

Deep Customer Empathy

Use this tool to synthesize insights after you have learned about your customers through observation (“Follow-Me-Home”), interviews, or other empathy methods.

DESIGN FOR DELIGHT



1 The Challenge

Write the challenge you are working on as a question.

How might we...

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2 What We Learned

! Circle if this is a surprise or an area of customer pain (frustration, confusion, or anger)

List your most important observations from your interactions with customers.

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3 Customer Problem Statement

Create a single statement to summarize your customer’s biggest problem.

I am: A narrow description of the customer - not you.

I am trying to: Desired outcome customer is trying to achieve

But: Problem or barrier

Because: Root cause of the problem or barrier

Which makes me feel: Emotion

4 Ideal State

Create an inspiring vision of the best customer outcome, but leave out any solution ideas.

In a perfect world: Bold statement of a future state that is borderline unachievable (perfect outcomes, not specific solutions)

The biggest benefit to me: The improvement in the customer’s life once the ideal state is achieved.

Which makes me feel: Emotion

How delightful is your ideal state for your customer? Rate your ideal state by filling in the stars. Keep working until it’s better than 5 stars!

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Remember: You can revise your customer problem statement and ideal state as you learn more!

