

## **Interviewing for Empathy Practice**

**Scenario:** You work for an urban planning consulting company and a local government has awarded your firm the contract to solve a problem its suburban residents face:

- This suburb on the outskirts of a large city. By car, the suburb has easy access to both the seashore and the city center.
- The suburb was developed from farmland in the 2000s.
- After 10 years, the suburb is only 1/3 full, in terms of residents and businesses.
- Current residents lack the amenities they felt they were promised. Some say the suburb is a “ghost town” and “poster child” for poor planning.
- You are using design thinking to develop a solution to the problem. You have identified the end users include residents.

### **Activity:**

- Plan your interview with a resident: briefly outline questions you would ask residents of the “ghost town” suburb, with an eye toward identifying and resolving their concerns. Following the trajectory of an empathic interview. What will you ask to evoke stories and explore emotions?
- Role Play/Rotate:
  - one person plays the interviewer
  - one person plays a resident
  - one person observes and gives feedback to the interviewer
  - change roles, making sure each person performs an interview and receives feedback