

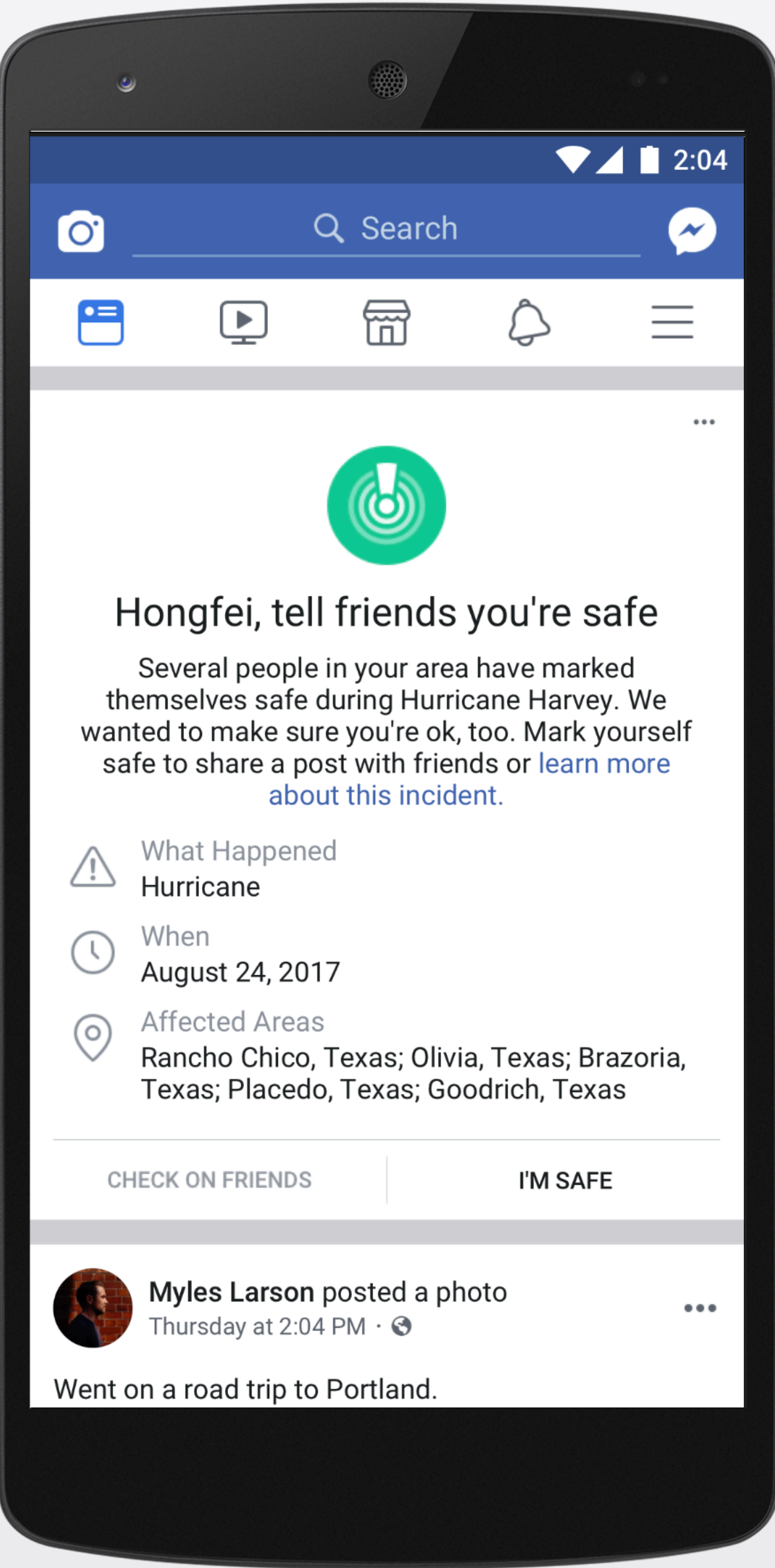


F E B R U A R Y 2 0 1 9

Designing With Extreme Empathy: How to Build Products that Support People in a Crisis

AUBREY BACH

What is Crisis Response?



2:04



Search



Hongfei, tell friends you're safe

Several people in your area have marked themselves safe during Hurricane Harvey. We wanted to make sure you're ok, too. Mark yourself safe to share a post with friends or [learn more about this incident.](#)



What Happened
Hurricane



When
August 24, 2017



Affected Areas
Rancho Chico, Texas; Olivia, Texas; Brazoria, Texas; Placedo, Texas; Goodrich, Texas

CHECK ON FRIENDS

I'M SAFE



Myles Larson posted a photo
Thursday at 2:04 PM · 🌐



Went on a road trip to Portland.







MANDALAY BAY

BELFAST
HARLEY-DAVIDSON
HARLEY-DAVIDSON
MOTORCYCLES
NORTHERN IRELAND

Crisis Response is designed for stress cases.

You can apply lessons we've
learned to design for stress
cases in your product.

Design Lessons from Crisis Response

1. Assess Peoples' Needs



Reassure family and friends



Assess damage

Horario de
Almuerzo y
Cena

Almuerzo → 11:30 -
1:00

Cena → 4:30 -
6:30

Secure basic needs (food, water, shelter, clothing)

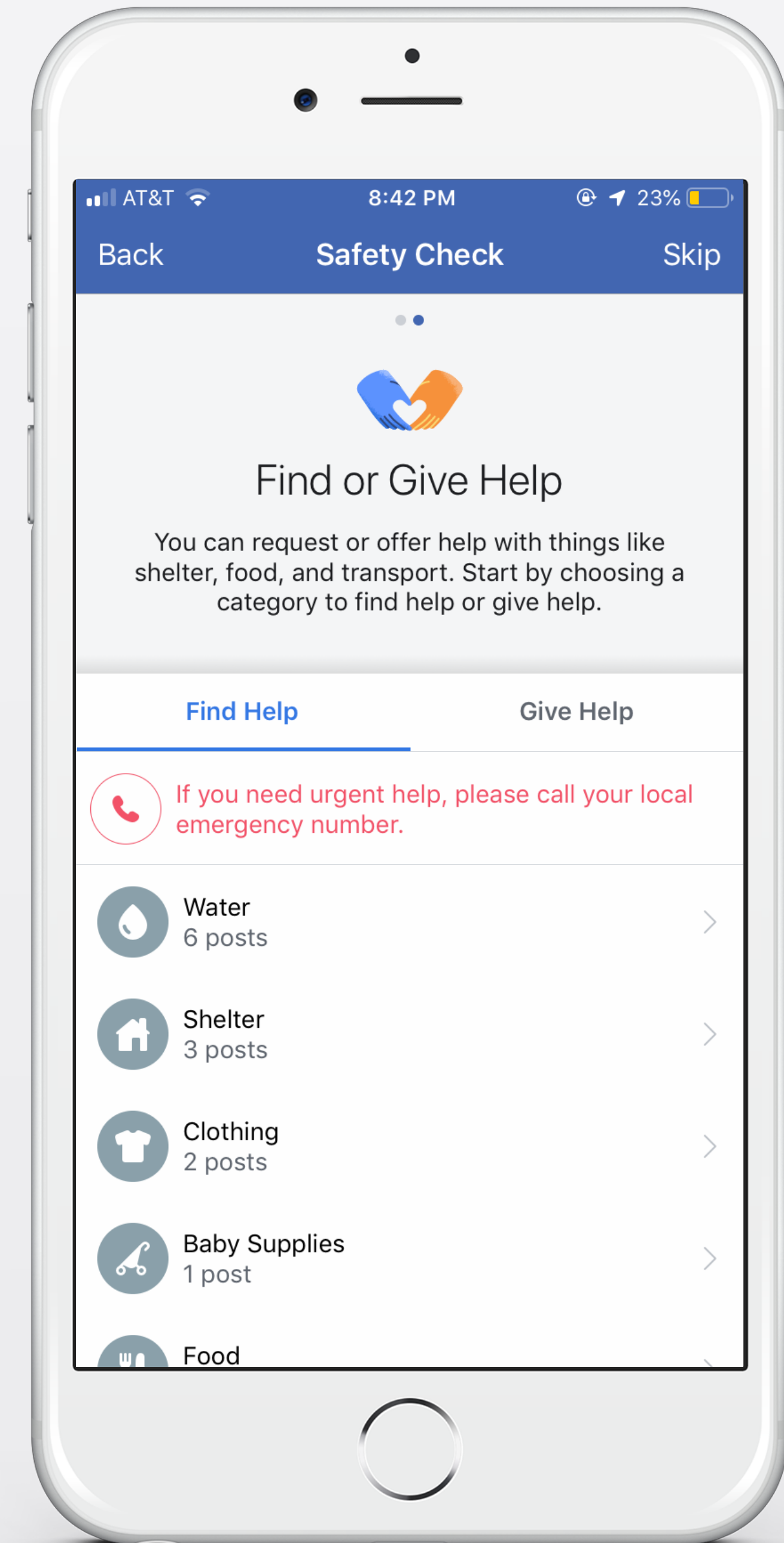


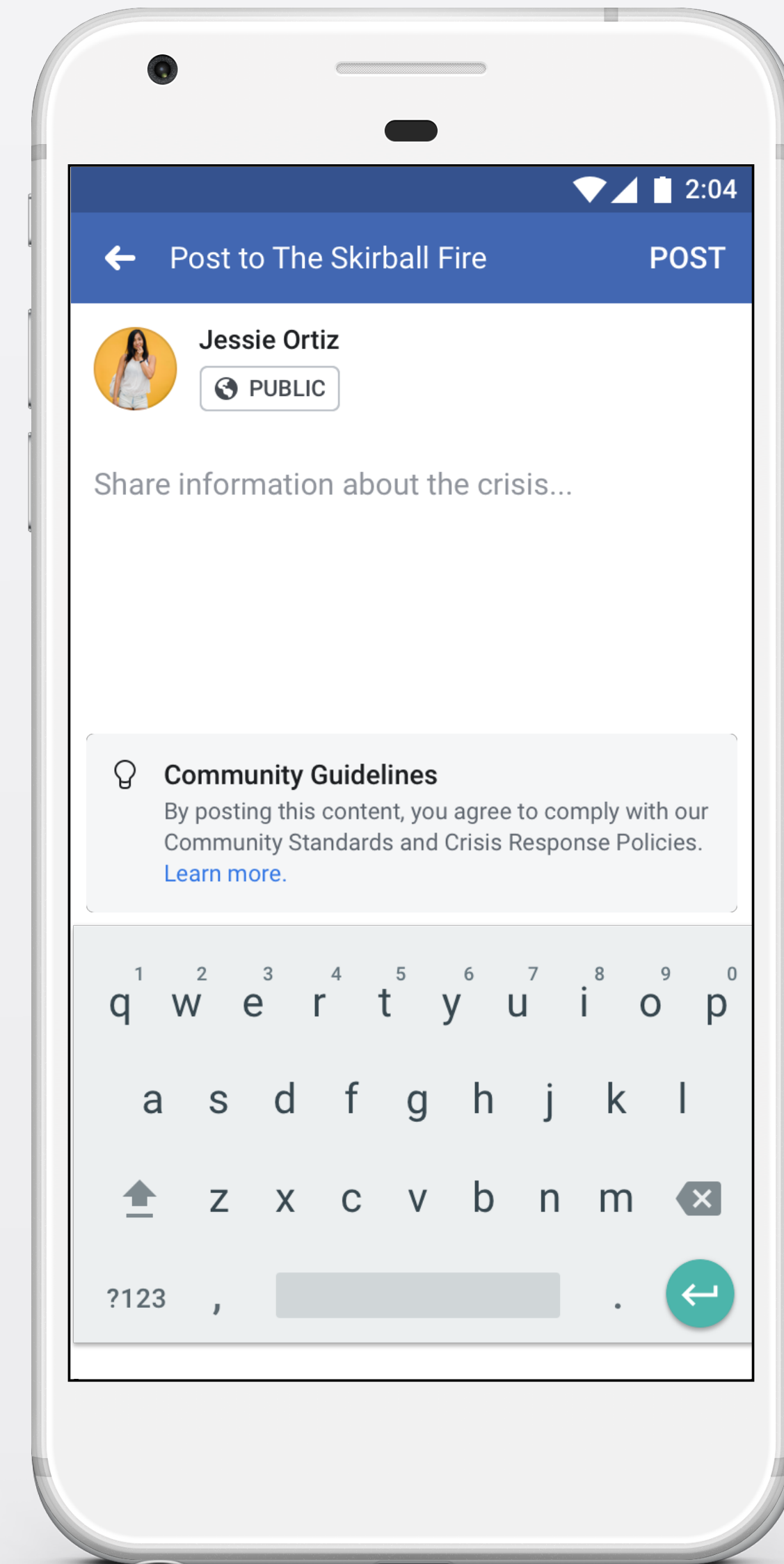
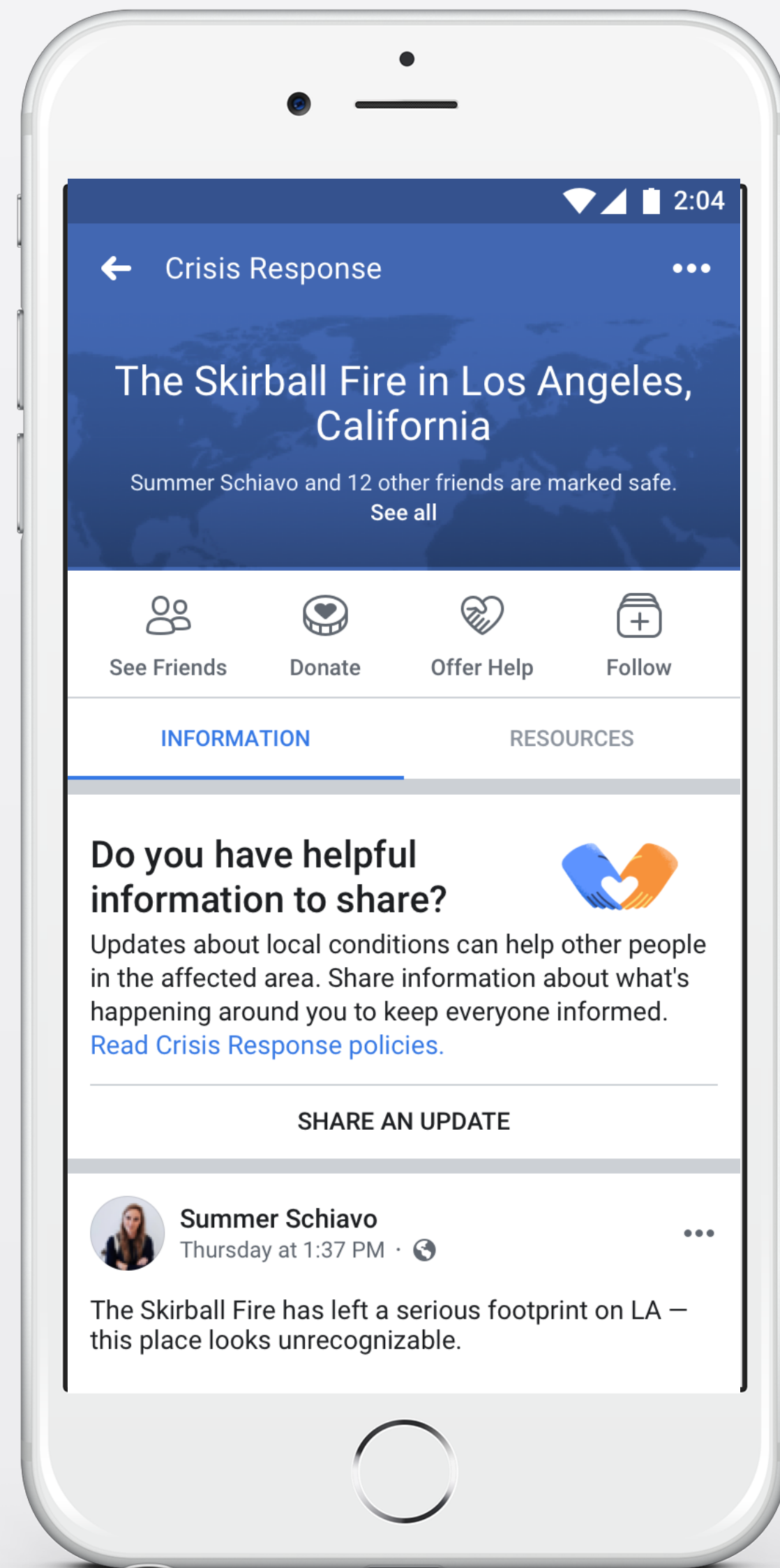
Give help

2. Show HOW and WHY

"I want to help but I don't know how."

- During a crisis, people are overwhelmed
- They want to help but don't know where to start
- Lead with headers that capture a person's intent
- Use concrete examples to show HOW





Show examples and serve specific prompts to save people time

3. Use Clarity to Minimize Anxiety

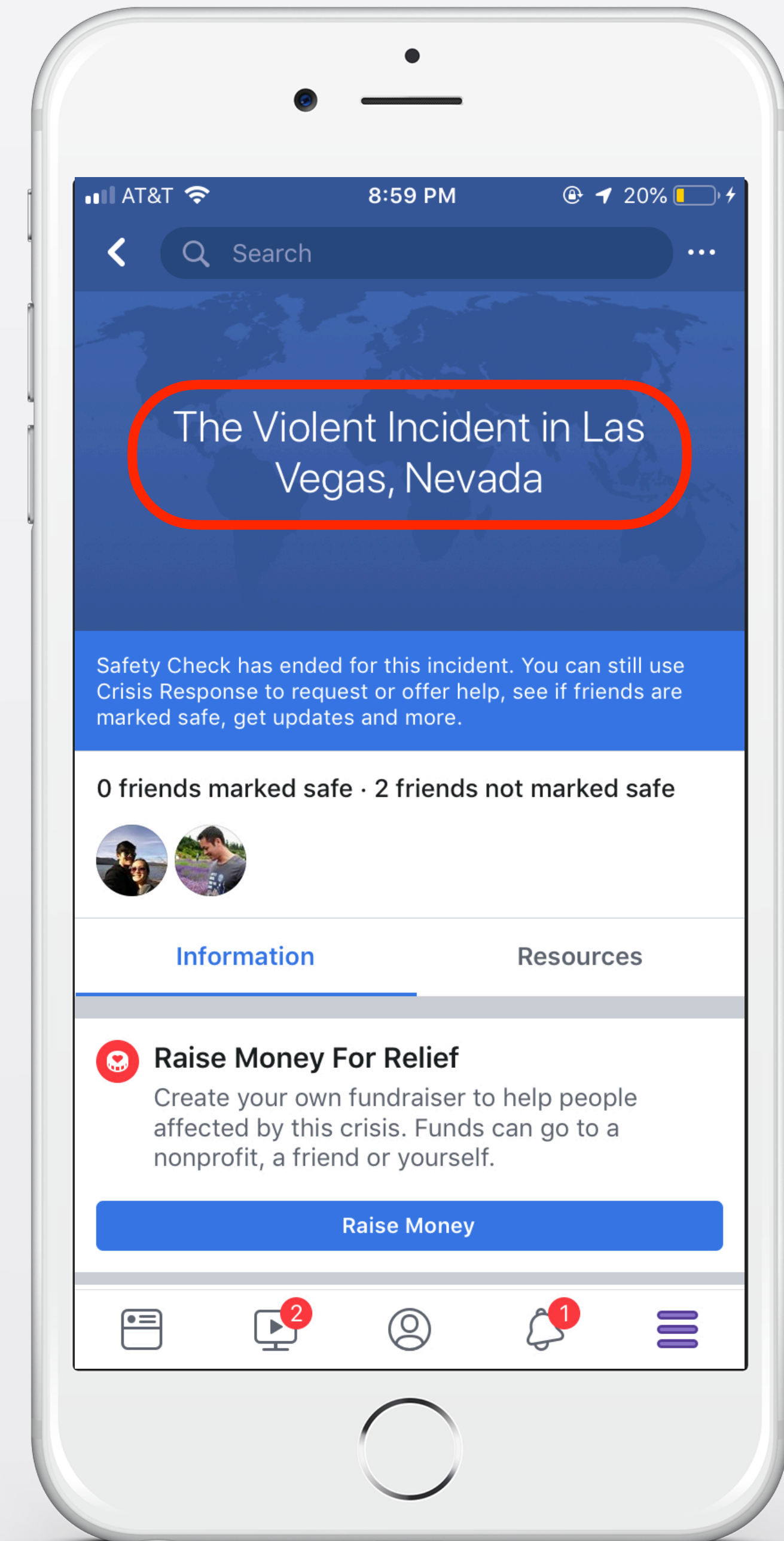
MANDALAY BAY



Simple. Straightforward. Human.

"Seeing 'The Violent Incident' made me angry, like Facebook was trying to say 'Oh look at the violence around you.'"

"I want specifics, just tell me what it is. Tell me what I'm looking at, especially if I'm not in the area - the bombing, the shooting. It's much more helpful if you call it what it is. It's going to suck, but it's going to be all over the news anyway."



4. Remember: Every Word Matters

— Strong Emotions Mean Strong Reactions

"This leads me to believe that these people marked themselves NOT safe (in danger), vs simply haven't marked themselves yet."



Veronica Kim

Marked herself safe

SEE POST



Justin Walker

Doesn't apply



Michelle Jimenez

Not marked safe yet

ASK IF SAFE

MARK SAFE



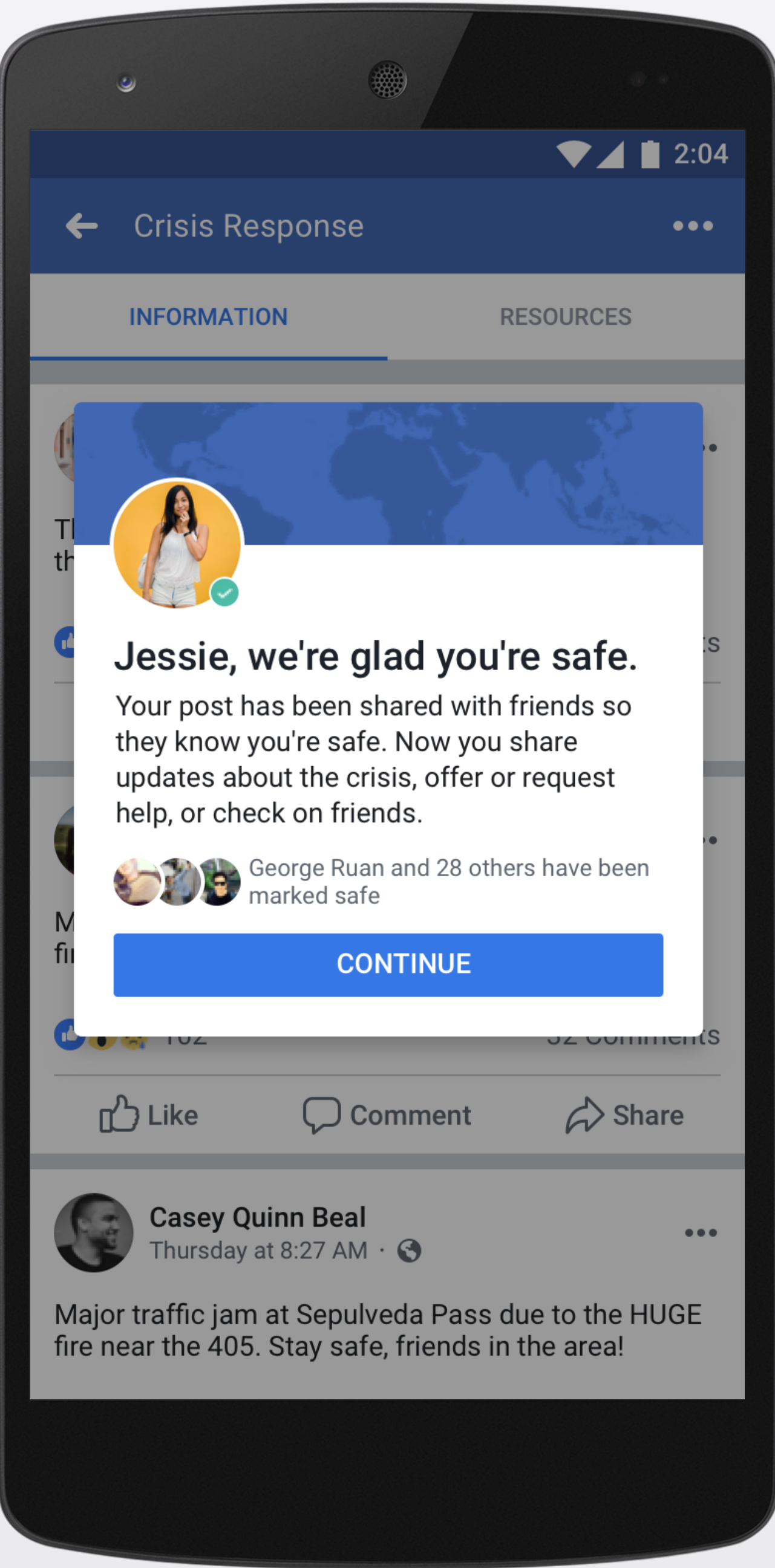
Jessie Kerekes

Not marked safe yet

ASK IF SAFE

MARK SAFE

5. Show Care



- 1. Assess People's Needs**
- 2. Show HOW and WHY**
- 3. Use Clarity to Minimize Anxiety**
- 4. Remember: Every Word Counts**
- 5. Show Care**

Questions?