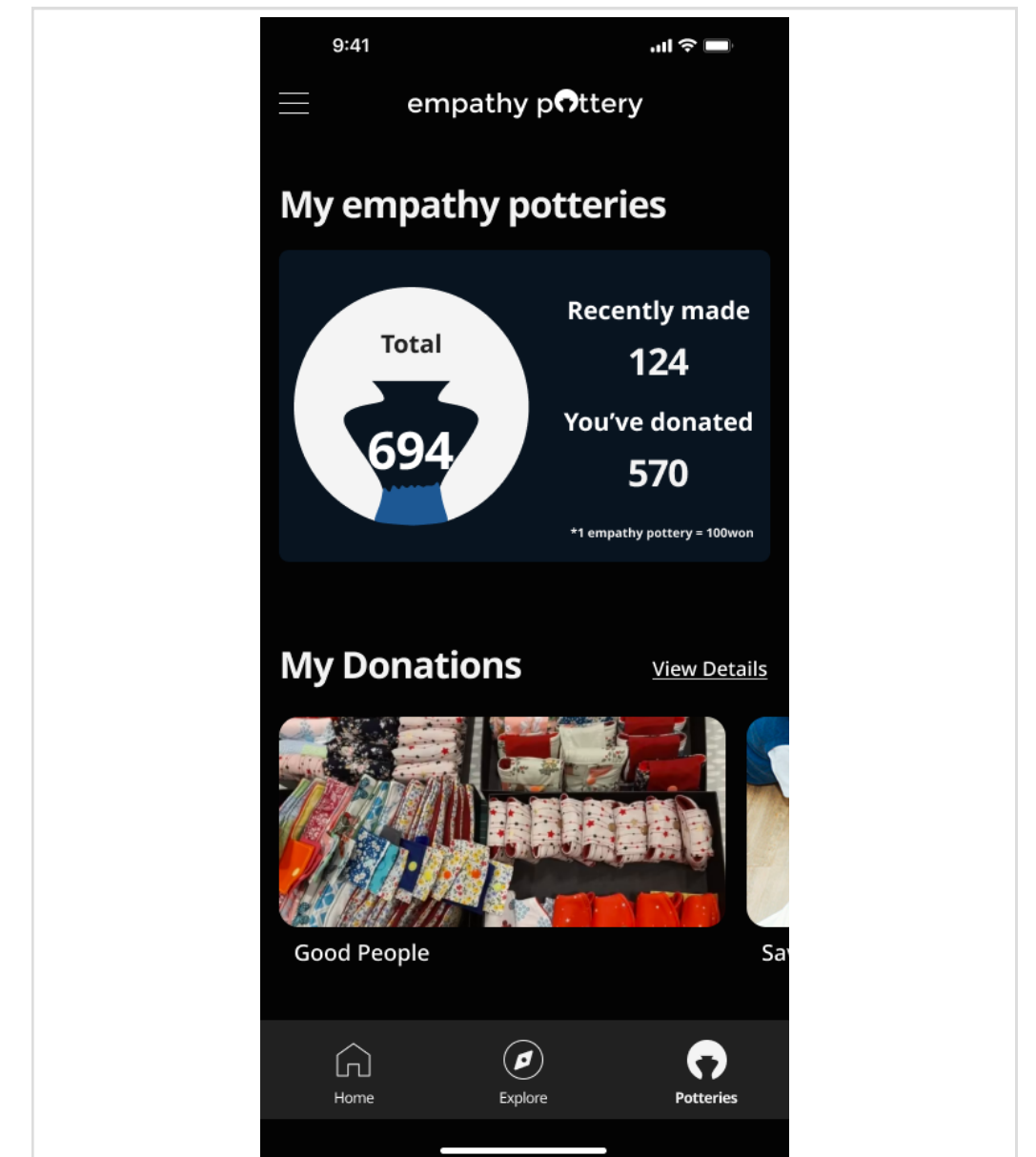
Main
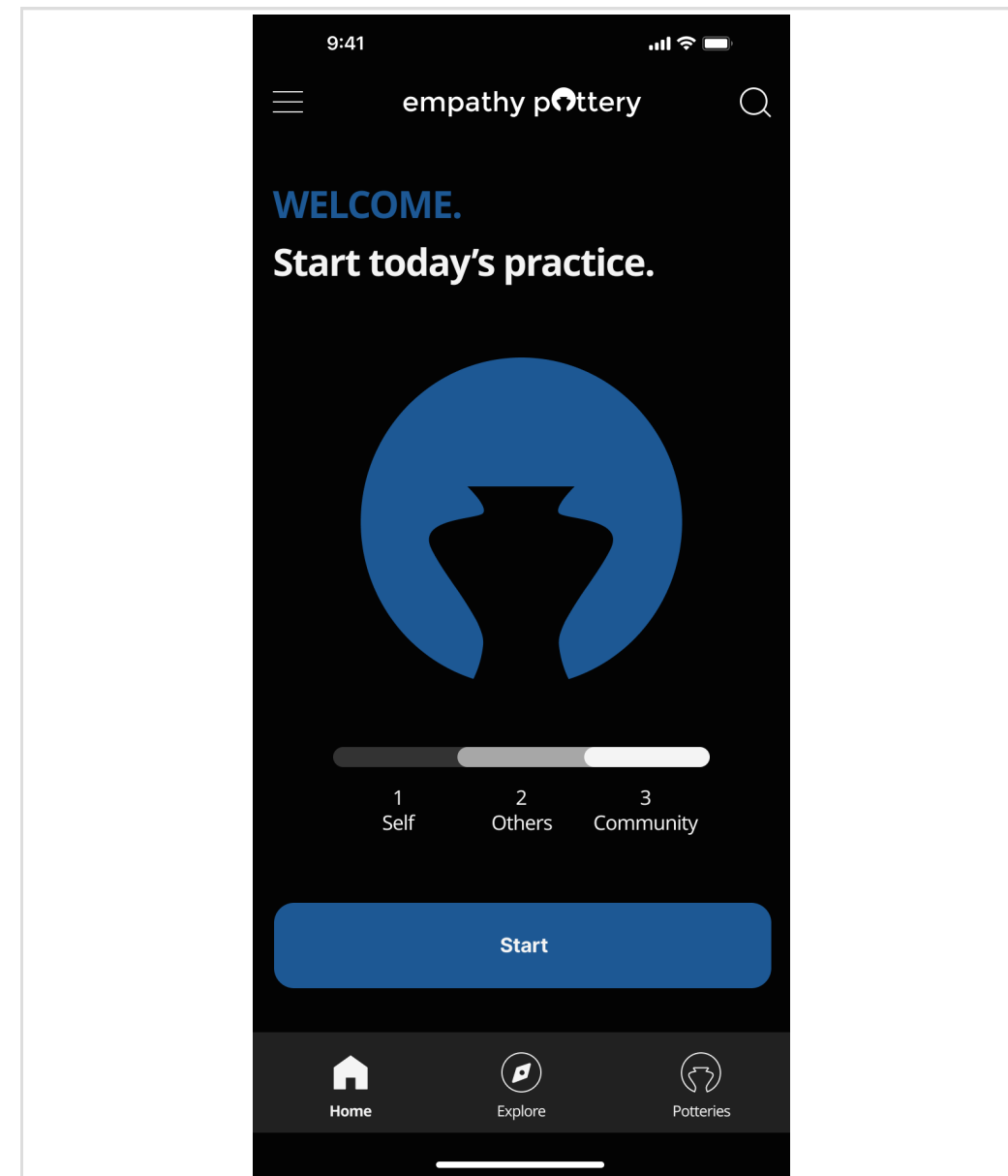
Feature1
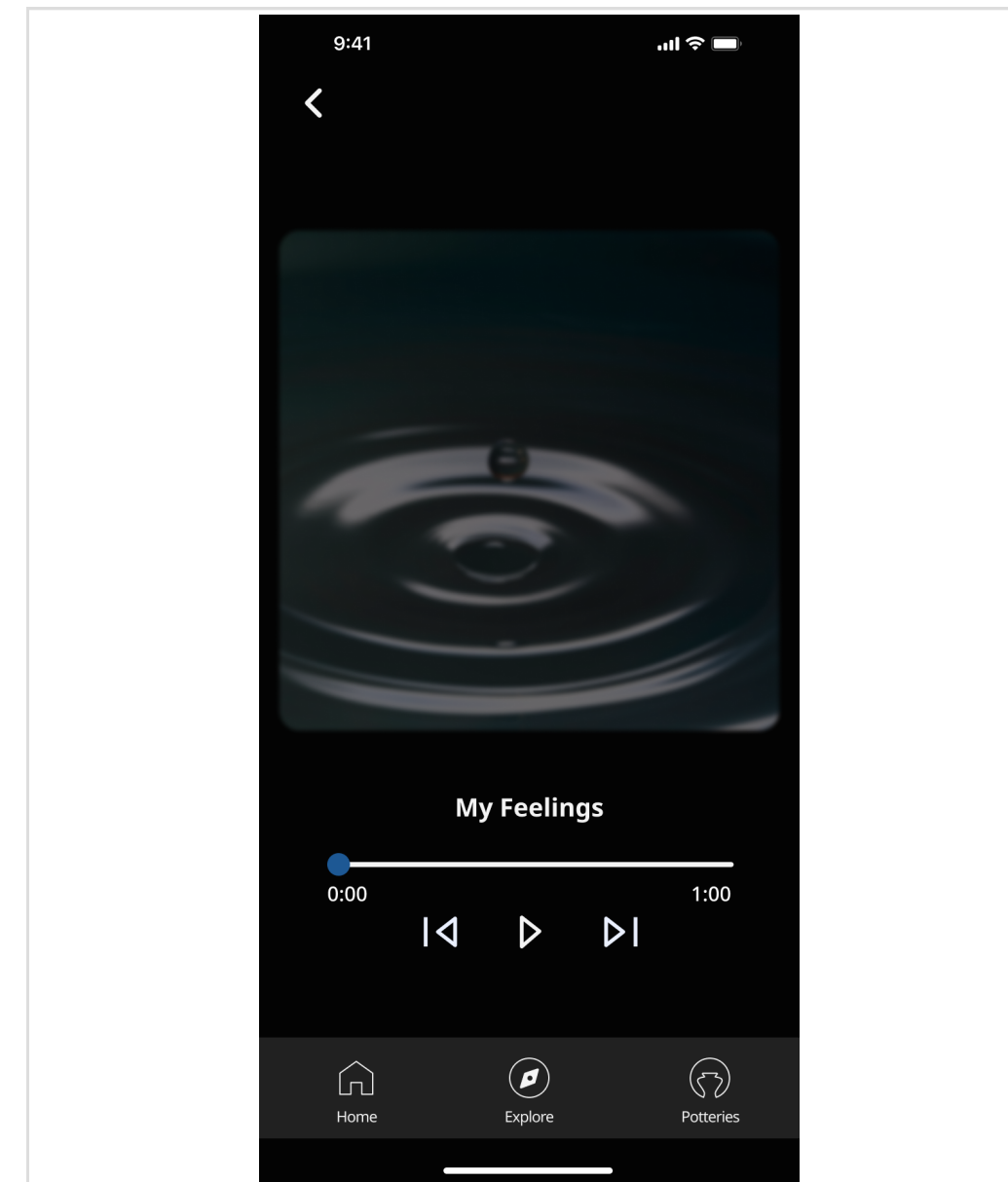
Feature2

Feature3

3. Iterating.

- Usability study

Usability study.

Usability study

Provided hi-fidelity prototypes to 5 out of the survey participants and collected feedback for design iteration.

Findings

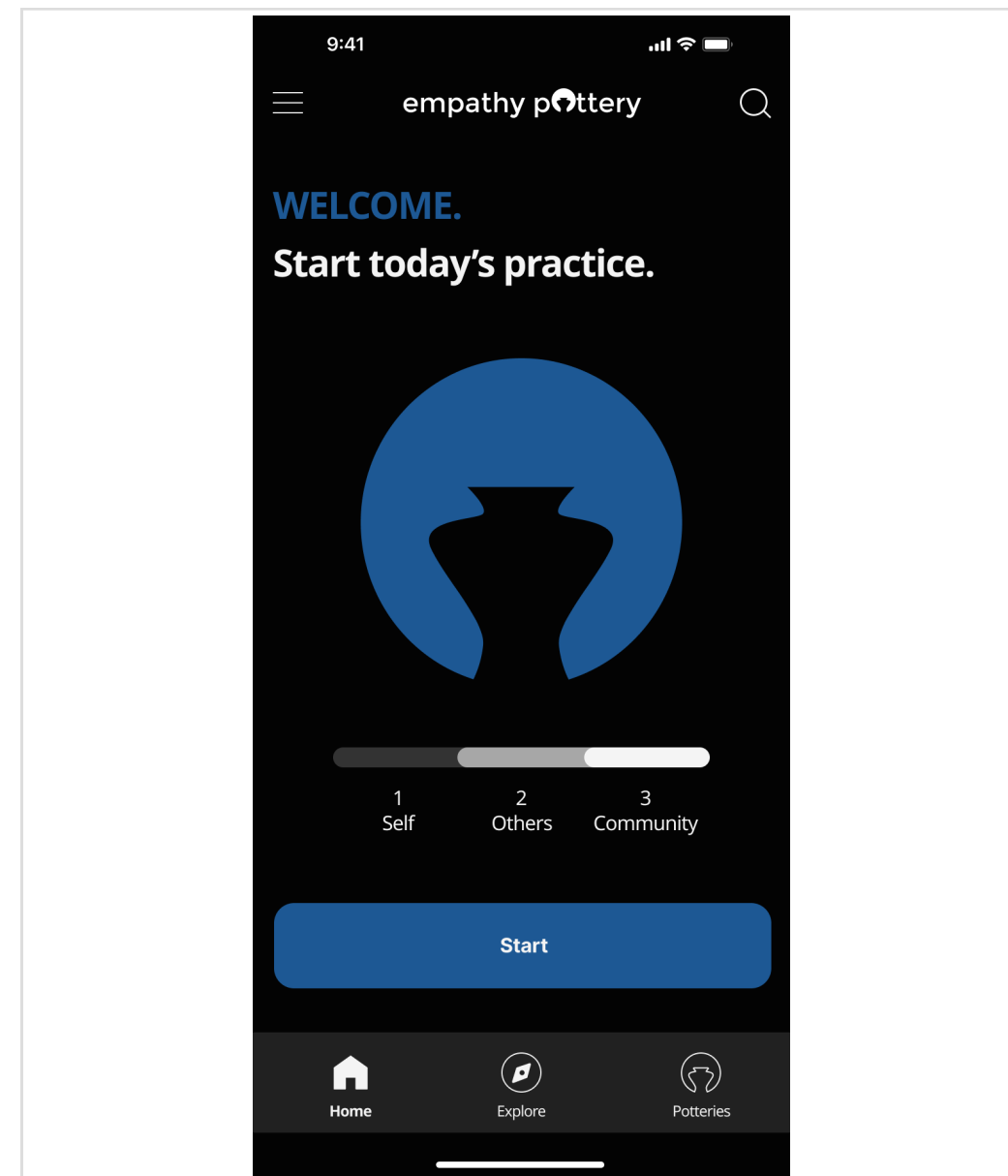Change the 'Go to the last' button to '10 seconds forward' and '10 seconds back' buttons.

Since the system requires completing all the steps in order to make one empathy pottery, some said they might press 'Go to the last' when they're lazy and want to skip it.
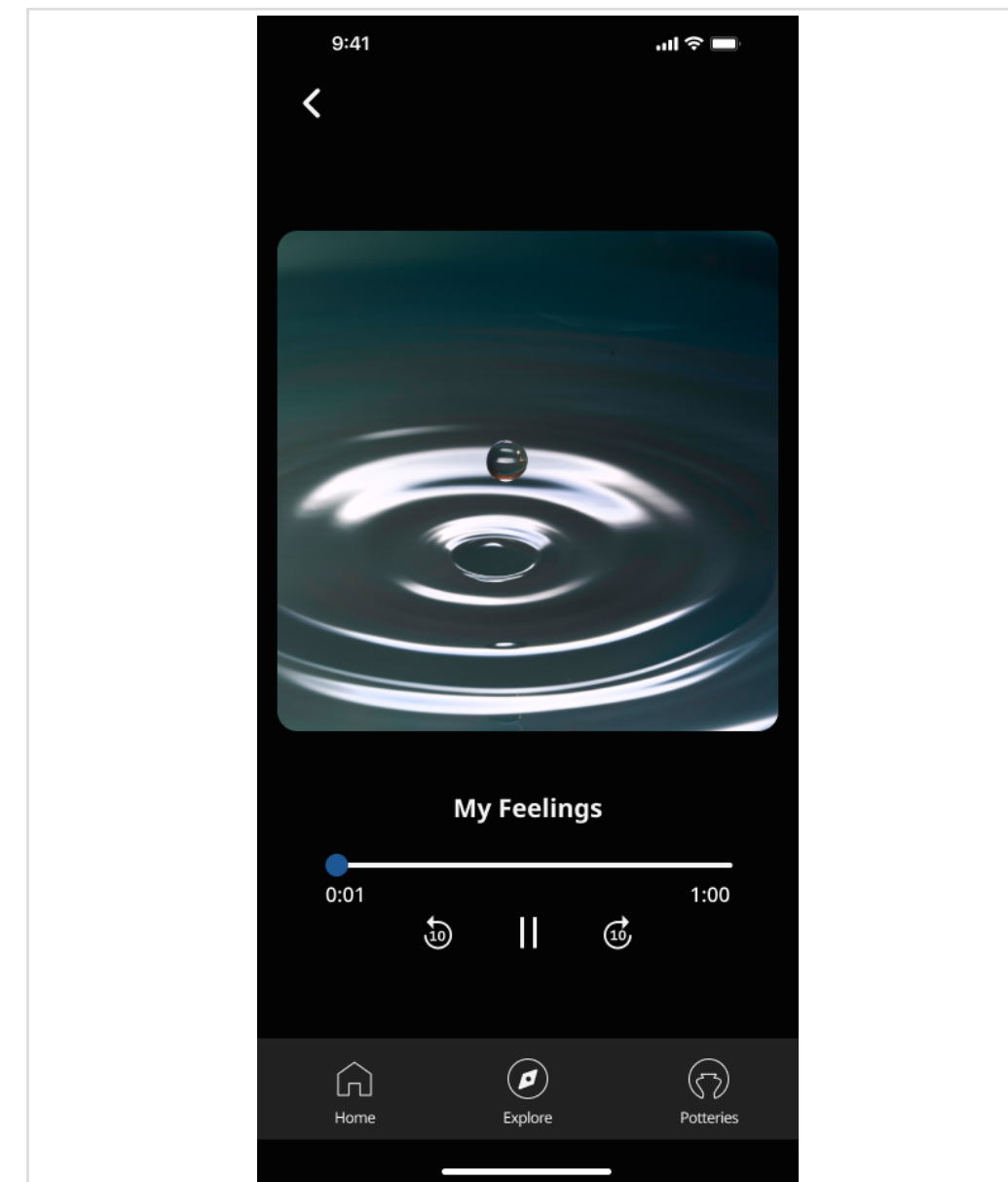
4. Refining the design.

- Iterated Hi-fidelity prototype

- Accessibility considerations
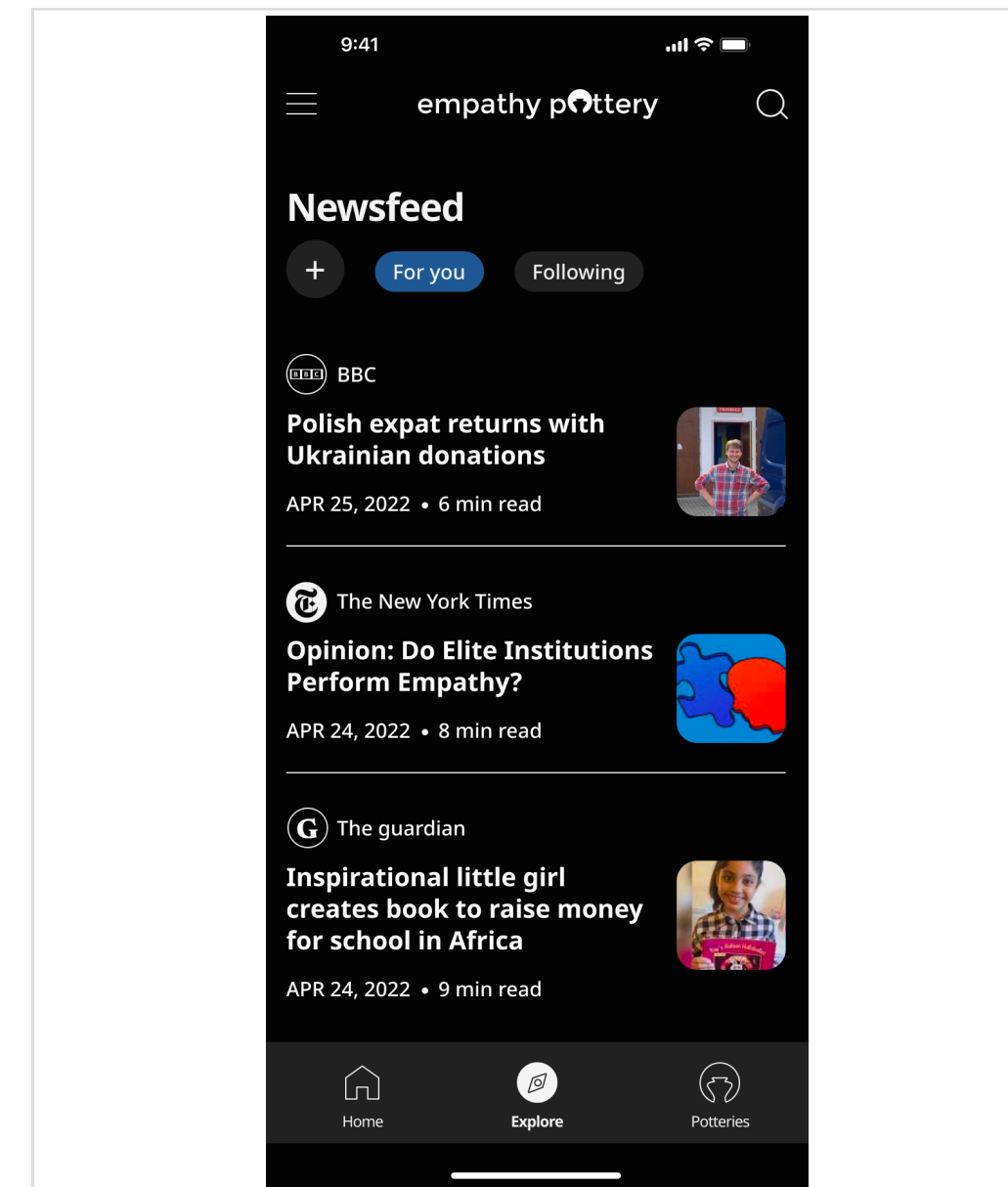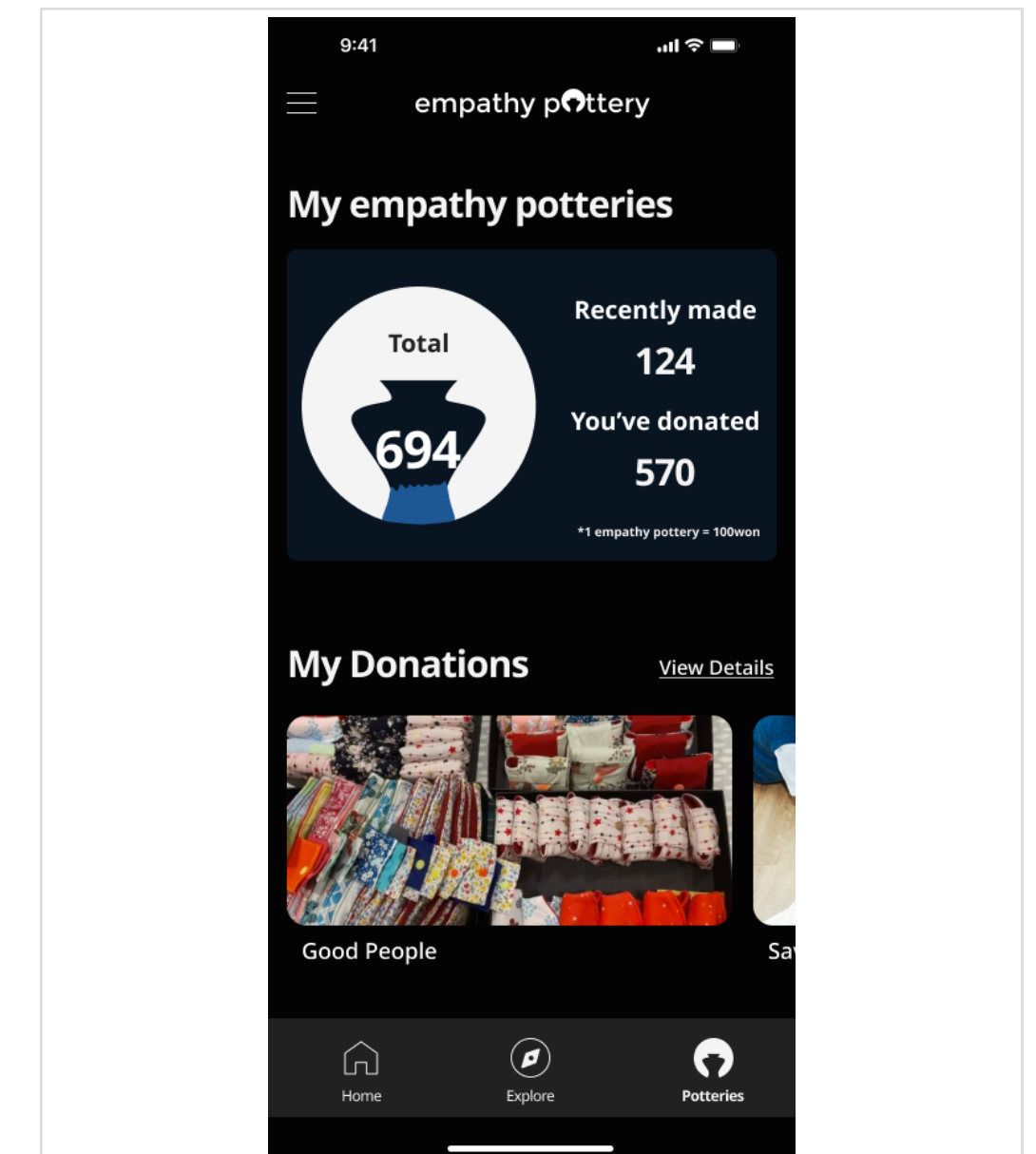
Hi-fidelity prototype.

Main

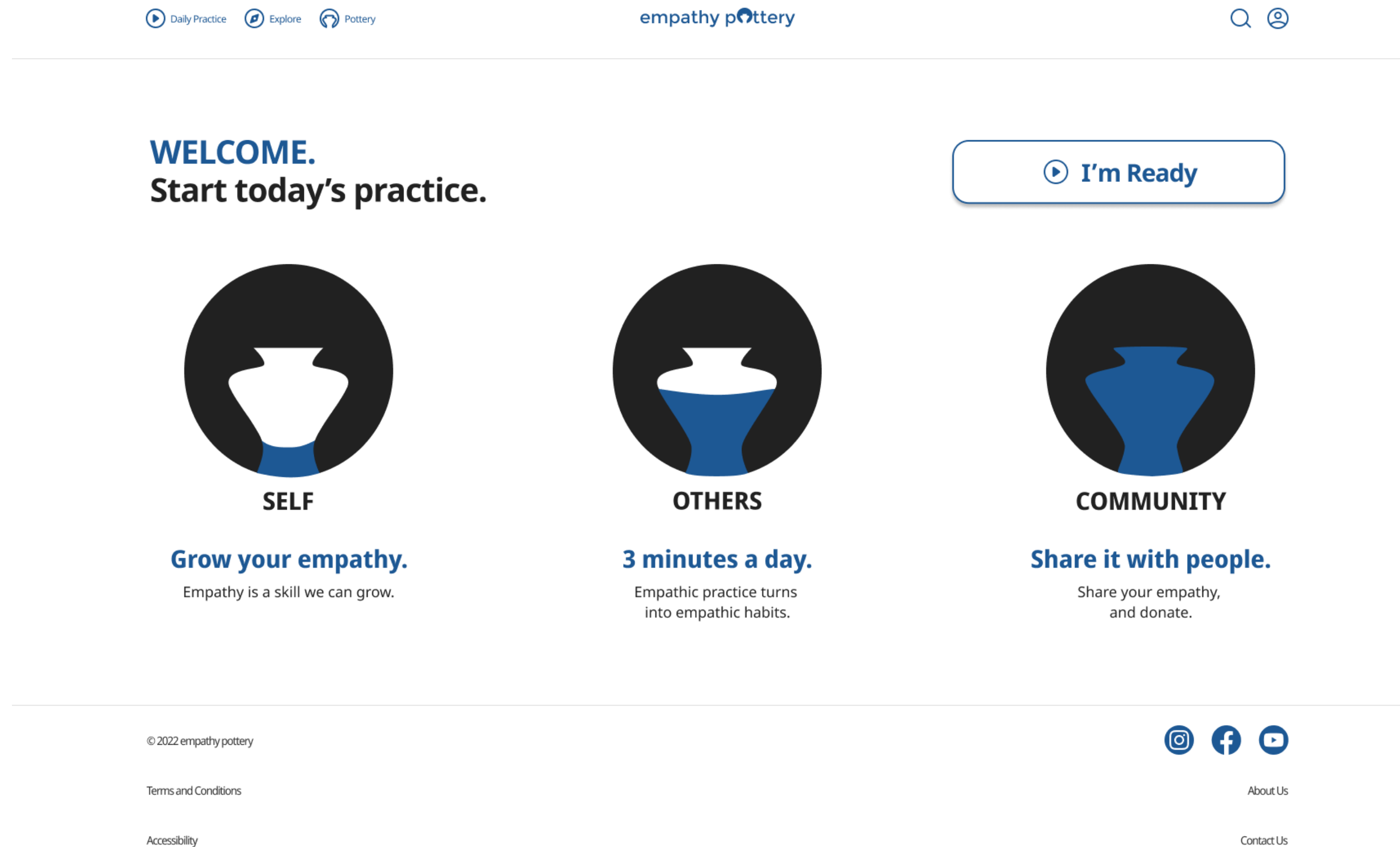**Feature1**

Feature2

Feature3

Hi-fidelity prototype for different screen sizes.

Accessibility considerations.

Alternative Texts

Adding alt text to images is a must, and comments are added to guide the development team.

Headings

Headings are clearly differentiated.

Link Texts

Appropriate links are inserted based on context, and ambiguous expressions such as just 'click here' are avoided.

5. Going forward.

- Takeaways

- Next steps

Takeaways.

What I learned

Mobile UI was a bit more challenging to create compared to the web UI. It requires the ability to condense key information out of a lot of information and the ability to provide the most intuitive design within a small screen.

Next steps.

What Should I Work On

Study various products that have both mobile and desktop UI and examine how they're structuring the same information on different frames.

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Thanks for viewing.