

## Stage 1: Empathy

Goal: This exercise will help you build an understanding of what makes people happy and what challenges they face in this pursuit.

### Questions Pool

- What does happiness mean to you?
- What makes you happy in your life?
- When was a time that you felt happy?
- What do you think will make you happier in life?
- What obstacles stand in your way of happiness? When was a time when you were not happy?
- What goals do you have in regards to happiness?
- \*\*\*\*Add your own additional questions\*\*\*\*

### Empathy Map Tips

- The **Says** quadrant contains what the individual says out loud in an interview. Ideally, it contains verbatim and direct quotes from the interview.
  - *“I am happiest when I am spending time with my kids.”*
  - *“Lasting positive memories. Looking back on those bring good feelings.”*
  - *“Happiness is Solitude.”*
- The **Thinks** quadrant captures what the individual is thinking throughout the experience of searching for happiness. Ask yourself: What are their underlying assumptions or beliefs about happiness? What occupies their thoughts? What matters to them? It is possible to have the same content in both **Says** and **Thinks**. However, pay special attention to what users think, but may not be willing to vocalize. Try to understand why they are reluctant to share — are they unsure, self-conscious, polite, or afraid to tell others something?
  - *Reflections of overcoming challenges can lead to happiness.*
  - *Happiness is something that happens away from work/school.*
  - *Happiness is a personal and individualized experience.*
- The **Does** quadrant encloses the actions the individual takes. From the research, what does the individual physically do to be happier? How does the individual go about doing it?
  - *Yoga*
  - *Camping on the Oregon Coast*
  - *Playing fetch with my dog*
- The **Feels** quadrant is the individual’s emotional state, often represented as an adjective plus a short sentence for context. Ask yourself: what worries them? What do they get excited about when thinking about happiness? How do they feel about the experience of trying to be happy?
  - *In the moment*
  - *Warm*
  - *Empowered*

- **Happy: Film Empathy Map**

- *Instructions: Based on your observations from the movie, take notes in the following categories. These should better help you understand what make people happy and build empathy for people around the world.*

**Says:** *What do people say about happiness?*

**Thinks:** *What underlying assumptions do people have about happiness? These can be unsaid or said ideas.*

**Does:** *What actions do people take to be happy?*

**Feels:** *What emotions are associated with happiness?*

## Happiness Research Overview

Through your own research, find two-four studies that explore the nature of happiness. What does research show that contributes or impedes the happiness of people? Resources can include articles, videos, Ted Talks, Podcasts, etc.

<p><b>Researcher:</b></p> <p><b>Aim:</b></p> <p><b>Method Summary:</b></p> <p><b>Findings:</b></p> <p><b>Conclusions about Happiness:</b></p>	<p><b>Researcher:</b></p> <p><b>Aim:</b></p> <p><b>Method Summary:</b></p> <p><b>Findings:</b></p> <p><b>Conclusions about Happiness:</b></p>
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**Empathy Interview #1**

**Person Interviewed:**

<p><b><u>Says: Quotes</u></b></p>	<p><b><u>Thinks: Underlying Assumptions</u></b></p>
<p><b><u>Does: Actions</u></b></p>	<p><b><u>Feels: Emotions</u></b></p>

**Empathy Interview #2**

**Person Interviewed:**

**Says: Quotes**

**Thinks: Underlying Assumptions**

**Does: Actions**

**Feels: Emotions**

**Empathy Interview #3**

**Person Interviewed:**

**Says: Quotes**

**Thinks: Underlying Assumptions**

**Does: Actions**

**Feels: Emotions**

## Stage 2: Define

*Goal: This exercise will help you identify the audience you are hoping to reach, what you think the audience needs to know, and what insights you have gained about this process through the research that you have conducted.*

### ***Empathetic Research***

<u>Audience</u> <i>Who is your audience? Who are you trying to reach with your project?</i>	<u>Needs</u> <i>Describe the Needs your audience has in regards to living a happier life?</i>	<u>Insights from Empathy Interviews</u> <i>What have your empathy interviews taught you about your audience and possible challenges that stand in the way?</i>

### ***Psychological Research***

<u>Audience</u> <i>Who is your audience? Who are you trying to reach with your project?</i>	<u>Needs</u> <i>Describe the Needs your audience has in regards to living a happier life?</i>	<u>Insights from Psychological Research</u> <i>What has your research of psychology taught you about your audience and possible challenges that stand in the way?</i>

**Problem Statement**

*What specific problem are you attempting to solve through your work on this project? This should be a one sentence summary.*

*Your statement should consider...*

- *Your Audience*
- *Specific Actions that your audience can take to be happy*

*How Might I/We...*

**Ideation Brainstorm**

*Use the space below to brainstorm possible digital tools that can be used to promote happiness in our community or your life. Don't judge your ideas for a project, just list them.*