

Design Thinking
Professor Bala Ramadurai
Part 02
Empathize Workshop

Professor:

Hello and welcome back to this module on empathize. We were doing customer journey mapping or the first persona in our previous video. In this video we will going to do another persona of the same case study that we have been working on. Now why are we doing it another time is one it will probably give you a different flavors of how customer journey map is build? As well as we are looking at examining another person who could probably using this or going through this journey.

So that is the main intent, usually typically I would say about 3 to 4 persona is very likely that you will be looking at and not only one as I have suggested, that is the minimum bare minimum which is what I have suggested, but in typical practice it is about 3 or 4 that you will end up doing your caricature of in verbally or some people even people who are you know usually incline or can we make physical caricature or drawing of somebody with that persona, you can try that out and if you are not adept a drawing you can just draw stick figure which is I would highly encourage that to complete the customer journey map.

So my colleagues here who will take it up from here to build the second customer journey map, ok over to you guys.

Siddharth Maturi:

Yeah, so guys for the second persona what we thought is, since in the first video we have considered us school going student, now we will looking at a college going student say a post graduate student may be of the age 24 to 25, so let us fix a name to this person first.

Nithin Kurian:

Ok, let us name him Prince.

Professor:

First one was Sam and now Prince, ok.

Nithin:

So prince is of 24.

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Siddharth:

24 age year old and.

Nithin:

He is studying at a university in Delhi, India.

Siddharth:

Delhi, India is his geography, so that is the basic persona of our second profile, and is pasted here.

Nithin:

So what activity are we mapping for Prince?

Siddharth:

Since we have already considered the fact that how a school student is going to take down notes, now let us get into the next activity of a student life which is preparing or going back to he is notes at home or studying at home, right. So the activity would be studying at home, right guys.

Nithin:

Ok, so again we will have to look at what are the activities preceding, during and after this particular activity, ok. So before student goes or starts studying what are some of the activities that he could probably be doing.

Siddharth:

Probably fix up right, fix the right place for himself and organize himself with the books and all the required material for him.

Nithin:

Right, so getting all the relevant study materials ready for learning.

Siddharth:

Right, getting all the study material.

Nithin:

So this could include all he is notes and that textbooks for that relevant topic of study.

Siddharth:

Right, notes and textbooks. So that would be activity 1, as in step 1 for the activity 'before', right we can have this here.

Nithin:

Ok, next would be probably placing himself in a position where he can seat in or seat and study which could be he is bed or study table.

Siddharth:

Right, arranging himself at the study place, so this would be 2. Then he probably would be going to the specific chapter.

Nithin:

Relevant chapter or topic, right.

Siddharth:

So he opening his notes and textbooks with respect to the relevant chapter. I think this would be the basic activity that would be preceding the study and activity.

Nithin:

The study and activity, right.

Siddharth:

Anything else?

Suprativ:

No, these are the basic things somebody would like to

Siddharth:

Both, then we can move on to, anything else sir?

Professor:

I am fine, the things are going, ok.

Nithin:

So during the activity.

Siddharth:

Yeah, during the activity.

Student 2:

So the first thing you would probably do is either read the text or the relevant notes that he had prepared for that particular chapter.

Siddharth:

Right, read the notes and chapter for the topic, right.

Nithin:

Yeah, that will be activity 1.

Siddharth:

So this is when he actually starts studying.

Nithin:

This is when he actually starts studying.

Siddharth:

That is D1 activity timeline.

Nithin:

Right, second he would probably start writing or drawing or.

Siddharth:

Taking down his running notes.

Nithin:

Running notes, so that the learning activity will happen.

Suprativ:

Writing for practice.

Nithin:

Writing for practice.

Siddharth:

Writing for practice/running notes.

Nithin:

Yeah, and.

Suprativ:

Do you think that during running, in the reference materials he may need to look into some other reference materials, so that can be.

Nithin:

So, some feedback that I have received in terms of students learning is that they often especially today these days often go online or check a YouTube video to understand the concept better or is there a some topic that is little ambiguous in what they are learning, they would probably be doing that so some that might be something that could fit into this learning activity.

Siddharth:

Perfect, so that would be a referring online content for doubtful topics.

Nithin:

Doubtful topics, yes.

Shyam:

Referring online as well as offline books like book a reference book.

Nithin:

Could alternate reference book, right.

Siddharth:

Online, offline reference materials.

Suprativ:

Reference materials.

Nithin:

Offline reference materials for further learning, yeah right.

Siddharth:

Reference materials for further learning, ok. So that is 3, third step of the activity, anything more a student would be carrying out while studying at home.

Nithin:

Again if this what he is learning right now is related to some topic that he had learned earlier then probably he might again do a retrieval of the notes or chapters that he had revised or learned earlier into this that might also be something that could be done.

Siddharth:

Add more of adding his previous knowledge to this.

Nithin:

To this and creating a kind of relationship with what he has already learned what he is presently learning.

Siddharth:

Right, creating a bridge between his past knowledge and present learnings, yeah! Then so now if we considered these are the activities during the studying activity what Prince would be carrying out, so now we can move on to the after this studying activity is done. So once he is done with preparing everything what do you guys think he would be doing first after.

Nithin:

Right, probably he want to he would want to check whether he is learning or understanding is correct.

Siddharth:

Cross check himself or revision, test himself with the newly learnt topic, test himself on newly learnt topic, right. Which would be 1 for the after. Then if the test comes out positive then it is a situation for him where he can move on to a next chapter or in another situation where the test is negative.

Nithin:

He is not satisfied with the amount of understanding.

Siddharth:

Right, so then we can probably diverge into two different case and what so this would be 2(i) then it is a positive situation he would move on to next topic and in a negative situation in case he fails his own test he would probably.

Nithin:

Then probably he would come back to the learning activity during activity.

Siddharth:

Probably D1 will.

Nithin:

D1 the first activity in during learning, yeah.

Siddharth:

Going back to

Nithin:

Reading and understanding the concept again.

Siddharth:

On the same topic.

Professor:

Here my suggestion would be to add saying that from here we move to step here say could say as D1, so that is oh that is what said, ok. Loops are not uncommon but it tells you that there is something going on, so this is a representation tool, so and visually laid out, so it is ok to have arrows and all that, so the more complex in a activity is, the more loops you may have it is not also common to have them but is usually a linear sort of structure, but I have also seen somewhere they connect back, so it is perfectly ok, you are alright. You do have to be alarmed about that.

Siddharth:

So this would be 2 cases after the test.

Professor:

So positive, negative, negative goes back to D 1, so like a flow chart, ok fine.

Siddharth:

After testing himself probably if he is, let us consider a situation where he is successfully tested himself and he is happy with his result and is moving on to the next topic, so that would be the next step according to.

Nithin:

Right, move on to next topic.

Siddharth:

Moving onto the next topics, right this is the step 3 for the after. Again for this situation we can go back to D1.

Professor:

Of course.

Nithin:

Because by moving on to next topic is again going through the starting, restarting the activity that we have already mapped.

Professor:

Right.

Siddharth:

Right, so like we think this would be.

Nithin:

One cycle of learning.

Siddharth:

Studying activity what Prince could be doing after going home

Professor:

Fine, Like I noticed is that of course better handwriting this time and I can see the logical flow he can one can actually follow and follow the journey in Prince's eyes. We are seeing where

he's going through that and now of course the, it is complete as is, I like the way you have done it, of course the next step would be emotional mapping.

Siddharth:

Going back to B1 that would be getting all the study material, notes and textbooks considering an ideal situation where Prince wants to study, so it is a happy Prince here.

Suprativ:

How looking so available.

Siddharth:

Yeah, then arranging himself at the study table is something, a no-brainer.

Suprativ:

No emotions associated.

Nithin:

And this could be a hassle because he has to you know open to that particular chapter in the textbook there might be some keywords that he could be searching for within the textbook that is not aware of especially if he using a textbook for the first time, so yeah I think it might be a hassle for him.

Shyam:

He might be confused.

Nithin:

Yeah, confused again so a sad emotion.

Siddharth:

Confused and sad, that is the emotion for as before steps. Now coming to D1 that is during the activity reading the notes and chapters for that particular purpose, so that is happy for this persona, that is a happy Prince here. Then writing for practice or running notes is also happy it is part of his learning activity.

Nithin:

Yeah he is learning activity.

Siddharth:

So that is again a happy. Referring online, offline reference materials for further learning.

Nithin:

This could again be a problem because he has to go to some other kind of a resource may be if he is checking online he has to use a laptop, if he has to go offline he again has to refer another textbook, so it amounts too lot of space being consumed, a lot of time being consumed for it is learning activity to take place.

Siddharth:

Right, it is a punch on his focus as well.

Nithin:

Yes, exactly.

Siddharth:

So that is a sad. Then creating the bridge between his past knowledge and he is present learning.

Nithin:

So that is a positive aspect because he understanding and connecting what he is already learned with what is learning right now, so.

Shyam:

So that will be fine.

Siddharth:

Those are the emotions during this studying activity. So moving on to the after the activity part, testing himself on the newly learnt topic, probably again curious.

Nithin:

Yeah, curious.

Shyam:

Curious know how much he learnt.

Nithin:

Yeah, curious to know.

Siddharth: Still not happy not sad.

Suprativ:

Because he is in dilemma.

Siddharth:

His in a dilemma so straight and curious, then moving on to the next topic is a positive result.

Nithin:

Positive result for him

Suprativ:

Prince will definitely be happy with this.

Shyam:

And this is again definitely sad because he is failed his test.

Nithin:

So he has not understood his topic completely.

Siddharth:

So he will have to he will have to go back to D1 that is a sad thing for him. Now moving 3 would be a situation where we are going ahead with 2(i) so this is a continuation of 2(i) that is moving on to the next topic, so it would be a happy

Professor:

Ok, so far so good I again I like the fact that you comprehensively finished the activity, and all the basic checkmarks of what a customer journey map should have is complete. So I think we have done successfully finished of 2 personas, I am very happy with the results that these guys have delivered on the second persona of this particular activity that we did of the customer journey map.

I think the major points again is I will reiterate is the first part which is the demography of the customer, the age, the geography and for fun you can even give a the person a name and that sort of rounds up the personality. Then the activity is clearly marked as to what the person is going to do before, during and after and at least 3 steps, so this guys followed that. Few tips that introduced to us the loops present of loops, multiple personas we did couple of them and of the last part was the emotional mapping which is sad, happy or in fact we have some confused as well as surprised were some emotions that are covered.

And now we have a special bonus for you which we'll show it you in the next video, so stay tuned for the next bonus video.