

EMPATHY 101

Empathy simply means to understand and share the feelings of others. Some of the best ideas in the world are built by people who empathise; people who can feel what others feel.

To accurately define the problem and lay a solid foundation to your idea, you need to empathise with your potential clients, users and customers. Empathy 101 is a tool designed to help you capture knowledge about a client's behaviours and attitudes and help you better understand your potential users.

TOP TIPS

- Start by gathering qualitative research data and use your Personas - if you have created them. Don't worry if your data has lots of assumptions for now. You can use this to test at a later stage.
- Don't rush the Empathy exercise; take time to fully immerse yourself in the shoes of the client, user or customer.
- Follow the numbers to work your way around the chart.

1. WHO ARE WE EMPATHISING WITH?

*Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?*

2. WHAT DO THEY NEED TO DO?

*What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?*

3. WHAT DO THEY SEE?

*What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?*

7. WHAT DO THEY THINK AND FEEL?

PAINS

What are their fears, frustrations and anxieties?

GAINS

What are their wants, needs, hopes and dreams?

What other thoughts and feelings might motivate their behaviour?

4. WHAT DO THEY SAY?

*What have we heard them say?
What can we imagine them saying?*

5. WHAT DO THEY DO?

*What do they do today?
What behaviour have we observed?
What can we imagine them doing?*

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6. WHAT DO THEY HEAR?

*What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?*

