

# EXPLORING “NU-EMPATHY” IN DESIGN EDUCATION

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Keywords: Wheel of emotion, Nike: Dream Crazier, visual research paper, emotional empathy, design for emotion

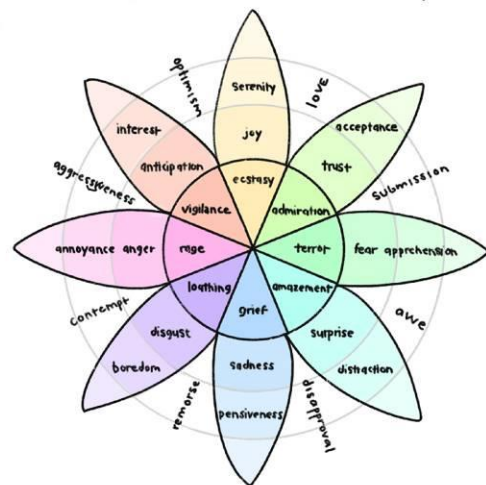
PERSONAS OFFER INSIGHTS INTO USER BEHAVIOR, BUT OFTEN LACK INSIGHT ON THE EMOTIONS DRIVING THOSE BEHAVIORS.



TO FOSTER MORE EMPATHY FOR THE USER, WE CAN USE PLUTCHIK'S WHEEL OF EMOTIONS TO ANALYZE AND DRIVE DESIGN DECISIONS, WE CALL THIS NEW EMPATHY.



## PLUTCHIK'S WHEEL OF EMOTIONS



NIKE DREAM CRAZIER  
 ▶  
 VIDEO

	SARAH REINERTSEN S.R.	ALICIA WOODLOTT A.W.	MEGAN RAPINDE M.R.	SUE BIRD S.B.	CASTER SEMENIA C.S.	BECKY HAYTON B.H.	KATHERINE SWITZER K.S.	RUGSANA BEGUM R.B.	LISA LESLIE L.L.	BECKY HARTON B.H.	IBTIHAT MUHAMMAD I.M.	SIMONE MANUEL S.M.	CHLOE KITT C.K.	SERENA WILLIAMS S.W.
ECSTASY	X								X	X	X	X	X	X
VIGILANCE			X			X		X	X	X		X	X	X
ADMIRATION		X		X	X			X	X	X	X	X	X	X
AMAZEMENT		X		X	X		X	X	X		X	X	X	X
TERROR														
RAGE			X	X		X	X							
LOATHING			X											
GRIEF	X		X			X								

NEGATIVE ATHLETE EXPERIENCES      POSITIVE ATHLETE EXPERIENCES



HOW CAN WE HELP DESIGNERS BREAK DOWN THE EMOTIONAL CONTEXT OF A PRODUCT AND NURTURE NU-EMPATHY IN THEIR DESIGN?

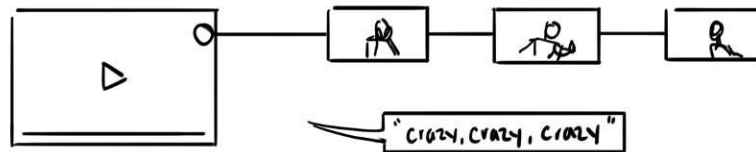


## 2.0 METHOD

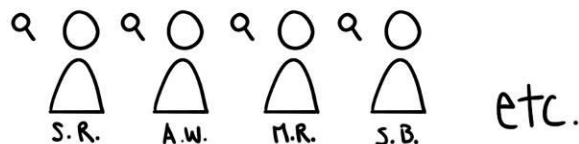
STEP 1: IDENTIFY DESIGNED ARTEFACT BUILT ON EMOTIONAL CONTENT



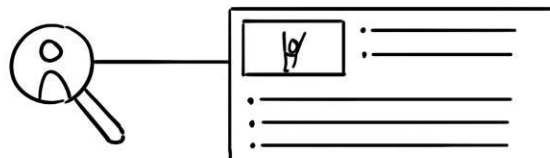
STEP 2: REVIEW VISUAL AND VERBAL CONTENT



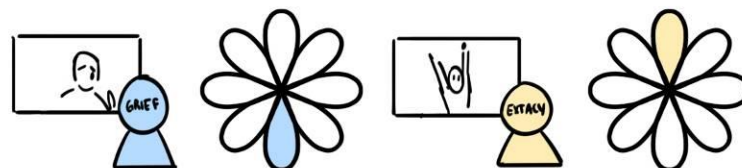
STEP 3: IDENTIFY THE MAJORITY OF ATHLETES IN THE VIDEO



STEP 4: RESEARCH THOSE ATHLETE'S BACKGROUNDS



STEP 5: USING EMOTIONS FROM PLUTCHIK'S WHEEL, ASSIGN EMOTIONS



## 3.0 RESULTS

### 3.1- SARAH REINERTSEN



🔊) "IF WE SHOW EMOTION, WE'RE CALLED DRAMATIC." 

:00

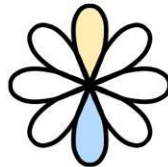
:05

#### BACKGROUND:

- FIRST WOMAN TO COMPLETE A MARATHON ON A PROSTHETIC LEG.
- FINISHED THE IRONMAN WORLD CHAMPIONSHIPS IN KONA HAWAII IN 15 HOURS AND 5 MINUTES.

#### VIEWER EMPATHY:

- GRIEF
- ECSTASY



[3,4,5]

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### 3.2- ALICIA WOOLCOTT



🔊) "IF WE WANT TO PLAY AGAINST MEN, WE'RE NUTS." 

:08

:13

#### BACKGROUND:

- MADE NATIONAL HEADLINES FOR BEING A VARSITY FOOTBALL LINEBACKER AND THE HOMECOMING QUEEN AT MICHIGAN'S GRAND BLANC HIGH SCHOOL.

#### VIEWER EMPATHY:

- ADMIRATION
- AMAZEMENT



[3,6]

### 3.3- MEGAN RAPINOE



🔊) "AND IF WE DREAM OF EQUAL OPPORTUNITY? DELUSIONAL?"

: 14

: 19



#### BACKGROUND:

• MEGAN AND HER 27 TEAMMATES ARE SUING THE UNITED STATES SOCCER FEDERATION FOR ENGAGING IN "INSTITUTIONALIZED GENDER DISCRIMINATION."

#### VIEWER EMPATHY:

- GRIEF
- LOATHING
- RAGE
- VIGILANCE



[3,7]

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### 3.4- SUE BIRD



🔊) "WHEN WE STAND FOR SOMETHING, WE'RE UNHINGED."

: 22

: 26



#### BACKGROUND:

• WON THREE WNBA CHAMPIONSHIPS, FOUR OLYMPIC GOLD MEDALS, TWO NCAA CHAMPIONSHIPS, AND FOUR FIBA WORLD CUPS.

#### VIEWER EMPATHY:

- ADMIRATION
- AMAZEMENT
- RAGE



[3,8]



### 3.7- KATHERINE SWITZER



🔊) " BUT A WOMAN RUNNING A MARATHON WAS CRAZY."



:38

:45

#### BACKGROUND:

• FIRST WOMAN TO RUN THE BOSTON MARATHON, DESPITE BEING GRABBED BY RACE ORGANIZERS AND YELLED AT "TO GET OUT OF MY RACE."

#### VIEWER EMPATHY:

- AMAZEMENT
- RAGE



[3,12]

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### 3.8- RUQSANA BEGUM



🔊) " A WOMAN BOXING WAS CRAZY."



:45

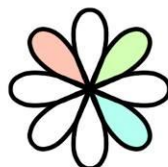
:47

#### BACKGROUND:

• BEGUM IS THE ONLY MUSLIM WOMAN WHO IS A NATIONAL CHAMPION IN KICKBOXING.

#### VIEWER EMPATHY:

- VIGILANCE
- AMAZEMENT
- ADMIRATION



[3,13]

### 3.9- LISA LESLIE



🔊) "A WOMAN DUNKING, CRAZY."

:47

:50



#### BACKGROUND:

- THREE-TIME WNBA MVP AND A FOUR-TIME OLYMPIC GOLD MEDAL WINNER.

#### VIEWER EMPATHY:

- AMAZEMENT
- ADMIRATION
- ECSTASY
- VIGILANCE



[3,14]

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### 3.10- BECKY HAMMON



🔊) "COACHING AN NBA TEAM, CRAZY."

:51

:54



#### BACKGROUND:

- SHE IS THE FIRST FEMALE FULL-TIME ASSISTANT COACH IN NBA HISTORY

#### VIEWER EMPATHY:

- VIGILANCE
- ADMIRATION
- ECSTASY



[3,10,11]



### 3.11- IBTIHAT MUHAMMAD



🔊) "A WOMAN COMPETING IN A HIJAB."

:54

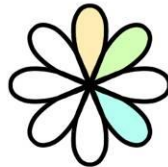
:56

#### BACKGROUND:

- FIRST MUSLIM AMERICAN WOMAN TO WEAR A HIJAB WHILE COMPETING FOR THE UNITED STATES IN THE OLYMPICS.

#### VIEWER EMPATHY:

- AMAZEMENT
- ADMIRATION
- ECSTASY



[3,15]

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### 3.12- SIMONE MANUEL



🔊) "CHANGING HER SPORT."

:56

:58

#### BACKGROUND:

- FIRST AFRICAN-AMERICAN WOMAN TO WIN AN INDIVIDUAL OLYMPIC GOLD IN SWIMMING AND SET BOTH AN OLYMPIC AND AMERICAN RECORD.

#### VIEWER EMPATHY:

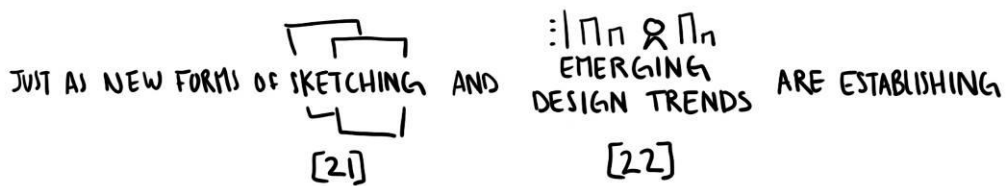
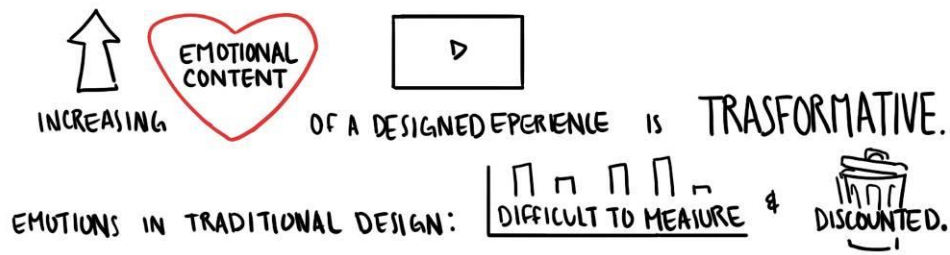
- ADMIRATION
- AMAZEMENT
- ECSTASY
- VIGILANCE



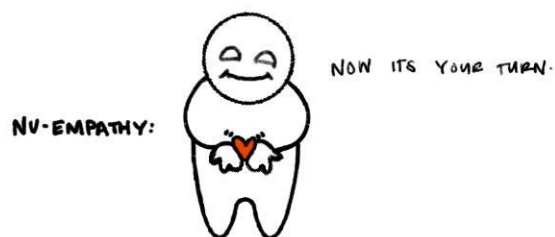
[3,16]



## 5.0 CONCLUSION



NEW TRADITIONS TO HELP DESIGNERS NAVIGATE OUR MODERN WORLD





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