

Design Thinking for Admissions Professionals, Part 1: Understanding Your Customer Through Empathy Mapping

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Introductions

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watershedschool.org/nysais



WHAT IS DESIGN?

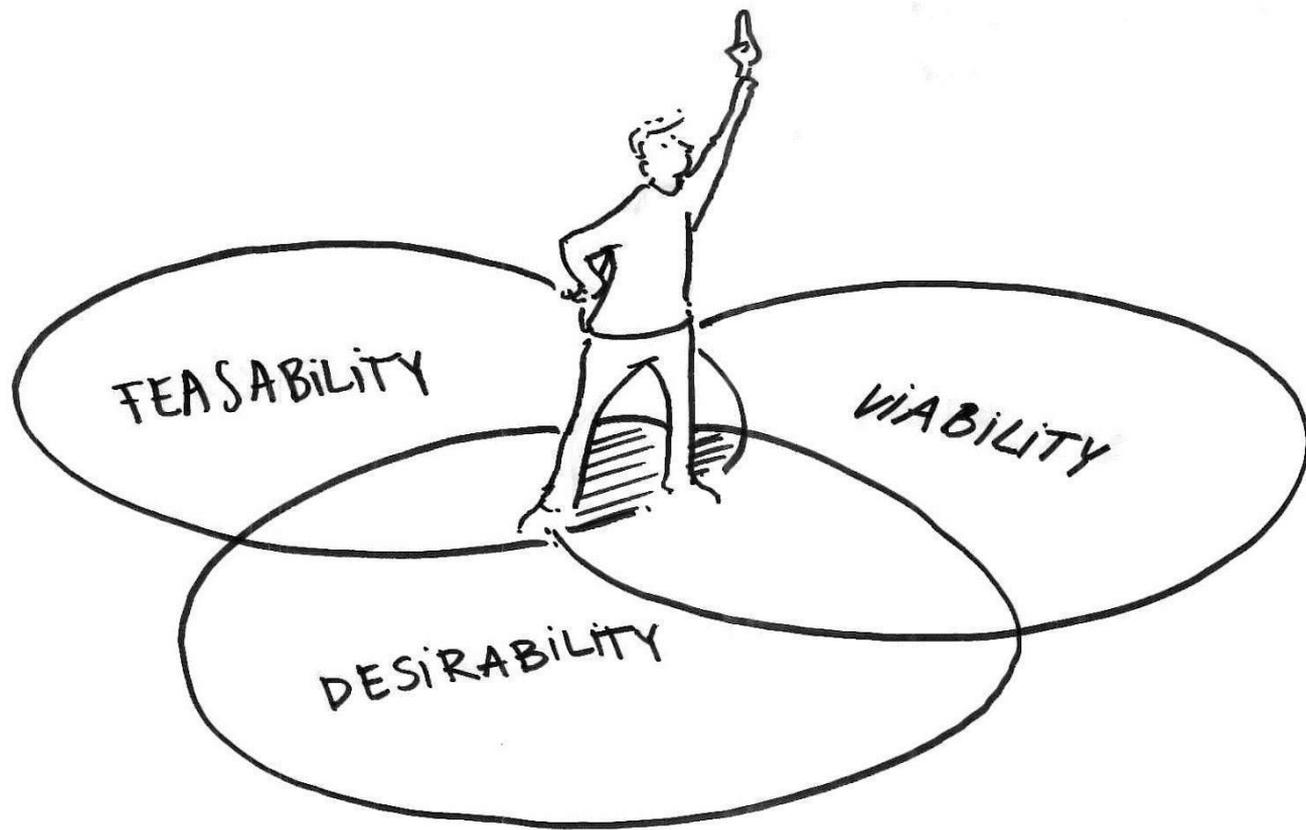


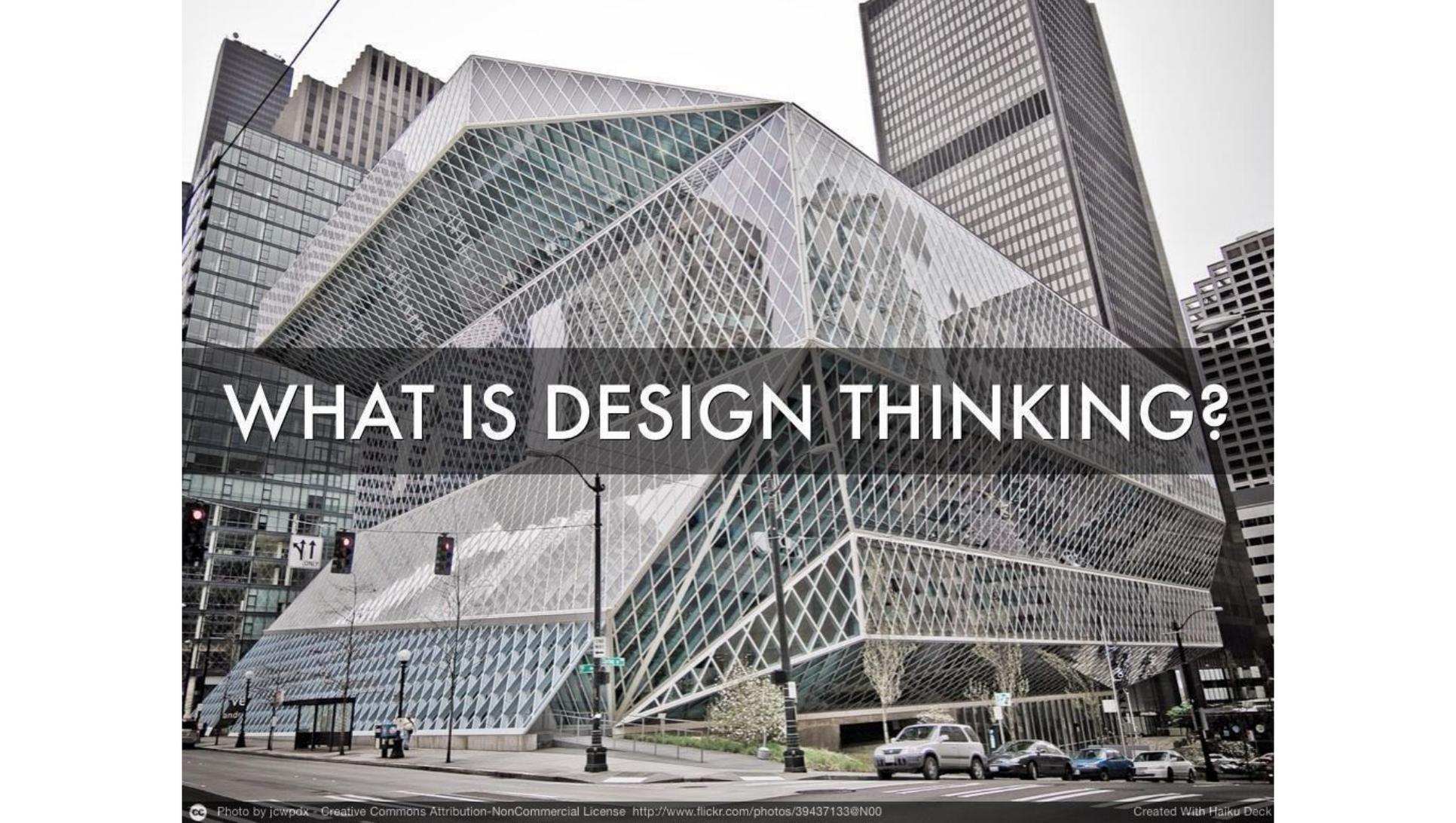


A man in a dark suit is sitting on a white stool, shown in profile against a light blue background. The text is overlaid on a dark grey horizontal band across the middle of the image.

FOR MOST OF US...

DESIGN IS INVISIBLE UNTIL IT FAILS. - BRUCE MAU





WHAT IS DESIGN THINKING?

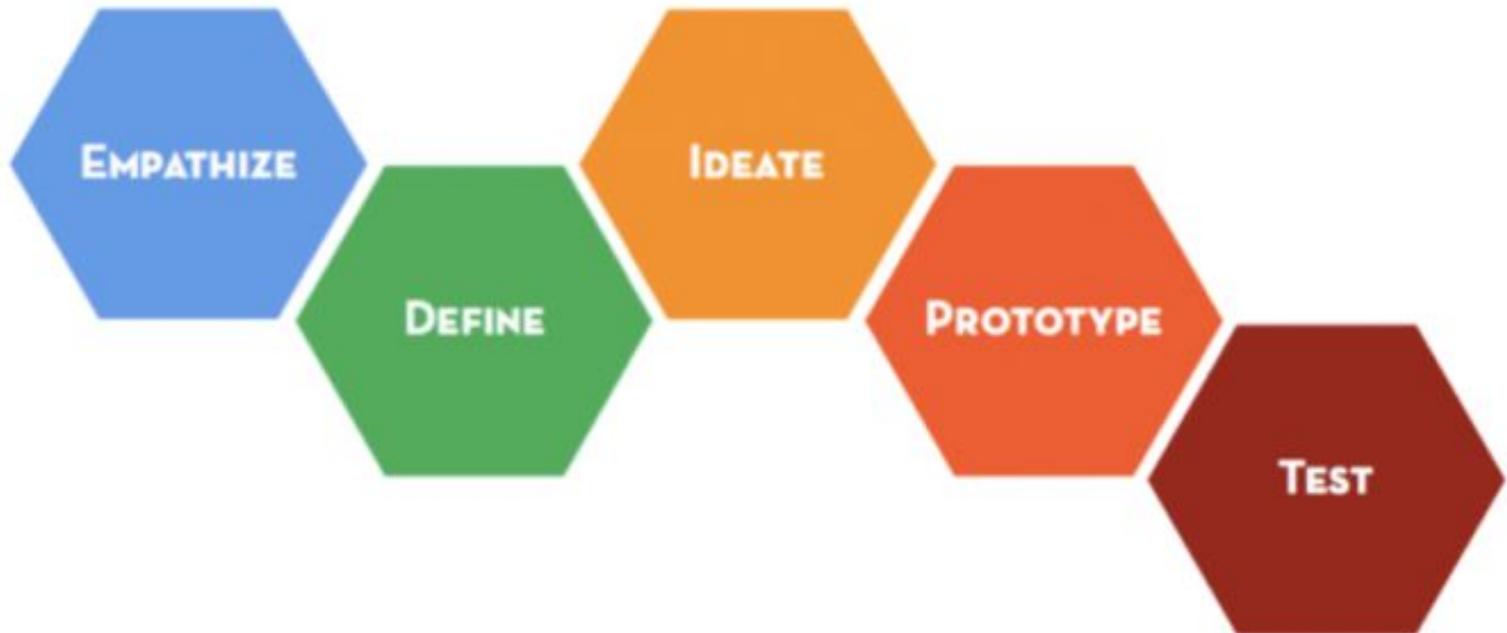


The **mindsets** and **habits** of designers [esp. when applied to problems that aren't traditional “design problems.”]

Focus on **Human Needs**

Bias Toward **Action**

Radical **Collaboration**



EMPATHIZE

DEFINE

IDEATE

PROTOTYPE

TEST



“Brand is what people say about you when you’re not in the room.”

– Jeff Bezos

Using Empathy Maps



“Playing Anthropologist”

What attracted you to Watershed in the first place?

Where did Watershed meet those expectations? Where didn't they?

Who made the decision to leave?

When did that happen?

What factors drove their decision?

What did you gain by switching schools? What did you lose?

Be specific.

—

“It’s amazing how often people will say, ‘Well, today was unusual.’ Today is always a little unusual.”

Be specific.

“Tell me about...

...a time you felt a sense of success as a parent.

...receiving our e-mail accepting your child to our school.

...your experience walking onto our campus for the first time.”

Develop Questions Relevant To Your School

Insert Video

Collecting Stories Through Gallery Walks

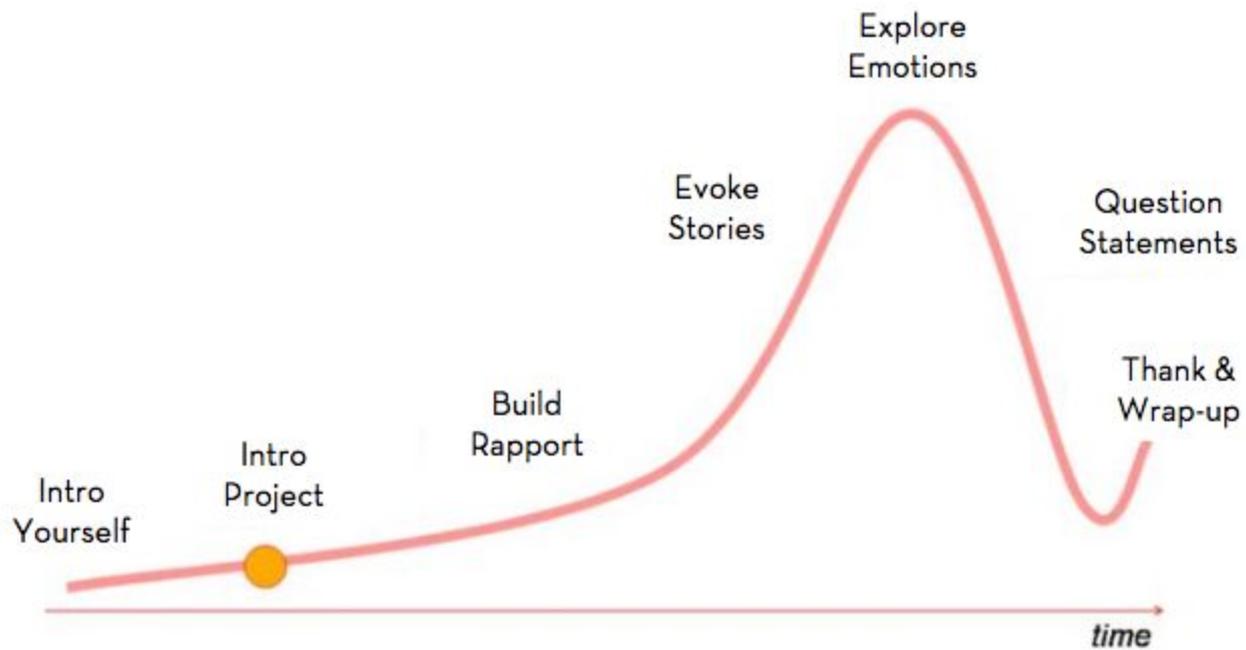
How do you describe Watershed to a friend?

What makes Watershed different from other schools?

How does it feel to go to Watershed?

What “snapshots” from your time here are unique to Watershed?

If Watershed closed and all the students found new schools and all the teachers found new jobs, what would be lost in the world?



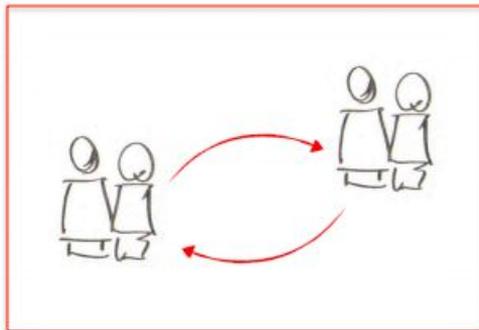
bootcamp bootleg

d. 

Story Share-and-Capture

METHOD

STORY SHARE-AND-CAPTURE



WHY story share-and-capture

A team share serves at least three purposes. First, it allows team members to come up to speed about what different people saw and heard in the field. Even if all the team members were present for the same fieldwork, comparing how each experienced it is valuable. Second, in listening and probing for more information, team members can draw out more nuance and meaning from the experience than you may have initially realized. This starts the synthesis process. Third, in capturing each interesting detail of the fieldwork, you begin the space saturation process.

HOW to story share-and-capture

Unpack observations and air all the stories that stick out to you about what you saw and heard during your empathy fieldwork. Each member in the group should tell user stories and share notes while other members headline quotes, surprises, and other interesting bits – one headline per post-it. These post-its become part of the team's space saturation, and can also be physically grouped to illuminate theme and patterns that emerge (See "Saturate and Group" method card). The end goal is to understand what is really going on with each user. Discover who that person is and what that person needs in regard to your problem space.

Story Share-and-Capture Do's and Don'ts

Each person shares one story per round.

Another person should capture the story in a drawing or “headline.”

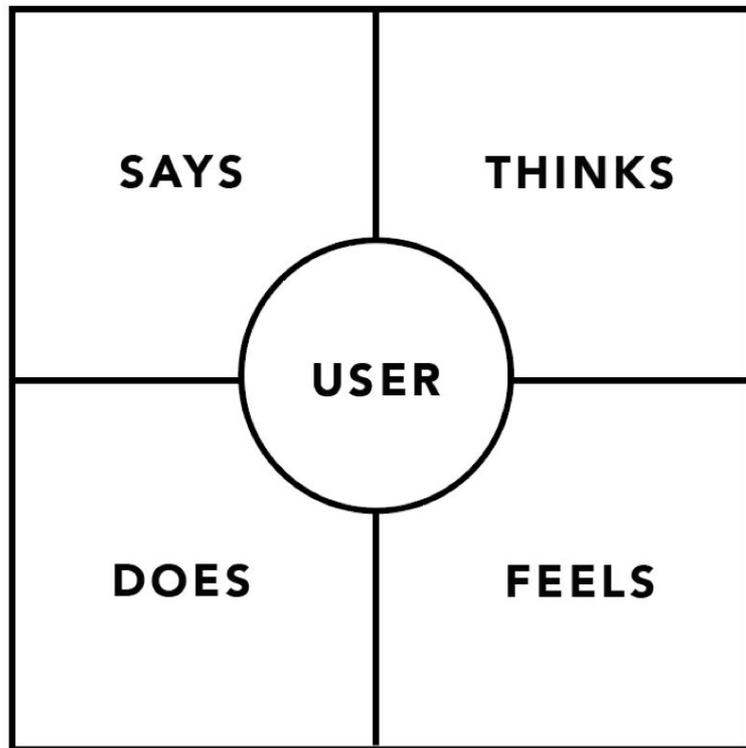
Check for understanding - did we capture the story well?

No discussion of individual stories until the end.

Do as many rounds as you can!

Empathy Mapping

EMPATHY MAP

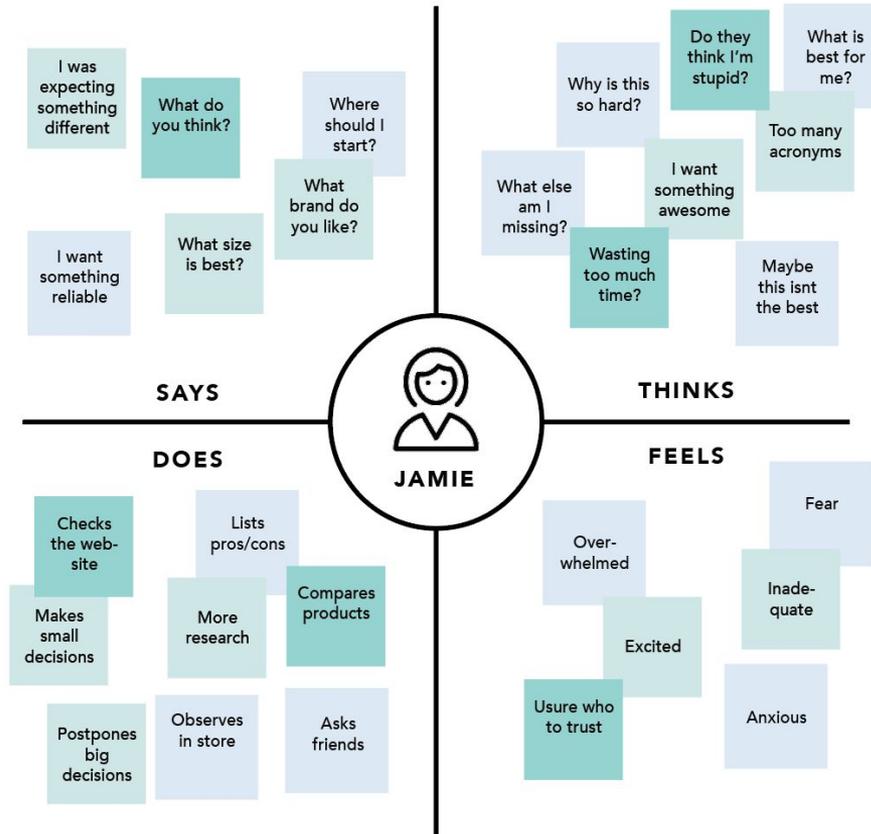


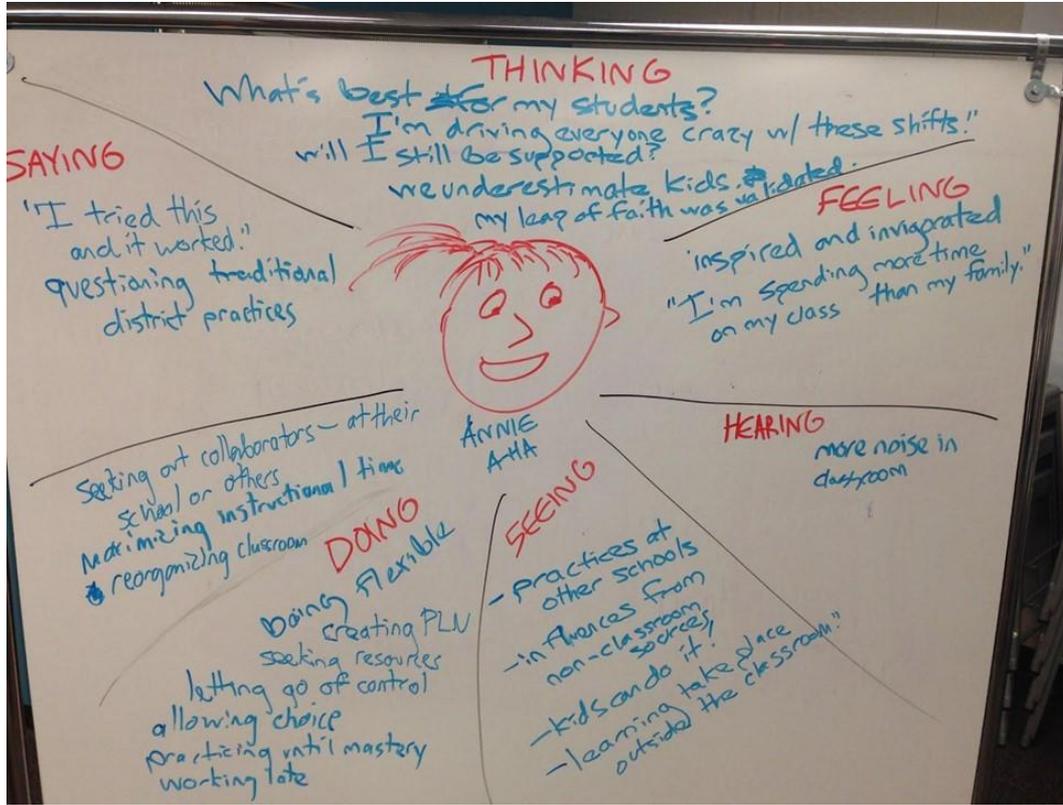
What is observable?

AND

What is inferred?

EMPATHY MAP Example (Buying a TV)

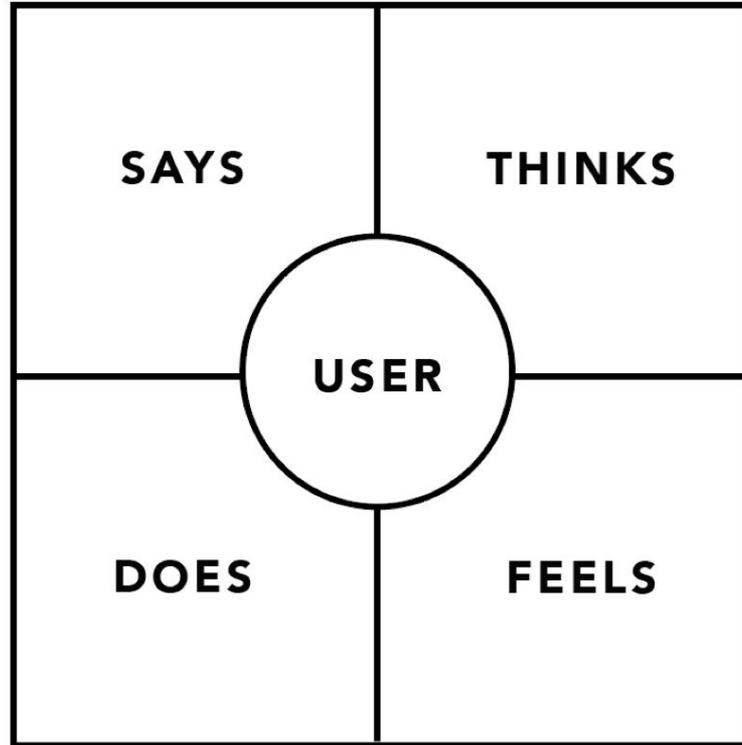




Create composite personas

E.g., "Public school defectors"

EMPATHY MAP



Four Fundamentals for Empathy Mapping

1. Play anthropologist. Collect stories from your community that explains how they understand your school and their experience.
2. Create user personas for the different types of parents and prospective parents you work with. Sort them into groups.
3. Identify what's explicit, but also what's implied.
4. Brainstorm solutions around your identified needs.

Q&A?

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