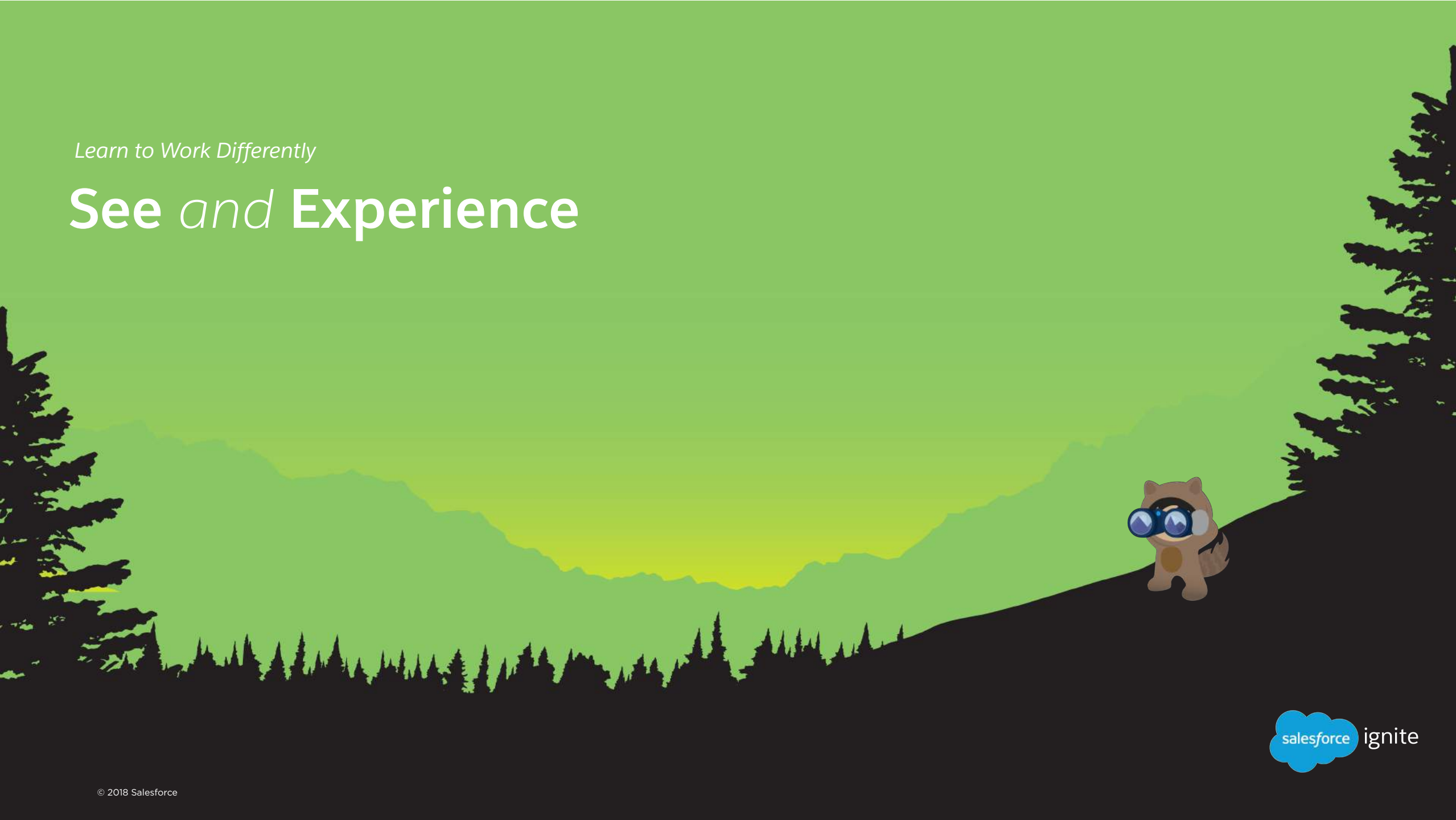
Learn to Work Differently

See *and* Experience



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NEW!

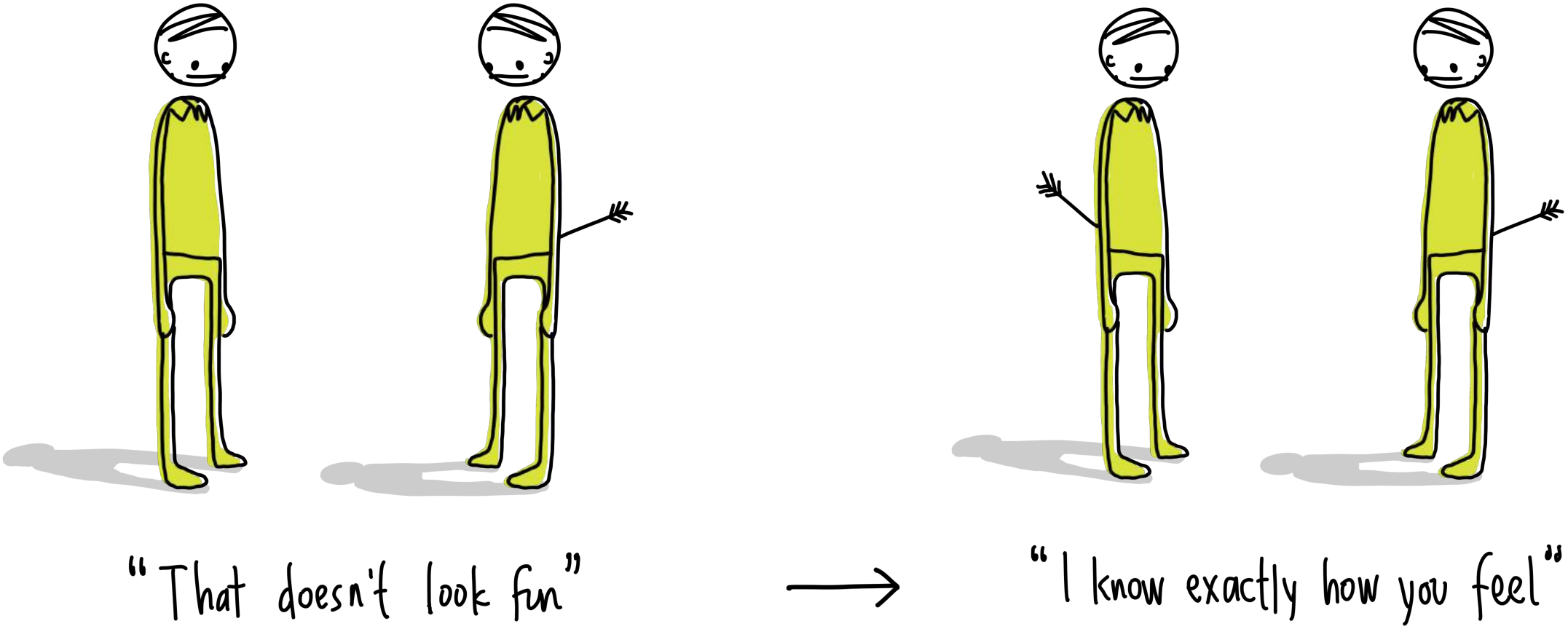
Freeze It by Discover

An on/off switch for new purchases, cash advances, and balance transfers on your account.

You can *intentionally change* the way you see things

CONSIDERATION

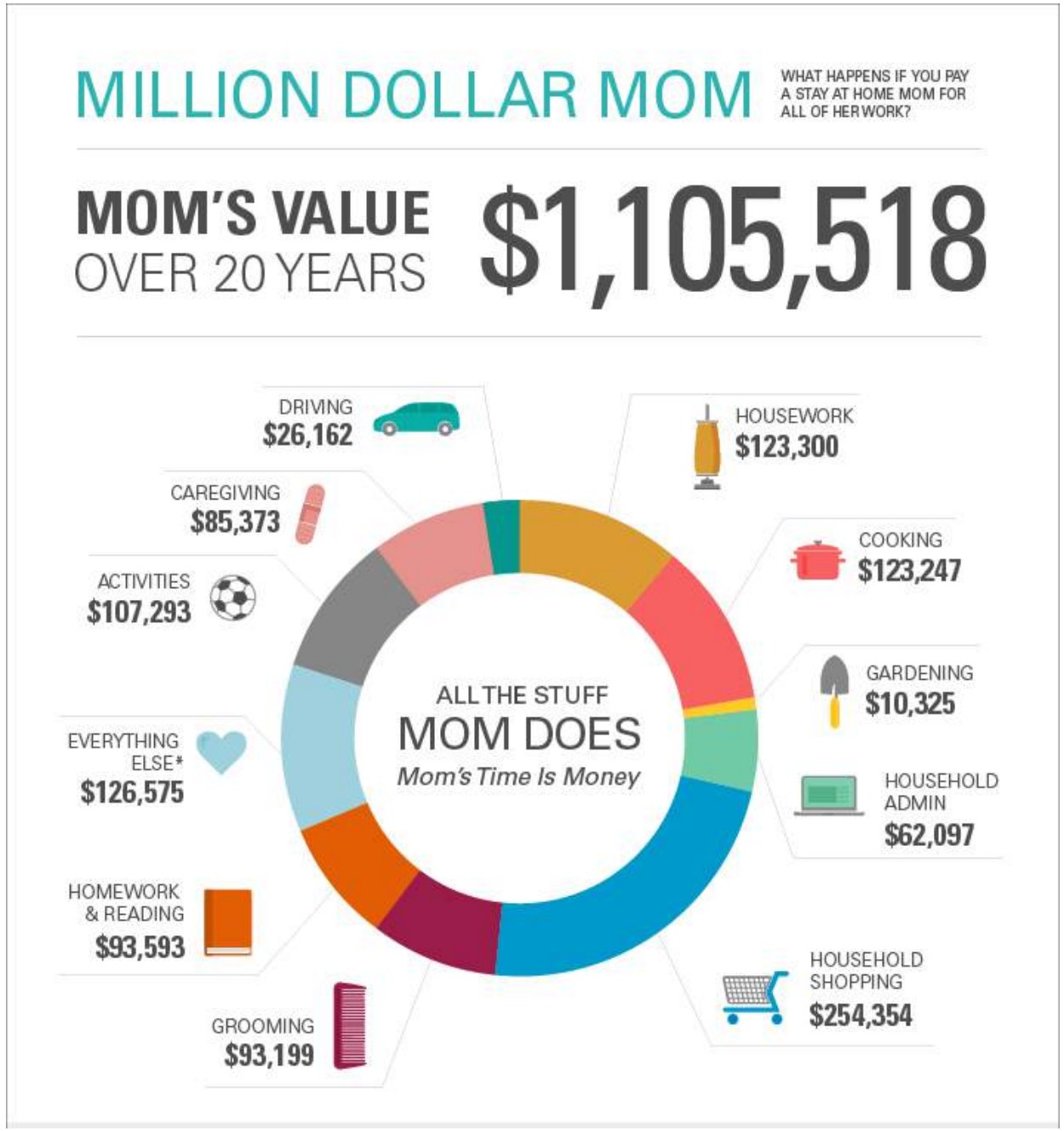
Understanding comes from tactical empathy, or feeling what someone else feels.



CONSIDERATION

Numbers only tell part of the story

Tell you the “what but not the why”



Infographic Source: https://www.lgamerica.com/learning-center/why-moms-need-life-insurance

CONSIDERATION

Recognize the nuances and complexity in daily life

CONSIDERATION

Empathy building has deep roots in anthropology

"What?
Reverse order of originals?"

EXAMPLE

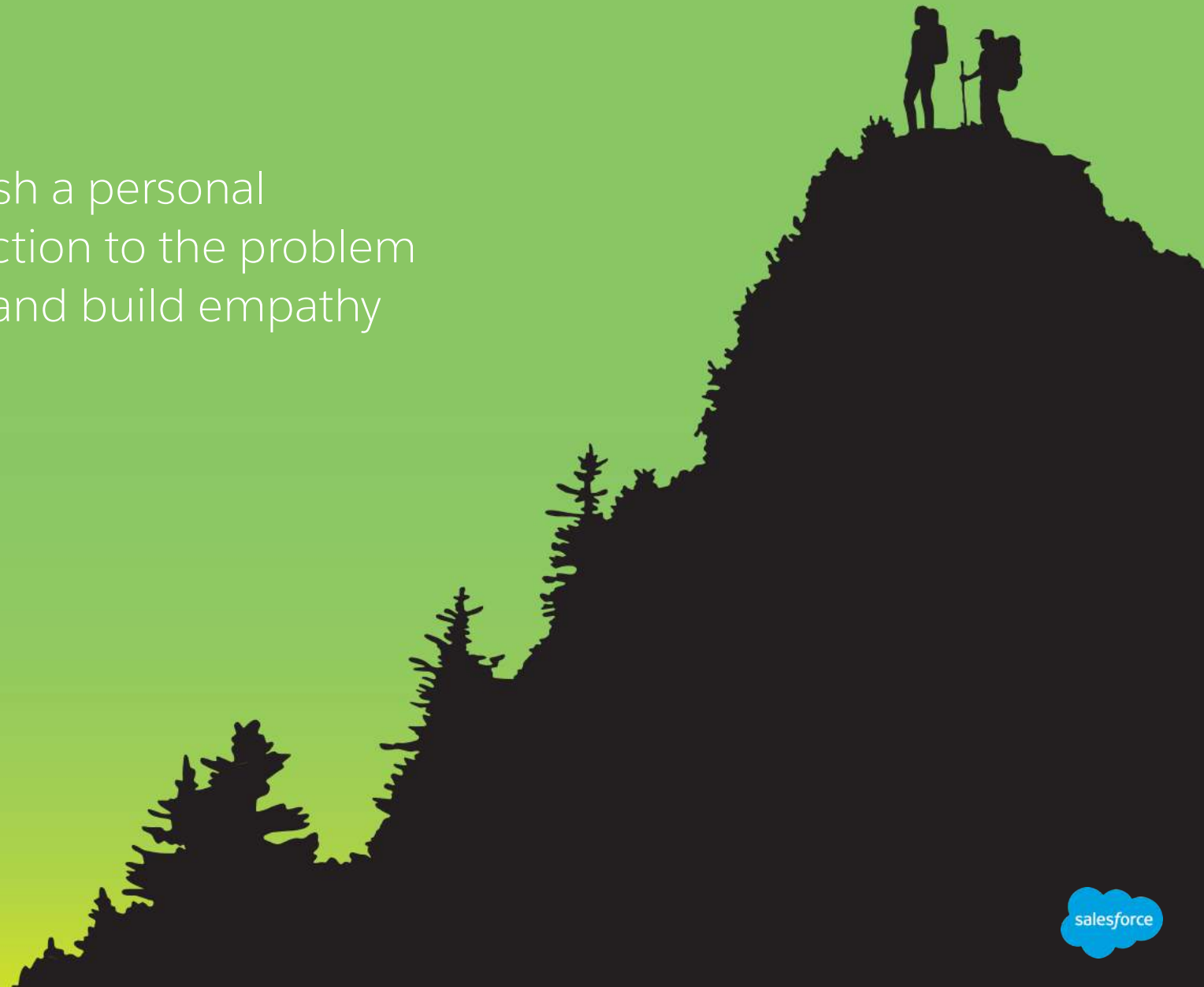
Tactical empathy led to consumer photocopiers

Designed to be easy to use and user serviceable

See *and* Experience

Immerse in the problem space and understand behaviors and context

Establish a personal connection to the problem space and build empathy



TIP #1

Speak directly with users about their experience

Understand what makes them happy

Narrate a daily routine

Ask their opinion

Get a tour of their space

Try out products

TIP #2

Observe how people actually behave

Look for patterns

Identify inconsistencies

Count

Map

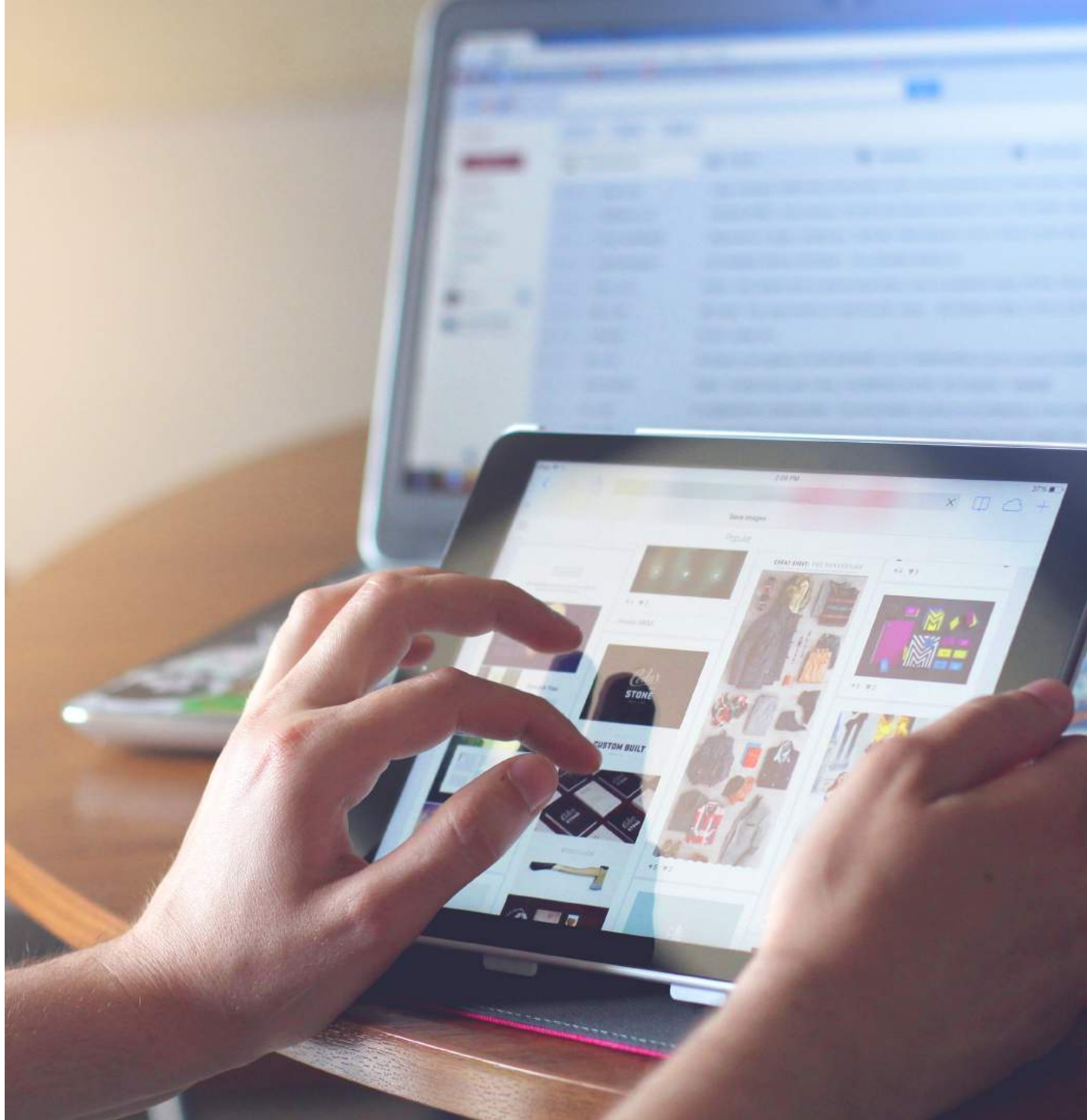
TIP #3

Walk in their shoes

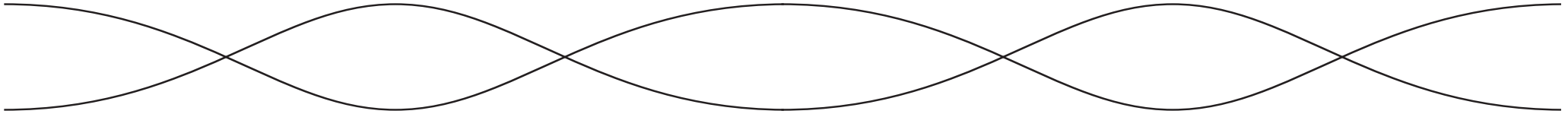
Experiment with products

Simulate

Try a new role



See *and* **Experience** anytime



Set objectives for onsite visit and download with team after

Spend time with stakeholders end users

Experience competitive products

Share early stimuli with users in context

Shadow extreme user groups

Thank You