



ΕΛΛΗΝΙΚΗ ΔΗΜΟΚΡΑΤΙΑ

Εθνικόν και Καποδιστριακόν  
Πανεπιστήμιον Αθηνών

— ΙΔΡΥΘΕΝ ΤΟ 1837 —

ΤΜΗΜΑ ΧΗΜΕΙΑΣ

ΕΡΓΑΣΤΗΡΙΟ ΧΗΜΕΙΑΣ

ΤΡΟΦΙΜΩΝ

# Food product design

**Design Thinking – Empathy map- Buyer Persona**

**Workshop on Innovative Food Product Development**

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# Design Thinking



## A creative problem-solving methodology

### Focuses on:

- ◆ Understanding consumers
- ◆ Challenging assumptions
- ◆ Redefining problems
- ◆ Developing innovative, human-centered solutions

# Design Thinking



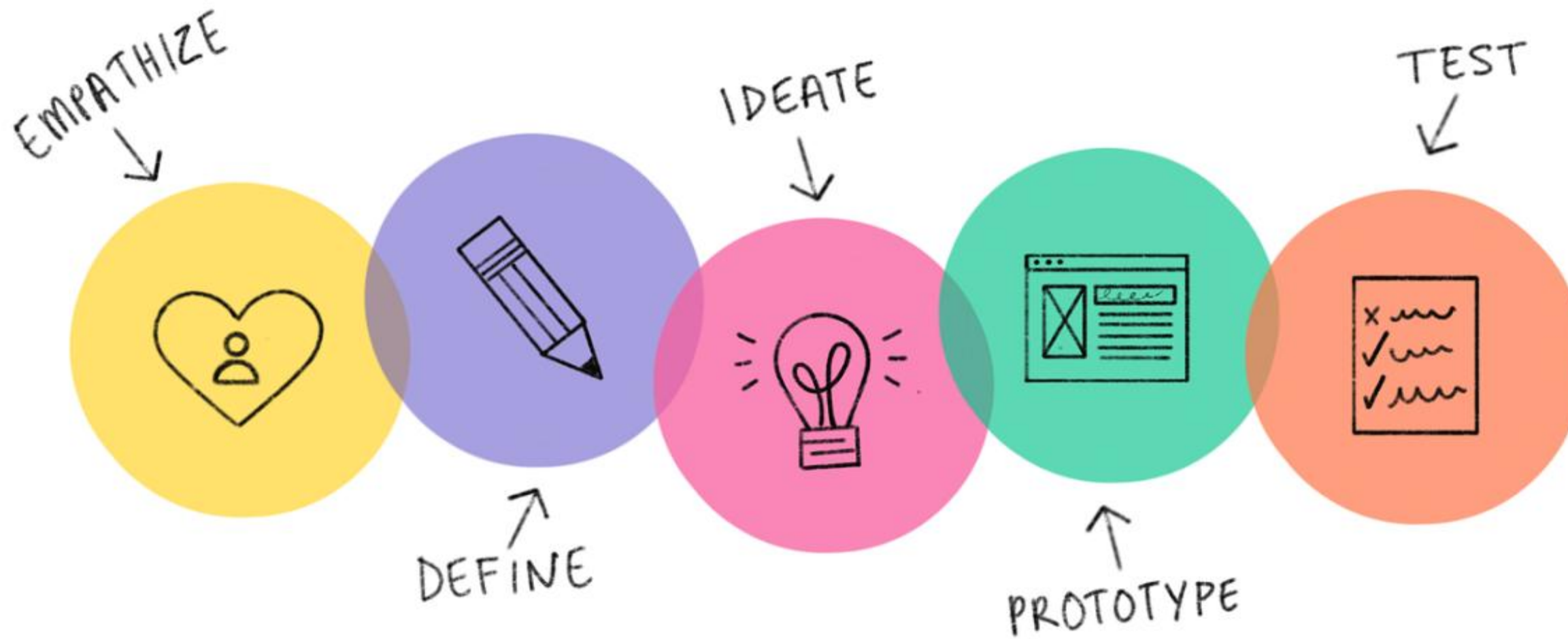
## ***Why Design Thinking ?***

- ◆ Encourages innovation through user-centricity
- ◆ Promotes collaboration across disciplines
- ◆ Reduces the risk of product failure
- ◆ Applicable in business, education, healthcare, food industry, etc.

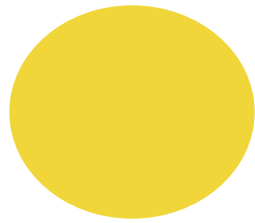


# Design Thinking

## A Non-linear iterative process



# Design Thinking



## **Empathize - Understand the consumers**

Observe their behavior in context.

Engage in interviews and spontaneous interactions.

Immerse yourself in their experiences.



**Goal:** Build deep empathy and understand their needs, values, and frustrations

# Design Thinking



## Define

Synthesize findings from the Empathize phase to define the real challenge.

Making a Point of view according the outcome of empathize the problem

**Goal :** Give a clear **Point of View (POV)** statement:



**Specific User**

needs

**Need/Action**

Because

**Insight**

e.g Anna, a busy working mother, needs quick, healthy meals she can prepare in under 10 minutes, because she feels guilty serving processed food but doesn't have time to cook from scratch during the week.

# Design Thinking

## ***Ideate – Generate Ideas***

Encourage open, creative brainstorming.

Focus on **divergent thinking**—generating a wide range of ideas, including bold or radical ones.

Methods include

 Brainstorming

 Mind mapping

 “How Might We...” questions

 Lotus Flower technique

 Co-creation sessions with users

# Design Thinking



## **Ideate – Generate Ideas**



### **Brainstorming**

- Generate many ideas rapidly.
- Encourage wild, creative thinking.
- No criticism—quantity over quality.



### **Mind Mapping**

- Visual tool to connect related ideas.
- Starts with a central concept, branches out.
- Helps structure and expand thoughts.



### **“How Might We...” Questions**

- Turns problems into opportunities.
- Sparks solution-oriented thinking.
- Example: *“How might we make healthy eating fun for kids?”*



# Design Thinking

## **Ideate – Generate Ideas**

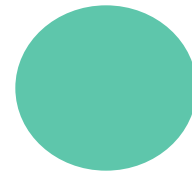
### **Lotus Flower Technique**

- Central idea in the middle, surrounded by 8 themes.
- Each theme expands into sub-ideas.
- Encourages deeper idea generation.

### **Co-Creation with Users**

- Collaborate directly with end users.
- Use workshops or focus groups.
- Helps uncover real needs and gain early feedback.

# Design Thinking



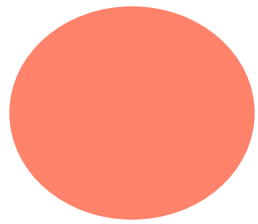
## **Prototype – Bring Ideas to Life**

Transform abstract ideas into **tangible solutions** that can be explored and tested

Prototypes can be:

- Physical (mockups, models)
- Digital (wireframes, interfaces)
- Experiential (role-playing, storyboards)
- Low-fidelity (sketches, paper models)

# Design Thinking



## **Test**

Try it out and gather feedback

Place prototypes in realistic settings.

Observe how users react and refine the solution.

# Empathy map

A collaborative visualization tool used to articulate what we know about a specific user. It externalizes user knowledge to create a shared understanding of user needs and helps in decision-making.

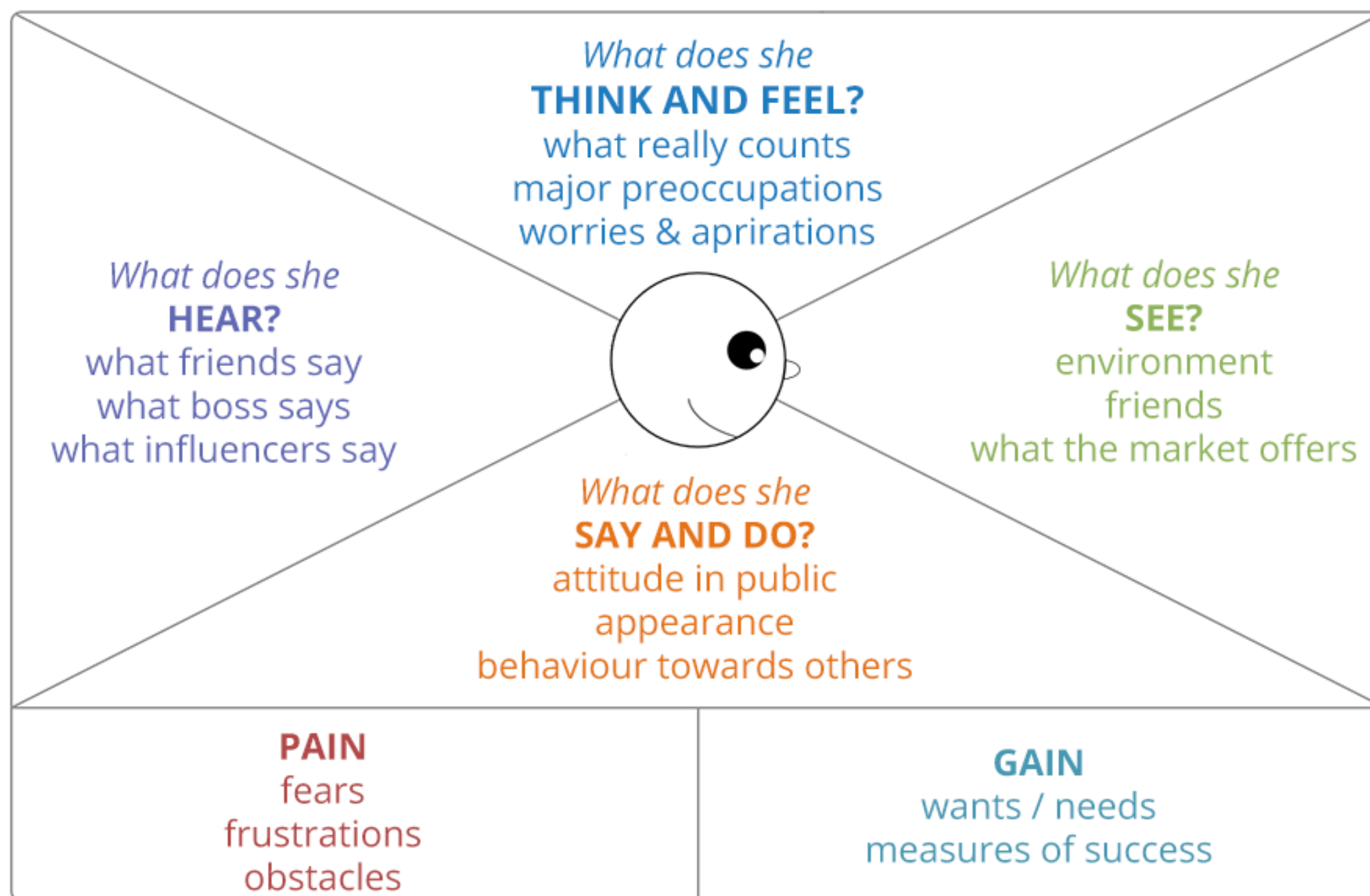
## Uses of empathy map

- At the beginning of any Design Thinking project (Empathize phase)
- To guide user research and synthesize findings
- To align teams on a user-focused strategy



# Empathy map

## BUSINESS MODEL GENERATION - EMPATHY MAP





# Empathy map

## Four Core Quadrants:

**Says** – What does the user say out loud? - What emotions are driving them?

**Thinks –Feels** What's going on in their mind?

**See**– In which the environment live?

**Hear** - What people (friends, family, etc.) say ?

## Additional Sections:

**Pains** – Their frustrations and obstacles

**Gains** – What success looks like for them

# Buyer Persona

A fictional yet research-based profile that represents a segment of your ideal customers

It helps teams align around who they are designing or marketing for

## Uses of Buyer Persona

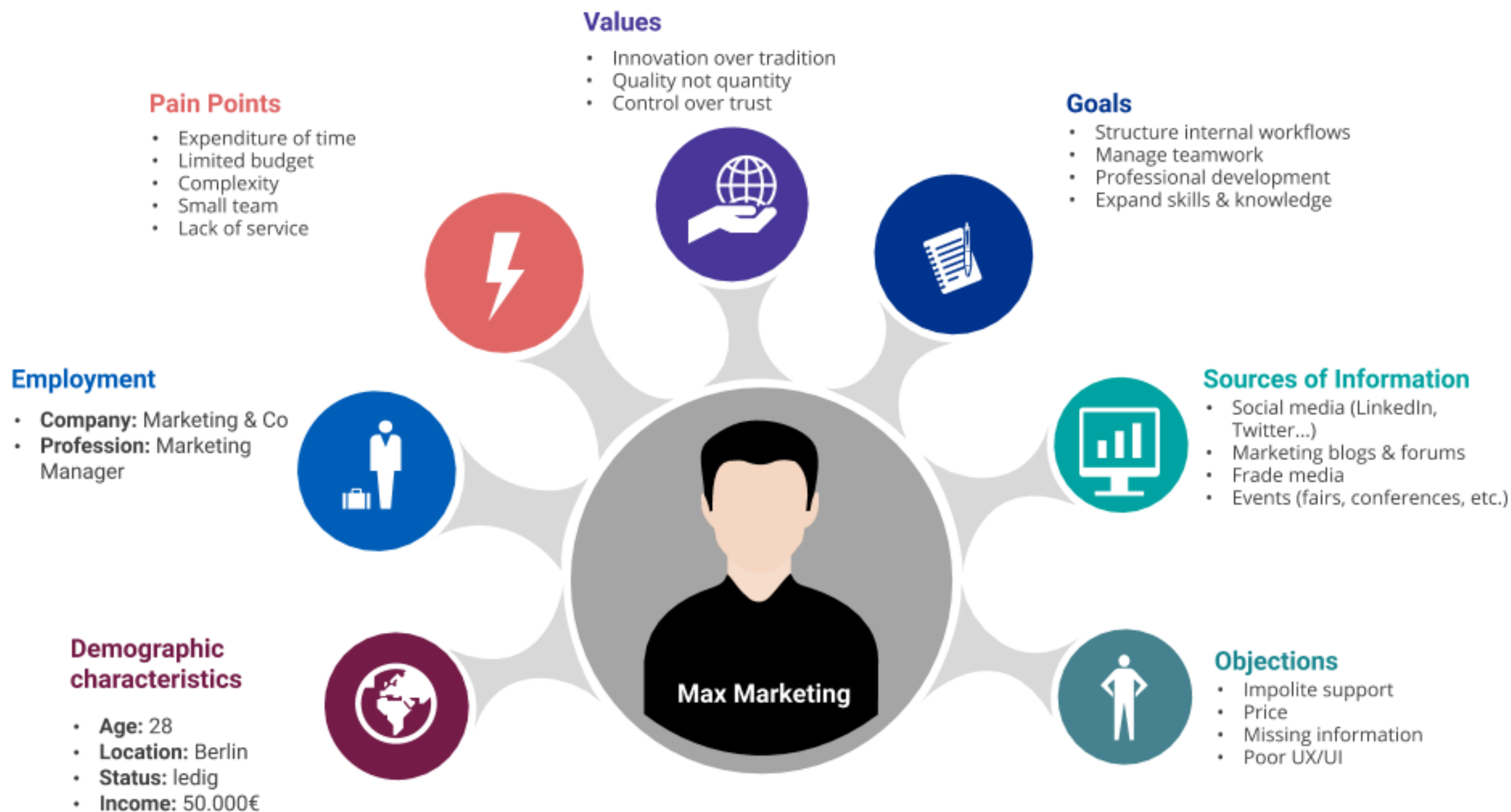
- ☑ Design more relevant products and services
- ☑ Create targeted marketing messages
- ☑ Improve UX/UI and customer support strategies
- ☑ Prioritize features in product development

# Buyer Persona

Attribute	Description
Name & Role	Give your persona a name (e.g., Eco-conscious Emma) and a job title.
Demographics	Age, gender, education, income, location.
Goals & Motivations	What are they trying to achieve? What drives them?
Challenges & Pain Points	What frustrates them? What obstacles do they face?
Buying Behaviors	Where do they shop? What influences their decisions?
Values & Beliefs	What matters to them ethically, emotionally, and socially?



# Buyer Persona



# Task



**Develop an empathy map and Buyer persona for an innovative food product**

**max: 2 pages**



# Resources

## Books and papers

- Brown, T. (2009). *Change by design: How design thinking creates new alternatives for business and society*. Harvard Business Press.
- Liedtka, J. (2015). Perspective: Linking design thinking with innovation outcomes through cognitive bias reduction. *Journal of Product Innovation Management*, 32(6), 925–938. <https://doi.org/10.1111/jpim.12163>
- Revella, A. (2015). *Buyer personas: How to gain insight into your customer's expectations, align your marketing strategies, and win more business*. Wiley.
- Gray, D., Brown, S., & Macanufo, J. (2010). *Gamestorming: A playbook for innovators, rulebreakers, and changemakers*. O'Reilly Media.
- Creative Confidence* by Tom & David Kelley
- The Art of Innovation* by Tom Kelley
- Change by Design* by Tim Brown

## Websites & Tools:

[Stanford d.school Bootleg](#)

[IDEO: History of Design Thinking](#)

[DoThinkLab Tools](#)

[DesignThinking.es](#)