

# EMPATHY FOR ENTREPRENEURS

how to understand and identify customer needs and wants from their perspective.

## CONTEXTUAL IN-DEPTH INTERVIEWS

Use this general format for empathic diagnosis interview.

### GENERAL CONTEXT

As the interviewer, you provide the general context for the conversation.

Be clear about the information you're seeking.



### USING COMMUTING AS AN EXAMPLE

The topic of your interview is the experience of a daily commute to and from work.

### INDIVIDUAL CONTEXT

Based on your questions, the interviewee explains how they relate **personally** to the subject.



### USING COMMUTING AS AN EXAMPLE

Ask questions that prompt the interviewee to give you answers based on their **personal experience** commuting to and from work on a daily basis.

### INTERVIEW QUESTIONS

Below is a list of question areas to ask your interviewee.

#### Goals

What are you trying to achieve during this experience? Why are you trying to achieve it?

#### Means

How and why do you aim to achieve those goals?

#### Dissatisfaction

What about this experience is negative? Why is it negative?

#### Greatest Wish

What does your ideal version of this experience look like? Why is it ideal?

#### Relevant Promise

What promise can we make? Why is that promise the most important one?

#### Beliefs

What makes you believe that you can't achieve your goal?

#### Barriers

What's getting in the way? What is missing?



### USING COMMUTING AS AN EXAMPLE

Below is a list of question areas you could ask an interviewee about commuting.

#### Goals

What are you trying to achieve on your commute and why? To get to work on time? To spend as little money as possible? To use the time usefully?

#### Means

What do you do to help you achieve those goals during your commute?

#### Dissatisfaction

Tell me how you feel about your commute and why? What about it is negative?

#### Greatest Wish

How do you wish to feel about your commute?

#### Relevant Promise

What kind of a service might help you feel that way?

#### Beliefs

What do you feel is stopping you from realizing your commuting goals?

#### Barriers

What is actually stopping you from realizing your commuting goals?



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## USING **EMPATHY** FOR ENTREPRENEURIAL DIAGNOSIS AFTER INTERVIEWS

Once your interview is complete, it's time to reflect on the individual context your interviewee provided in their answers, in order to discover entrepreneurial opportunities in their experiences.

Use the prompts below to help you analyze the information you recorded in the interview:

### IDENTIFYING PROBLEMS

What dissatisfactions did your interviewee discuss?

What emotional pain points did they signify?

What functional failures did they signify?



### PROMPTING **ENTREPRENEURIAL SOLUTIONS**

Aim to eliminate those dissatisfactions in order to deliver the ideal consumer experience.

Aim to change the consumer's feelings about their current experience.

Aim to add new features that are missing from the consumer's current experience.

## WHAT IS THE **CONSUMER'S NEED**?

Consumer dissatisfactions are opportunities for entrepreneurs because they tell us what consumers need. What has the consumer told you they need to help remove pain points, change their feelings, or add missing features to this experience?

Can you satisfy those needs?

## AN **EFFECTIVE** PROBLEM-SOLUTION WILL IMPROVE THE CONSUMER EXPERIENCE:

### ✓ **Functionally**

by providing new features the consumer can use during the experience.

### ✓ **Cognitively**

by changing their beliefs about the experience and what it can be.

### ✓ **Emotionally**

by changing their feelings during the experience.