

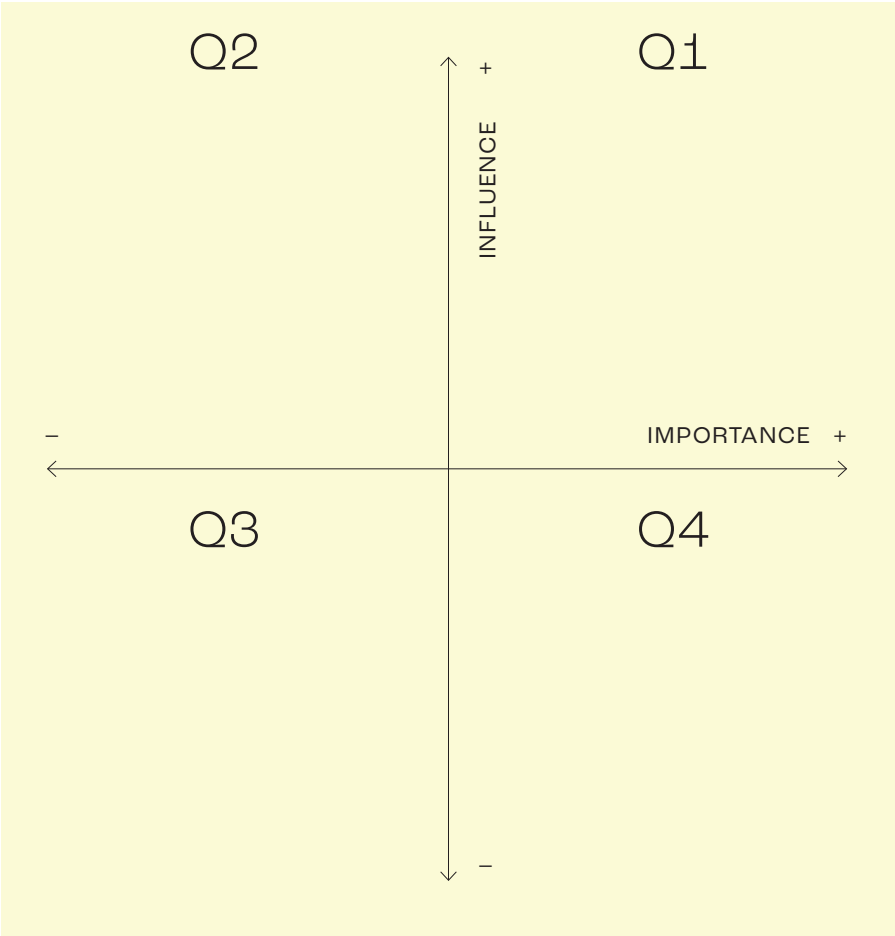
Tool | Stakeholder Matrix

This template is from the book *Design Empathy and Contextual Awareness: Frames of Reference for the 21st-Century Creative* by Wayne Li. For more details on how to use it effectively, see Chapter 1 of the book.

Stakeholder Matrix

Stakeholder	Interests	Impact	Influence	Importance

2x2 matrix



Tool | Participant Strategy

This template is from the book *Design Empathy and Contextual Awareness: Frames of Reference for the 21st-Century Creative* by Wayne Li. For more details on how to use it effectively, see Chapter 1 of the book.

Date: / /	Date: / /	Date: / /	Date: / /	Date: / /
Plan	Prototype	Test	Evaluate	Launch

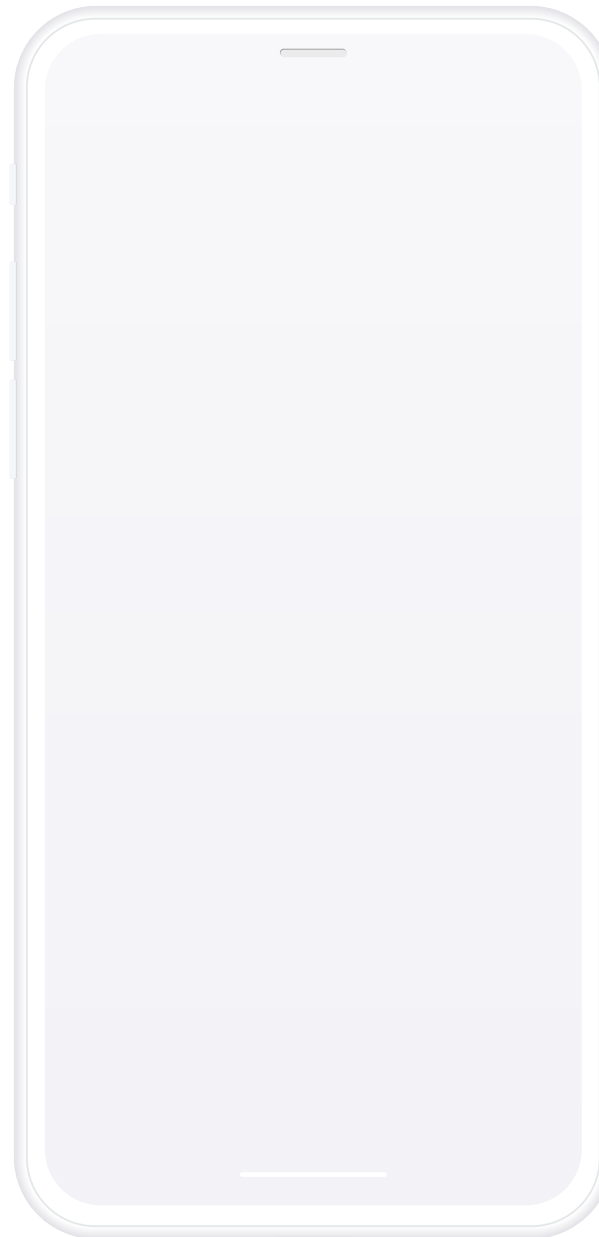
Tool | The Elements of Art

This template is from the book *Design Empathy and Contextual Awareness: Frames of Reference for the 21st-Century Creative* by Wayne Li. For more details on how to use it effectively, see Chapter 2 of the book.

Weather Report Screen Design

Potential functions

- Current temperature
- Precipitation levels
- Weekly forecast
- Hourly forecast
- Humidity levels
- Wind speed and direction
- Air quality index (AQI)
- UV index
- Sunrise and sunset times
- “Feels like” temperature
- Alerts and warnings
- Radar maps
- Visibility
- Dew point
- Historical weather data
- Wind chill and heat index
- Pollen count
- Moon phases
- Interactive weather maps
- Bad-weather notifications
- Holidays or local events
- Natural phenomena
- Famous landmarks
- Hobbies (surf/fishing report)

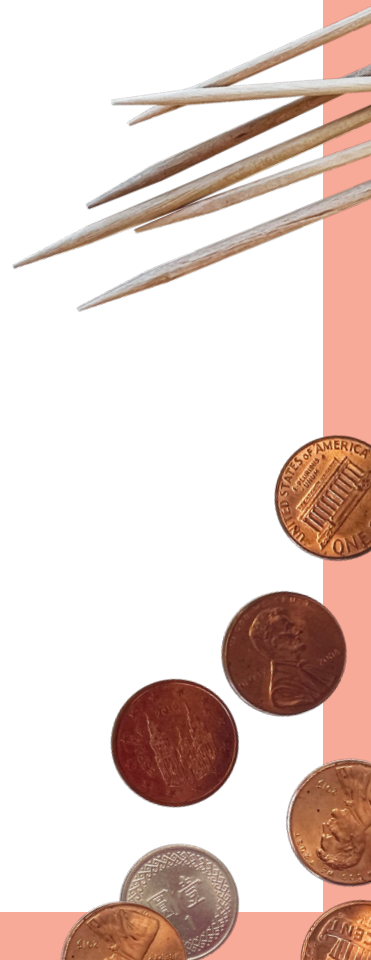


Tool | Hierarchy and Principles of Design

This template is from the book *Design Empathy and Contextual Awareness: Frames of Reference for the 21st-Century Creative* by Wayne Li. For more details on how to use it effectively, see Chapter 2 of the book.

Choose one of these ideas to express with your composition of toothpicks and coins:

- Anger
- Ceremony
- Festivity



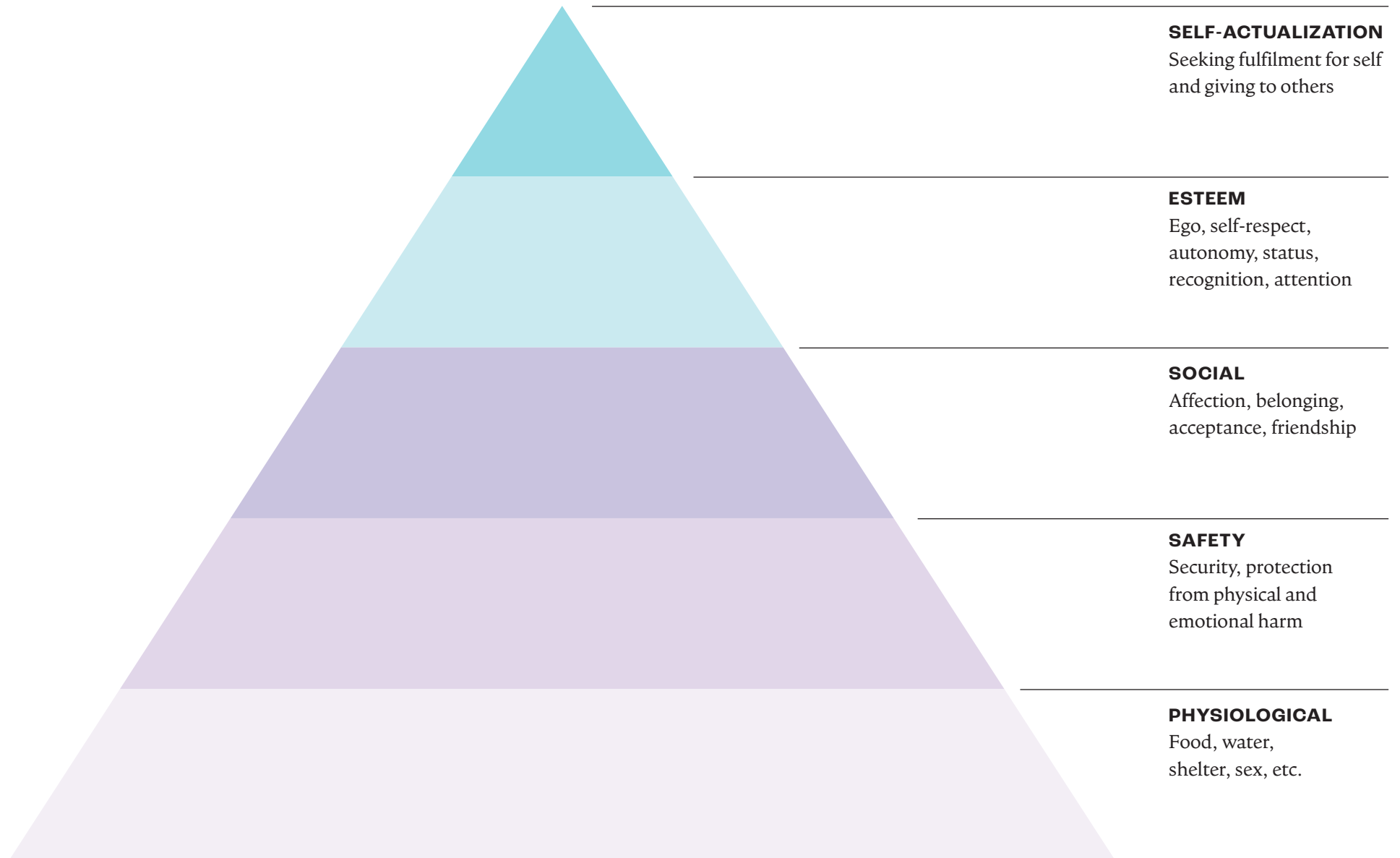
Tool | Empathy Map

This template is from the book *Design Empathy and Contextual Awareness: Frames of Reference for the 21st-Century Creative* by Wayne Li. For more details on how to use it effectively, see Chapter 3 of the book.

EXPLICIT	IMPLICIT
Say Notes:Needs:	Think Notes:Needs:
Do Notes:Needs:	Feel Notes:Needs:

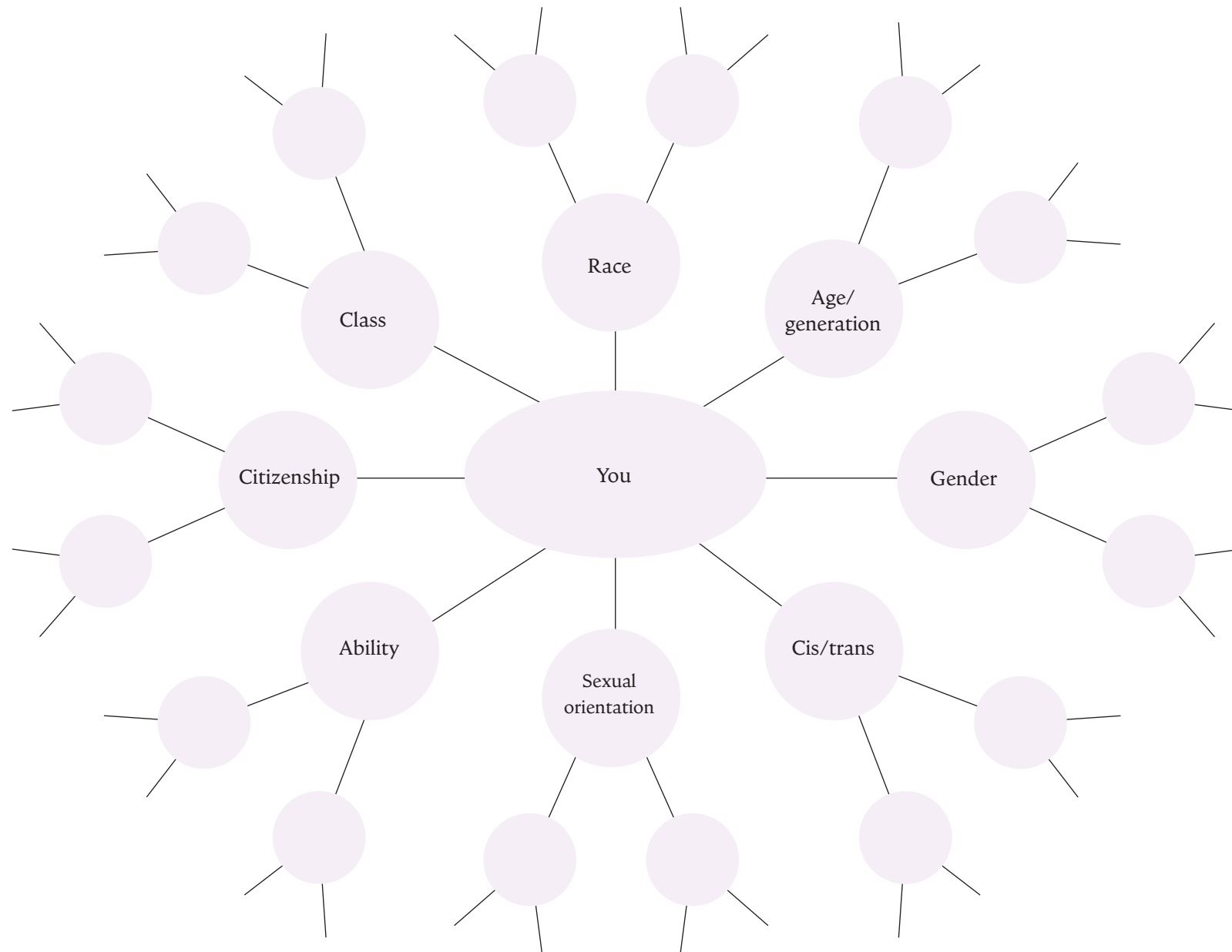
Tool | Maslow's Hierarchy of Needs

This template is from the book *Design Empathy and Contextual Awareness: Frames of Reference for the 21st-Century Creative* by Wayne Li. For more details on how to use it effectively, see Chapter 3 of the book.



Tool | Mind Maps and Social Identity Maps

This template is from the book *Design Empathy and Contextual Awareness: Frames of Reference for the 21st-Century Creative* by Wayne Li. For more details on how to use it effectively, see Chapter 3 of the book.



Tool | Method Acting for Design

This template is from the book *Design Empathy and Contextual Awareness: Frames of Reference for the 21st-Century Creative* by Wayne Li. For more details on how to use it effectively, see Chapter 3 of the book.

ACTIVE MEMORY EVENT

Affective memory

Write down a personal experience you remember vividly:

Write down the emotions felt. Be specific:

Sense memories

Sights:

Sounds:

Smells:

Tastes:

Textures:

Tool | Analogous Research

This template is from the book *Design Empathy and Contextual Awareness: Frames of Reference for the 21st-Century Creative* by Wayne Li. For more details on how to use it effectively, see Chapter 3 of the book.

When conducting analogous research it's best to find examples from worlds that share similar guiding principles. These are not simulations of the original context but they are authentic—they make connections that bring familiar experiences into unfamiliar territory. It's also usually easier to perform analogous research using several smaller examples, sharing the range of different qualities between them as a combined proxy, rather than searching for one big, all-encompassing example. Write down your observations and notes.

Tool | The Open-Ended, Semi-Structured Interview

This template is from the book *Design Empathy and Contextual Awareness: Frames of Reference for the 21st-Century Creative* by Wayne Li. For more details on how to use it effectively, see Chapter 3 of the book.

INTRODUCTION AND KICKOFF

Question types: In this early phase, there is the natural defensiveness that someone being interviewed feels toward an interviewer. They're trying to understand the purpose—what their words or the recording will be used for. To help ease this tension, questions that you can ask would be:

1. Introduction: "Why don't you start off by telling me a little about yourself?" Or, "What do you do here day to day?"
2. Sequence: "Can you walk me through a typical shift when you get in, in the morning?" "What do you do first?... and then next?"
3. Specific example: "Let's start with yesterday. What do you usually do every day when you wake up? Can you think of anything non-routine?"

BUILDING RAPPORT

Question types: Building rapport means asking general, concrete questions, which establish both detail and overview:

1. Task-based or organizational: "How many people work here?" Or, "What are the tools you use most often to do your job/activity?"
2. Exhaustive list: "What are all the drinks that you offer here?" Or, "Can you show me all the ingredients that make up an xyz?"
3. Quantity: "How many people would fit on your team?"

GRAND TOUR

Question types: Grand tour questions can investigate the environment and the scenario you're acting out. While in this phase, if the opportunity presents itself, you can dive into questions that are more personal:

1. Suggestive opinion: "Some people say social media connects us, while others say it divides us. What are your thoughts on the subject?"
2. Native language (when you hear terms that sound foreign to you in context): "Why do you call this 'Agent Q's workshop?'"
3. Clarification (often when you hear a colloquial phrase): "When you say he was 'well put together', what does that mean?"
4. Empathetic: "Can you show me how I should do xyz activity?"
5. Naive outsider perspective: "Let's say that I wanted to start playing pickleball. How would I go about doing that?"

REFLECTION AND WRAP-UP

Question types: Reflection and wrap-up questions can be about thoughts and feelings, both concrete and more abstract. Questions in this phase are intended to spur reflection:

1. Changes over time: "How are things different to how they were a few years ago, before the storms?"
2. Projection: "Do others feel the same way as you, or do they feel differently?"
3. Why (use with great care): "Why did (or didn't) you do xyz?"

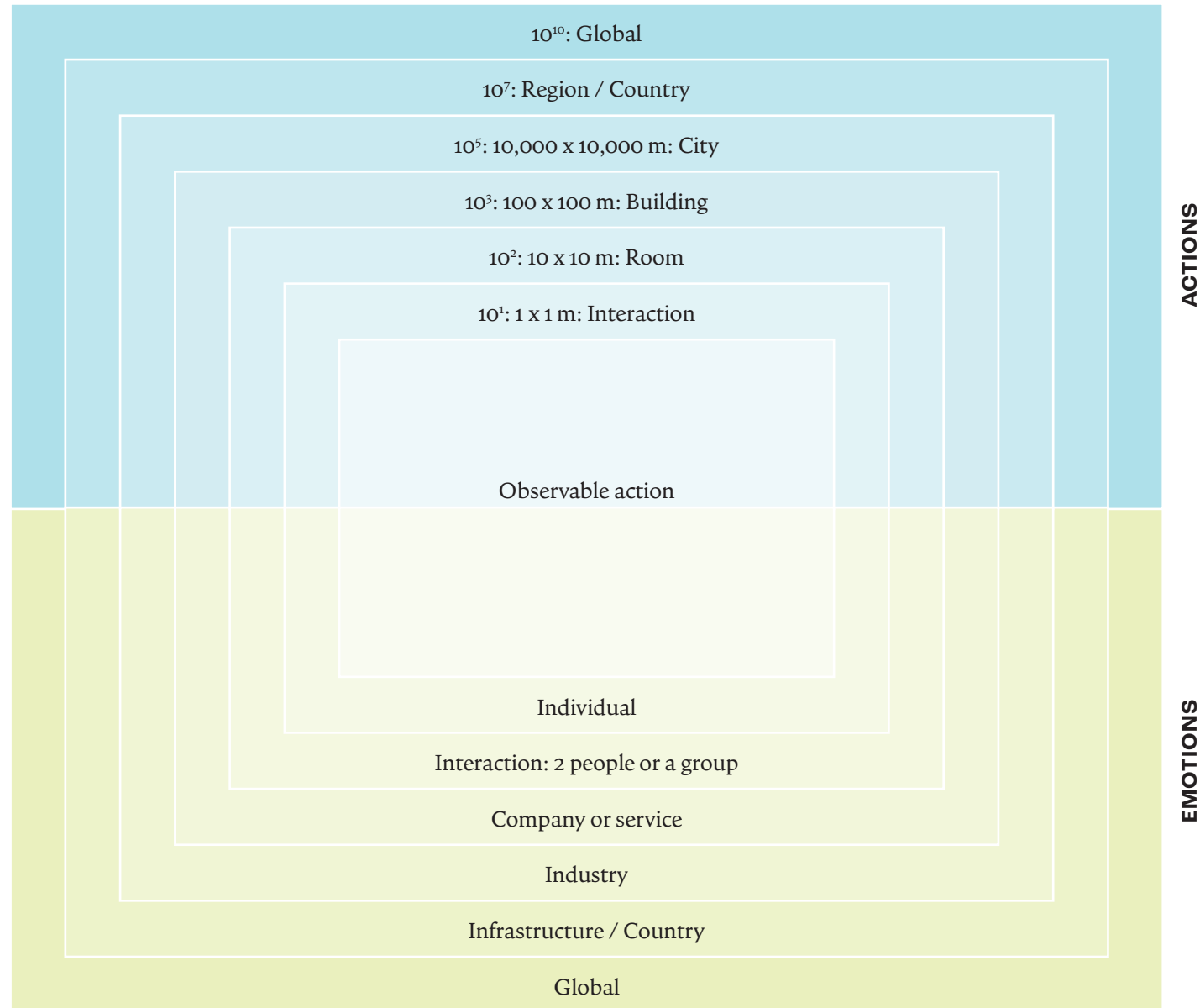
Tool | Journey Mapping

This template is from the book *Design Empathy and Contextual Awareness: Frames of Reference for the 21st-Century Creative* by Wayne Li. For more details on how to use it effectively, see Chapter 3 of the book.

Scenario:		Goals and expectations:	
ZONE A Lens			
1. 2. 3. 4.	1. 2. 3. 4.	1. 2. 3. 4.	1. 2. 3. 4.
ZONE B Experience			
Owner:	Owner:	Owner:	Owner:
ZONE C Insights			

Tool | Powers of 10

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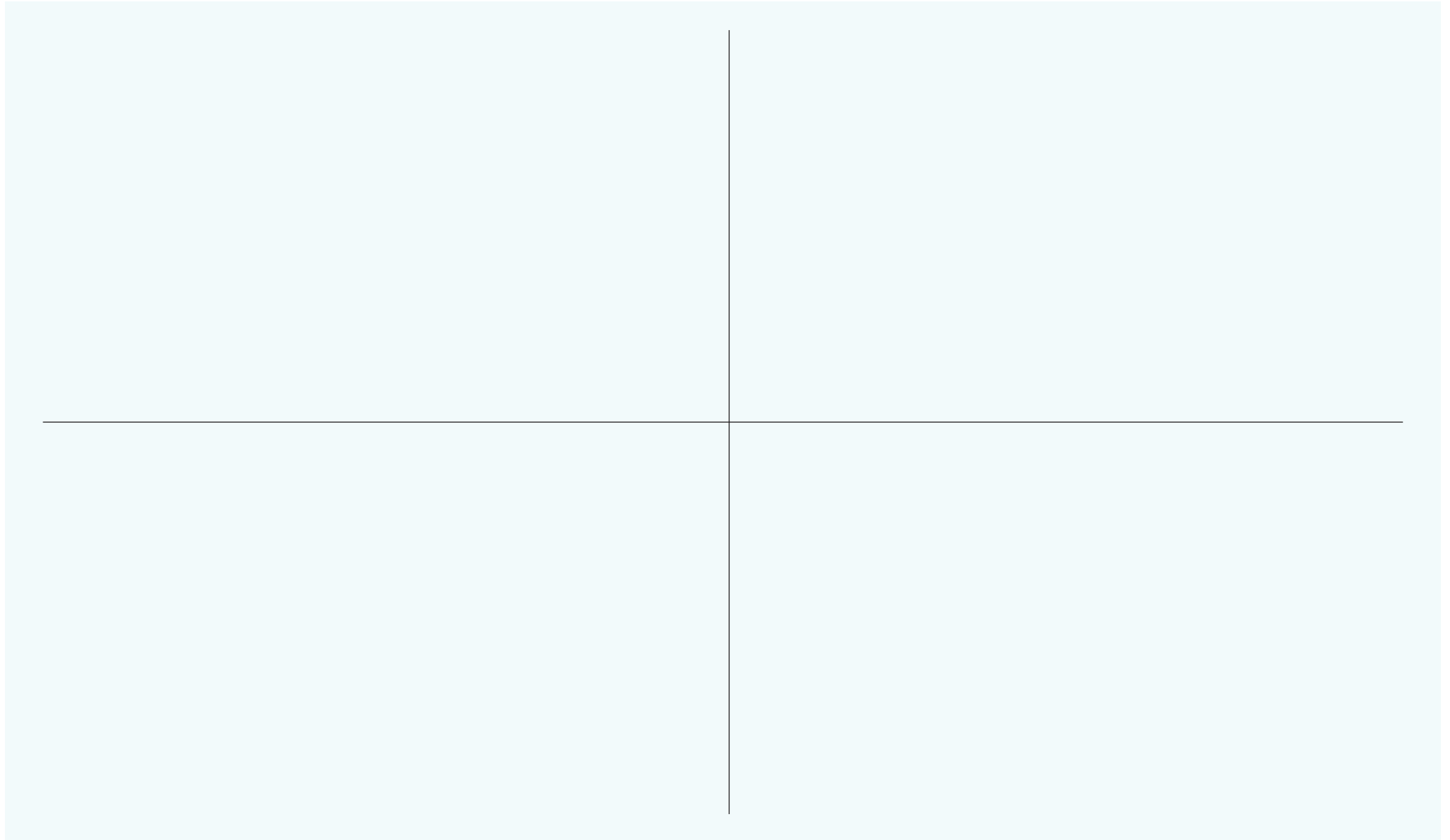
Tool | Common to Qualifier

This template is from the book *Design Empathy and Contextual Awareness: Frames of Reference for the 21st-Century Creative* by Wayne Li. For more details on how to use it effectively, see Chapter 4 of the book.

Common			◀ SYSTEMS
Context			◀ FAMILIES OF OFFERINGS
Activity			◀ PRODUCTS & SERVICES
Qualifier			◀ FEATURES

Tool | Affinity Mapping and 2x2 Matrices

This template is from the book *Design Empathy and Contextual Awareness: Frames of Reference for the 21st-Century Creative* by Wayne Li. For more details on how to use it effectively, see Chapter 4 of the book.



Tool | 9 Windows

This template is from the book *Design Empathy and Contextual Awareness: Frames of Reference for the 21st-Century Creative* by Wayne Li. For more details on how to use it effectively, see Chapter 4 of the book.

	PAST	PRESENT	FUTURE
SUPER-SYSTEM			
SYSTEM			
SUB-SYSTEM			

Tool | Era Analysis— Material Culture

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	TIME PERIOD 1	TIME PERIOD 2	TIME PERIOD 3	TIME PERIOD 4
ARTEFACT 4				
ARTEFACT 3				
ARTEFACT 2				
ARTEFACT 1				