

Designing With Empathy



Agenda

Introductions

What is Empathy?

How Empathy Delivers Value

How to Apply Empathy

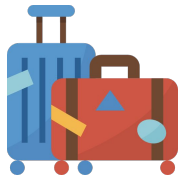
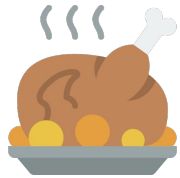
Q&A

Hello!

I am **Sam Kashani**.

I am a co-founder of **Involve Design**

I am in the business of experiences



What is Empathy?



Source: <https://giphy.com/gifs/bobs-burgers-l0HIC5clQQRCpq9G>



Source: <https://www.youtube.com/watch?v=1Ewgu369Jw>

What is Empathy?

Empathy is our ability to see the world through other people's eyes, to see what they see, feel what they feel, and experience things as they do.

Source: www.interaction-design.org

Example: GE CT-Scan



Example: GE Adventure Series CT Scan



Source: GE-ADVENTURE SERIES - THE PIRATE ROOM



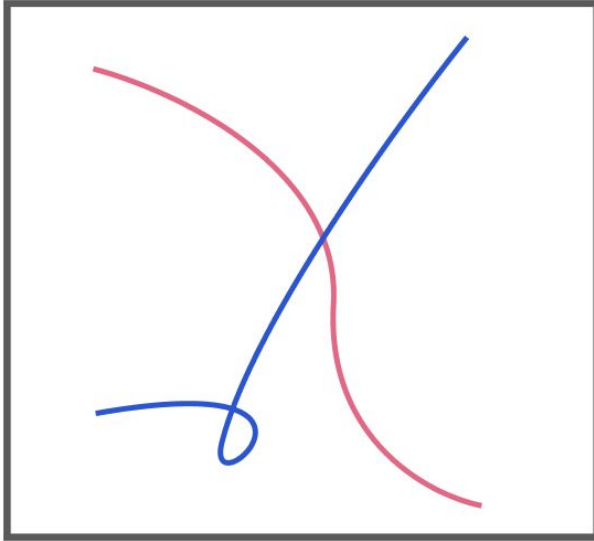
Poll Question:

Do you include empathy-based approaches in how you work today?

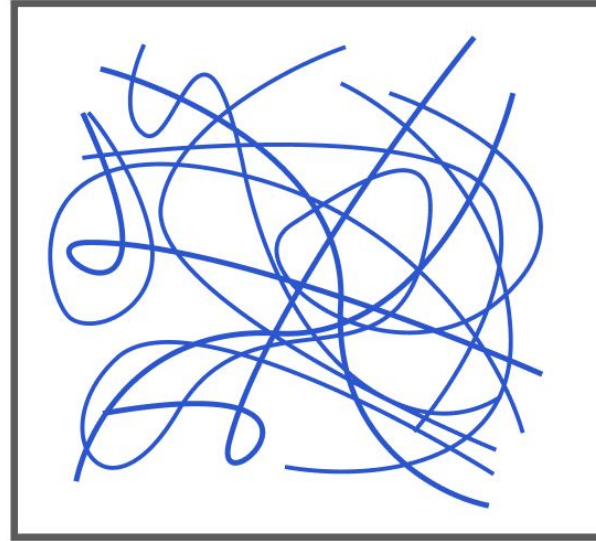


How Empathy Delivers Value

Empathy plays a stronger role in 'Wicked Problems'



Traditional Problems

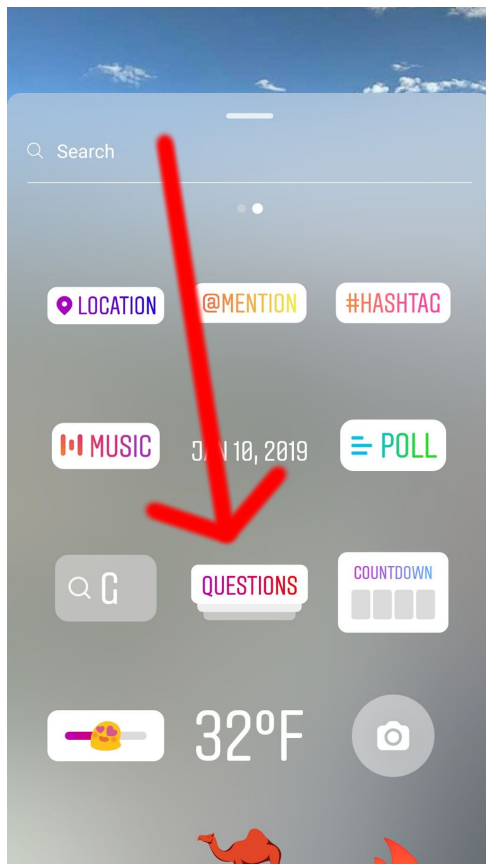


Wicked Problems

Source: <https://www.philosophersinamerica.com/2017/03/31/016-ep12-thats-a-wicked-problem-youve-got-there/>



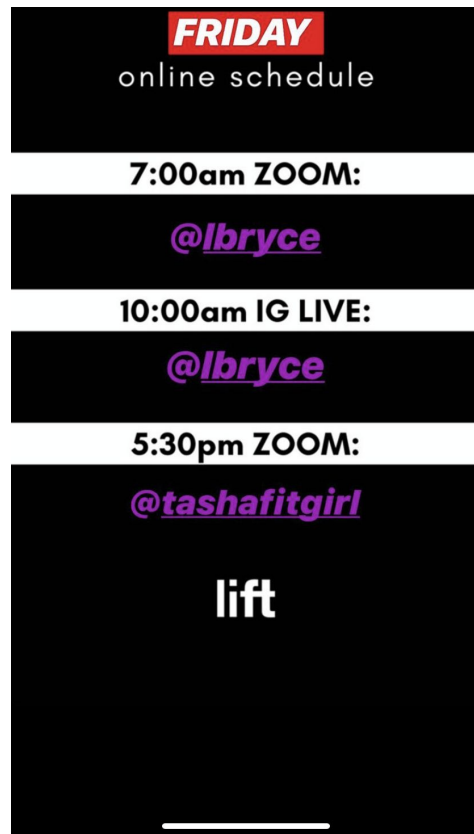
Source: <https://giphy.com/gifs/chancetherapper-chance-the-rapper-hot-shower-WsjvRxj8RRxYZglzzl>



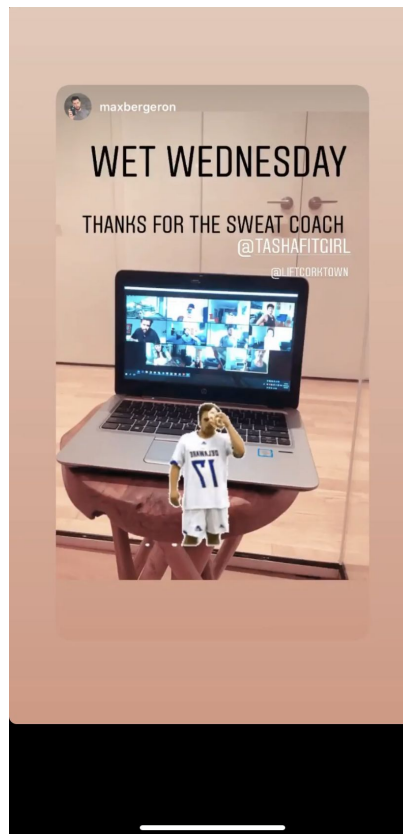
Source: Instagram.com



Source: <https://pixabay.com/illustrations/email-icon-marketing-market-1346077/>



Source: <http://www.liftcorktown.com/>



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Photo by [David Veksler](#) on [Unsplash](#)



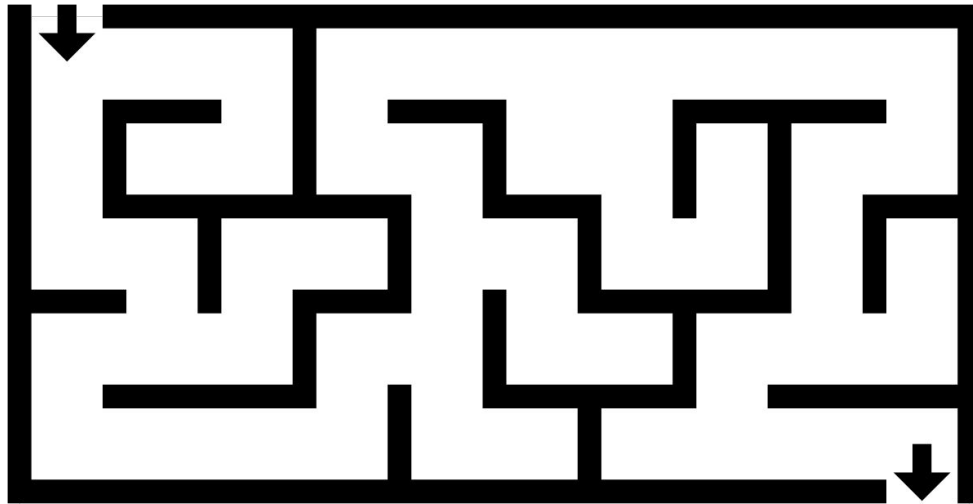
TESLA



Empathy can drive value across all aspects of your business

- Customers feel heard, increasing their trust and loyalty to your business
 - Higher customer satisfaction
 - Reduced churn rates
- Employees feel connected to customers
 - Higher engagement
 - Reduced attrition
- You can anticipate customers' needs and motivations better, resulting in faster problem discovery and solution delivery
 - Lower cost for building solutions
 - Higher recurring sales

Empathy helps you meet customers & employees where they are, and move forward together



Source: https://en.wikipedia.org/wiki/File:Simple_Maze.svg

We cannot solve the problems we have created, with the same thinking we used in creating them.

-A Einstein



Poll Question:

**How often do you feel
companies effectively use
empathy in their products and
services?**

How to Apply Empathy



DESIGN THINKING PROCESS



Source: <https://medium.com/@naveen.kumar.k/what-is-design-thinking-part-1-b22e121734bc>

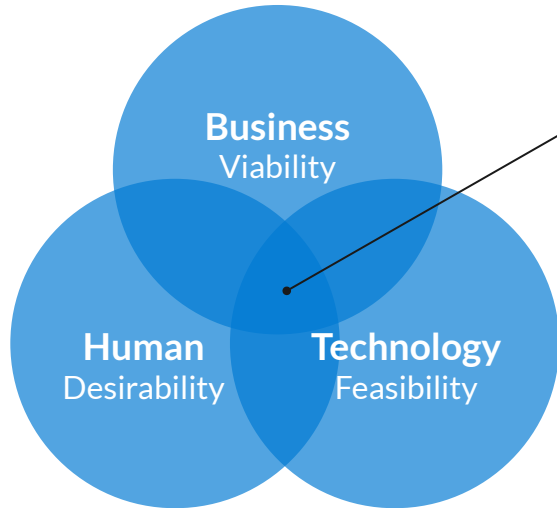
What is Design Thinking?

The phrase was popularized by Tim Brown in the early 1990s in an effort to bring a more human-centered approach to how companies innovate

Design Thinking is...

...an approach to solve wicked problems and drive innovation from a human-centered perspective while balancing business viability and technical feasibility.

Why is Design Thinking so powerful?



Balances human needs and desires with more traditional approaches

Design thinking is...

Empathetic

Collaborative

Multi-disciplinary

Divergent + convergent thinking

Iterative

Design thinking is not...

Visual/Graphic Design

A one size fits all solution

Just for designers

What's involved in the Design Thinking process?

Understand the problem

Understand mental models

Empathy

List possible solutions

Analyze each option

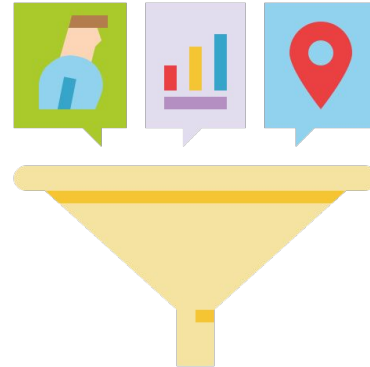
Pick the best available option

Implement and test the solution

Empathy can be measured quantitatively and qualitatively



Quantitative



Qualitative

Tools to apply empathy to your products & services:



Surveys



Personas



Ethnography
/ observation
studies



Diary
studies



Focus
groups



NPS
reviews /
comments



App /
service
reviews



Poll Question:

Have you used these tools before?

Easiest way to practice empathy: in a workshop

- Facilitator(s) keep the group focused on the customers' perspective
- Encourages cross-discipline communication
- Exposes assumptions & biases

How to run a simple empathy workshop:



Set a goal / define the
problem statement



Pick the journey or
touchpoint to focus on

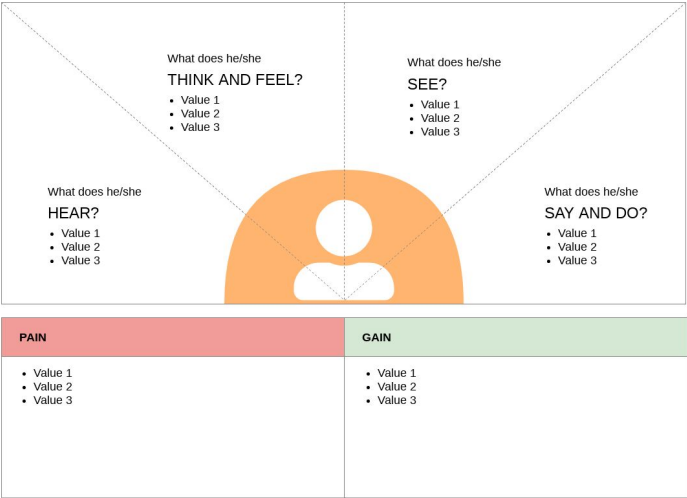


Select a persona to use

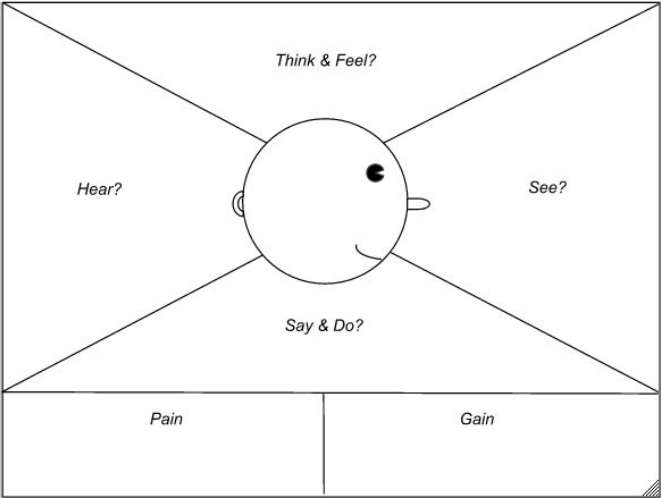


Finally, identify user tasks and
document what they are
feeling, thinking, doing and
saying along the way

There are a variety of free empathy canvases you can use

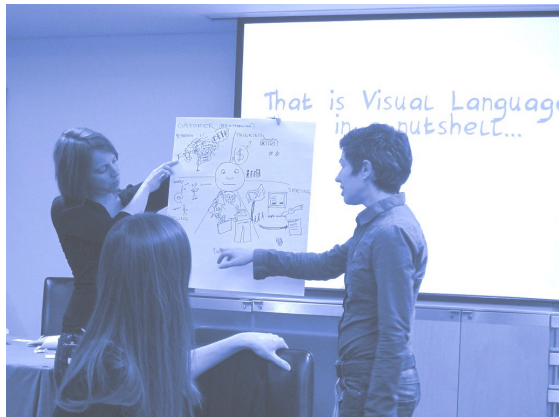


Source: <https://online.visual-paradigm.com/>



Source: <https://online.visual-paradigm.com/>

Here are some other fun canvas examples...



Source: [flickr.com/photos/visualpunch/5629446208](https://www.flickr.com/photos/visualpunch/5629446208)
<https://www.flickr.com/photos/visualpunch/5628859413>

Involve Design's Empathy Canvas:

Customer Pains Points: List the problems your customers are struggling to solve.

Questions to Answer: List additional information you need further research on.

Hypotheses: Your best guess as to what will resolve the problems.

Customer Opportunities: Potential solutions which will resolve your customers' pain points.

Empathy Canvas			
Says		Thinks	
Does		Feels	
<div>User</div>			
Customer Pain Points	Questions to Answer	Hypothesis to Verify	Customer Opportunities

Key Takeaways

- Understanding customer decisions, motivations and emotions play a significant role in maintaining a sustainable competitive advantage.
- If teams aren't practicing empathy, they run the risk of building things customers don't need or that fail to meet expectations.
- Amazing customer experiences aren't random; they are meticulously crafted and iterated upon.

Everything is designed, few things are designed well.

-Brian Reed



Questions?

Feel free to reach out!

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