“E” IS FOR EMPATHY
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INTRO

EMPATHY IS A SUPERPOWER

RETHINKING “GOOD SERVICE”

MAKING EMPATHY YOUR DAY JOB
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EMPATHY IS A SUPERPOWER

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MAKING EMPATHY PART OF YOUR DAY JOB
THE CUSTOMER IS NOT ALWAYS RIGHT.
HUMANS ARE COMPLEX…

What may seem like contradictions…

are just realities of our emotional and behavioral nature.
HUMANS ARE COMPLEX...

"I’M ON MY WAY!"
HUMANS ARE COMPLEX…

"I’m on my way!"

I’m still at home.
HUMANS ARE COMPLEX...

“I’M ON MY WAY!”

I have plenty of time… if there is no traffic…

I’m still at home.
HUMANS ARE COMPLEX...

“I’M ON MY WAY!”

I have plenty of time… if there is no traffic…

I’m still at home.
HUMANS ARE COMPLEX...

We are in a drought so I ration my water usage! Green living all the way!

What are the rules again? I have no clue how much I should be using.

Have to keep those plants alive and that yard lush!

I’m confused and guilty.
That’s why surveys can only tell us so much and are a poor source of insight & inspiration…

People don't know what they want until you show it to them. That's why I never rely on marketing research. Our task is to read things that are not yet on the page.

— Steve Jobs —
Simple Definition of EMPATHY

: the capacity to understand and share another person's experiences and emotions.
EMPATHY IS AN ESSENTIAL TOOL FOR IDENTIFYING...

- What people value
- Pain-points, areas of confusion/conflict
- How people behave and act
- What drives their actions
- Their aspirations and motivations
- What matters most to customers
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EMPATHY AS A SUPERPOWER

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“GOOD SERVICE” is not just about satisfaction…
What if you enabled people to do the right thing with the right tools?
What if communications were more of a dialogue instead of a bill?

Image Source: Nest
What if trouble shooting was a collaboration between you and customers?
What if your customers were also your front line?

Image Source: MOTO REPELLENT
What if utilities were celebrated in more visible ways?

Image Source: National Parks
What if utilities formed creative partnerships to engage people in new ways?
What if “good service” meant a better experience for all stakeholders involved?
“GOOD SERVICE” can and should be…

Enabling people with the right tools
Communication as a dialogue
Collaborative problem solving
Customers as part of the front line
Community celebrated services
Creative engagement & partnerships

A better experience for ALL stakeholders (not just the customer).
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EMPATHY AS A SUPERPOWER

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WHAT METHODS & PROCESSES CAN YOU USE TO BUILD CUSTOMER EMPATHY?
THE 3 LENSES OF HUMAN-CENTERED DESIGN

EMPATHY starts here

DESIREABILITY

Viability

Feasibility

INNOVATION thrives here
DESIGN+RESEARCH

creative ideas
business innovation
tangible solutions

user empathy
insights & inspiration
understanding context
8 RULES of DESIGN RESEARCH
RULE #1

WALK A MILE IN YOUR CUSTOMER’S SHOES.
RULE #2

TALK TO CUSTOMERS IN THE ACTUAL CONTEXT YOU ARE DESIGNING FOR.
RULE #3

LISTEN TO STORIES. WITHOUT JUDGEMENT.
RULE #4

GO BEYOND “TYPICAL” TO LEARN FROM EXTREMES.

Image Source:
flickr.com/photos/david_martin_foto/
RULE #5

OBSERVE WITH FRESH EYES.
RULE #6

TAKE VISUAL NOTES.
RULE #7

LOOK FOR INSPIRATION OUTSIDE YOUR INDUSTRY.

Image Source:
en.wikipedia.org/wiki/Playground
RULE #8

RAPIDLY PROTOTYPE TO LEARN CHEAP LESSONS, TEST & REFINE YOUR IDEAS.

Image Source: IDEO
Prototyping Elmo’s Monster Maker App
8 RULES of DESIGN RESEARCH

1. Walk a mile in your customer’s shoes.
2. Talk to customers in the actual context you are designing for.
3. Listen to stories without judgement.
4. Go beyond “typical” to learn from extremes.
5. Observe with fresh eyes.
6. Take visual notes.
7. Look for inspiration outside your industry.
8. Rapidly prototype to learn cheap lessons, test & refine your ideas.
IF USED UPSTREAM IN THE DEVELOPMENT PROCESS, DESIGN RESEARCH CAN THEN INFORM BETTER DECISIONS AND OFFERINGS.

**INSIGHT**
Understand the context & stakeholders you are designing for first hand.

**GENERATION**
Using your insights as inspiration, brainstorm ideas & prototype various solutions.

**ACTION**
Deliver your strategy & validate and refine with feedback throughout implementation.

**EMPATHY**

**INSIGHT**

**IDEATE**

**PROTOTYPE**

**IMPLEMENT**

**REFINE**
CURIOS TO LEARN MORE?

Please contact MO STUDIO, our innovation consulting firm at:

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CURIOUS TO LEARN MORE?

Read about how to meld the art & science of innovation:

*The Tao of Innovation: Nine Questions Every Innovator Must Answer*

Co-Authored by Sue Tan Toyofuku

Available on amazon.com