

# Tahapan **Empathize** dan **Define**

01

**Problem-Based Design**

02

**Design Thinking**

03

**Relevansi Keilmuan DKV**

# Problem-Based Design

- **Definisi:** Desain yang berangkat dari masalah nyata (Fenomena).
- **Proses:** Identifikasi masalah → analisis → eksplorasi ide → solusi desain.
- **Karakteristik:** Fokus pada kebutuhan pengguna, berbasis data, solutif.

# Design Thinking

## Design Thinking



**Empathize**



**Define**



**Ideate**



**Prototype**



**Test**

Interaction Design Foundation  
[interaction-design.org](http://interaction-design.org)

# Relevansi Keilmuan DKV

- Desain poster kampanye → **masalah: rendahnya kesadaran masyarakat.**
- Branding UMKM → **masalah: produk bagus tapi tidak dikenal.**
- UI/UX → **masalah: aplikasi membingungkan pengguna.**



**Empathize**



**Define**

Pada pertemuan kedua mata kuliah DKV Proyek desain, Mahasiswa mampu menerapkan dua **tahapan empathize dan define.**

# Tahapan Empathize

01

## Observasi

Mahasiswa memilih topik (contoh: penggunaan plastik sekali pakai, akses informasi kampus, aplikasi transportasi online). Lakukan pengamatan lapangan atau studi kasus singkat untuk melihat perilaku pengguna.

02

## Wawancara Singkat

“Apa kesulitan yang Anda alami saat ...?”

“Apa yang biasanya Anda lakukan untuk mengatasi masalah tersebut?”

“Apa yang menurut Anda bisa membuat pengalaman lebih mudah?”

03

## Empathy Map

**Says (apa yang dikatakan pengguna)**

**Thinks (apa yang dipikirkan pengguna)**

**Feels (apa yang dirasakan pengguna)**

**Does (apa yang dilakukan pengguna)**

# Empathy Map Canvas

Designed for:

Designed by:

Date:

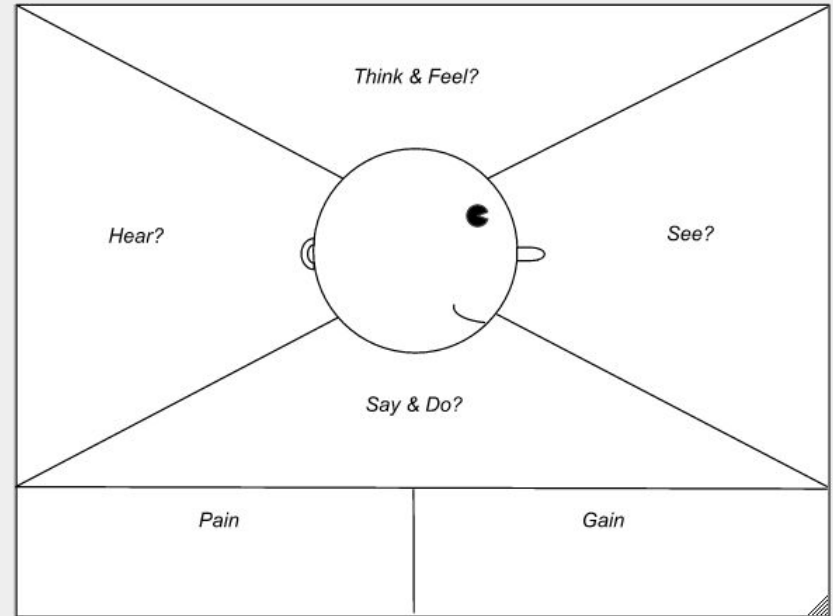
Version:

The diagram is a large envelope-shaped frame containing a profile of a person's head. The head is divided into several sections for notes:

- 1 WHO are we empathizing with?**  
Who is the person we want to understand?  
What is the situation they are in?  
What is their role in the situation?
- GOAL**
- 2 What do they need to DO?**  
What do they need to do differently?  
What job(s) do they want or need to get done?  
What decision(s) do they need to make?  
How will we know they were successful?
- 3 What do they SEE?**  
What do they see in the marketplace?  
What do they see in their immediate environment?  
What do they see others saying and doing?  
What are they watching and reading?
- 4 What do they SAY?**  
What have we heard them say?  
What can we imagine them saying?
- 5 What do they DO?**  
What do they do today?  
What behavior have we observed?  
What can we imagine them doing?
- 7 What do they THINK and FEEL?**  
**PAINS**  
What are their fears, frustrations, and anxieties?  
**GAINS**  
What are their wants, needs, hopes and dreams?
- 6 What do they HEAR?**  
What are they hearing others say?  
What are they hearing from friends?  
What are they hearing from colleagues?  
What are they hearing second-hand?
- Below the head: What other thoughts and feelings might motivate their behavior?

# Tugas Pertemuan 2 DKV Proyek Desain

- Mahasiswa menerapkan **tahapan empathize** melalui **Empathy Map** dari judul yang telah anda tentukan sebelumnya
- Kumpulkan pada pertemuan ketiga



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