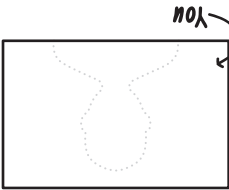


Brené Brown on Empathy:



Why empathy in improvement science?



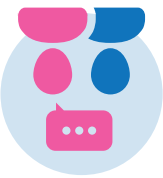
What is your definition of empathy?

## Notes on Empathy?

## Checklist for Empathy Interviews



- Debrief the content. What surprised you?
- Debrief the process. How did you feel?
- Plan next steps. What are your key takeaways and action items?



- Restate your objectives and answer clarifying questions.
- Allow for silence.
- Be curious. Ask "why?"
- Stay engaged. Actively Listen. "Always Be Capturing" (ABC).
- Monitor body language and nonverbal cues.
- Respect the interviewee. They are the expert.



- Prepare with your team.
- Be clear on your objectives.
- Be clear on roles.
- Seek out diverse groups that can provide unique perspectives.

## Empathy Pause

Reflect on an improvement project you are currently engaged in.

How might empathy interviews support your improvement work?

Which users do you want to learn more about and why?

Other notes:

## Resource List

### Journey Maps

Lichaw, D. (2016). The user's journey: Storymapping products that people love. Brooklyn, NY: Rosenfeld.

### Empathy Interviews

Portugal (2013). Interviewing users: How to uncover compelling insights. Brooklyn, NY: Rosenfeld.

### Shadowing

Shadow a Student Challenge: [shadowastudent.org](https://shadowastudent.org)

### Participant Observation

DeWalt, K. M., & DeWalt, B. R. (2011). Participant observation: A guide for fieldworkers. Plymouth, UK: Rowman Altamira.

### More Design Resources

- Center for Research on Equity & Innovation (CREI) at the High Tech High Graduate School of Education: [htgse.edu/protocols](https://htgse.edu/protocols)
- Hasso Plattner Institute of Design at Stanford University (d.school): [dschool.stanford.edu](https://dschool.stanford.edu)
- The Field Guide to Human-Centered Design by IDEO.org: [designkit.org/resources/](https://designkit.org/resources/)

2018 CARNEGIE FOUNDATION SUMMIT ON IMPROVEMENT IN EDUCATION

# (Session C2) Understanding the User Experience: Empathy Tools and Techniques

Wednesday, April 4, 2018 • 1:30pm - 2:45pm



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Visual design by Kenneth Fernandez, Product Developer, Collaborative Technology, Carnegie Foundation



# Empathy Interviews: Understanding Students' Math Experiences

## Scenario

We are members of a networked improvement community working to improve students' learning experiences in math. We wish to utilize empathy interviews to understand how students experience math - and the factors that contribute to success and struggle - so that it can guide our improvement efforts. Since we do not have the luxury of having students available to interview, we are going to transport ourselves back to our own K-12 experiences and interview each other.

## Goal

To understand our experiences with math and the factors that support or hinder our success.

## Norms for Empathy Interviews:

- Seek to understand, not confirm.
- Ask once, clearly.
- Ask questions that elicit stories and feelings.
- PROBE: "Tell me more..." "What was that like for you?"

## Prep for Interviews:

What questions could you ask a student to understand their experience as a math learner, and the factors that support or hinder success?

- Question Selection/Creation (5 min): What questions would you like to ask?
- Organize & Predict (2 min): What order will you ask them? What is one thing you think you will hear?

Consider these possible Empathy Interview Questions (ones in bold highly recommended!):

- What is **one word** you would use to describe how you feel about math? Why?
- Organize & Predict (2 min): What order will you ask them? What is one thing you think you will hear?
- Tell me about a **time when you (or someone you love) felt successful in math...**
- Tell me about a **time when you (or someone you love) struggled with math...**
- What advice would you give another student about math?
- Draw me a picture of what you think about when you think about math... (then "Tell me about what you drew.")
- Suppose you could have **three wishes** to make math class the best it could be. What would they be?
- What is something you wonder about math?



## Interview Notes

*"Always Be Capturing" (ABC)*



## Interview Questions

Write down your interview questions and what you want to learn.



## Debrief Protocol

### Content

Each person share one learning about our partner's math experiences, and the factors that contributed to success/struggle. *"I was struck by..." "I was surprised that..." "I wonder if this was because..." "I want to learn more about..." "This makes me think we need to focus on..."*

### Process

How did it feel to be the interviewee? What did your interviewer do (or not do) that helped you feel heard? Were there particular questions that felt most fruitful? Any advice or tips?

How did it feel to be the interviewer? How did you feel? What was surprising? Challenging? Missed opportunities? Questions you wish you would have asked?

### Next Steps

What is an idea, question, or next step you are taking with you? *"One idea I'm taking away from this process is..." "One concrete step I plan to take in my own context is..." "One question that has emerged for me is..."*