

Mapping Positionality & Enhancing Empathy in Design



Omari Souza

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ABOUT

Omari Souza is a seasoned UX researcher and design educator with over seven years of experience in the field. Currently a professor at the University of North Texas,, Omari specializes in enhancing user experiences by tracking usability and sentiment across customer journeys. He is also the a co-editor of the book *An Anthology of Blackness: The State of Black Design*, a book published by MIT Press that has received critical acclaim. Omari holds a deep commitment to fostering empathy and inclusivity in design, as evidenced by his numerous keynote presentations and workshops, including at the Cleveland Institute of Art and the IDSA conference. His work consistently bridges the gap between research, design, and social impact.

OVERVIEW

The workshop "Mapping Positionality and Enhancing Empathy in Design" is designed to reimagine human interaction within design by fostering inclusivity, belongingness, and collective growth. Through exploring personal and marginal positionalities, participants will engage in journey mapping and collaborative problem-solving, ultimately enhancing their capacity to design with empathy. This workshop aligns with the conference theme by promoting a deeper understanding of cultural and social dynamics, enabling participants to create design solutions that are inclusive, coherent, and responsive to emergent care trends.

METHODOLOGY

The workshop will involve individual reflection, journey mapping exercises, and collaborative problem-solving in groups. Participants will begin by identifying their Positionality using a matrix, followed by creating and sharing journey maps. Finally, they will collaborate in groups to design solutions for different demographics.

KEYWORDS

Regenerative Design, Positionality, Empathy, Design, Collaboration, Inclusivity Community, Biodiversity, Citizen.

LOCATION

Gandhinagar

MAXIMUM PARTICIPANTS

20