How to Develop Empathy for Any Audience

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Agenda

Introductions

How we use empathy to solve customer pain points

What is Design Thinking?

Flexing your empathy muscles
Who we are

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Our backgrounds in Design Thinking

Nothing is a mistake.
There's no win
And no fail.

There's only make.

John Cage
How we use empathy to solve customer pain points
We talk with our customers
And use Design Thinking to go from escalation to reference
What is Design Thinking?
Design Thinking is a process for creating new and innovative ideas. It’s about solving complex problems using a **human-centered approach**, focusing on user needs to drive innovation. Design Thinking can be used in all walks of life, from schools to manufacturing, from IT to hospitality.
Build team
Define challenge
Focus on white spots

Synthesize data
Define/select direction
Focus on persona

Select/define concept
Visualize & build
Focus on solution

UNDERSTAND
OBSERVE
DEFINE
IDEATE
PROTOTYPE
TEST

Go out for research
Observe & learn
Collect data

Get creative
Open for innovation
Build on ideas

Go out for validation
Listen & observe
Collect feedback

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Examples from around the world

**Embrace**
A miniature pouch, not unlike a sleeping bag, helps prevent newborns from developing hypothermia. The inventors of the pouch say it has helped prevent over 200,000 infant deaths, especially in developing countries around the world.
http://embraceglobal.org

**K-12 Lab Network**
The Stanford University d.school is working to bring design thinking into schools around the country to help redesign lunch programs, reinvent professional development for teachers, and so much more.
https://dschool.stanford.edu/programs/k12-lab-network

**Moneythink**
Moneythink Mobile is an app that helps low-income students manage their money and improve their financial decision-making skills.
https://www.ideo.org/project/moneythink-mobile

**SAP Tennis Analytics for Coaches**
SAP design thinkers have worked with the World Tennis Association (WTA) to create an app that connects players with their coaches so they can get real-time feedback during matches.
https://vimeo.com/138808444
Flexing your **empathy muscles**
Warm-up exercise
Empathy is the cornerstone of human-centered design.
Taking notes the Design Thinking way

Using sticky notes and markers to capture a single insight per sticky allows you to freely associate and cluster your research points to identify themes and patterns.

A picture is worth a 1000 words…be visual!
User research videos
Create your empathy map

An Empathy Map is a tool for synthesizing observations and drawing out unexpected insights. As a result of the process, you develop empathy for your users.

Use the grid to organize your research notes into the following:

- **Say**: What are some quotes or defining words your users said?
- **Do**: What actions and behaviors did you notice?
- **Think**: What might your user be thinking? What does this tell you about his or her beliefs?
- **Feel**: What emotions might your subject be feeling?
Personas

Personas are fictional, generalized characters that represent the needs, goals, and observed behavior among your users. They enable your team to develop empathy for their user.

Using your empathy map, generate a prototypical user to serve as a representative for your real user group.

1. As a team, discuss what this person really wants: “What are the forces motivating this person? What can we do for this person?”

2. Put yourself in the shoes of your typical user and answer questions associated with their characteristics, responsibilities, needs, goals, pain points, etc

3. Make your Persona realistic by giving it a name and face

4. Use the Persona to discuss your ideas and sanity check your solutions
Creating a point of view (POV) statement

A Point of View is basically your design challenge reframed into an actionable problem statement. You use it as a launching point for ideation and as a guiding statement to keep you focused on the user, insights and needs that you uncovered during your research.
NEEDS A WAY TO
find all the information on released features relevant to his solution

SURPRISINGLY | BECAUSE | BUT | SO THAT (pick one)
he can plan, test, and rollout the changes to his end user every quarter
What would come next

- **Build team**
  - Define challenge
  - Focus on white spots

- **Synthesize data**
  - Define/select direction
  - Focus on persona

- **Select/define concept**
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  - Focus on solution

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**DEFINE**
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- Listen & observe
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**PROTOTYPE**

**TEST**
Thank you.

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