



Empathy & Success

Is Empathy fluff or a differentiator
in success of a design project?

Is Empathy Coal or Gold?

What is Empathy?

- EMPATHY is an emotional state of 'being aware'.
- EMPATHY is a desire to help.
- EMPATHY is ability to understand or feel what the other person is feeling – ability to match another person's emotions.
- EMPATHY is a frame of reference.
- EMPATHY is capacity to imagine.
- EMPATHY influences decisions that drive a successful project.
- EMPATHY can be a compromise

Wisdom from Calvin & Hobbes

In EMPATHY, we may hate a good compromise



So, what do we do?

Do you ever say NO to empathy in a project

- When any single stakeholder becomes bigger than his shoes
- When the outcome of a project is at stake. The end user experience is always more important than an individual stakeholder
- When a compromise for empathy hurts the basic aim of a project

Why do you Empathize?

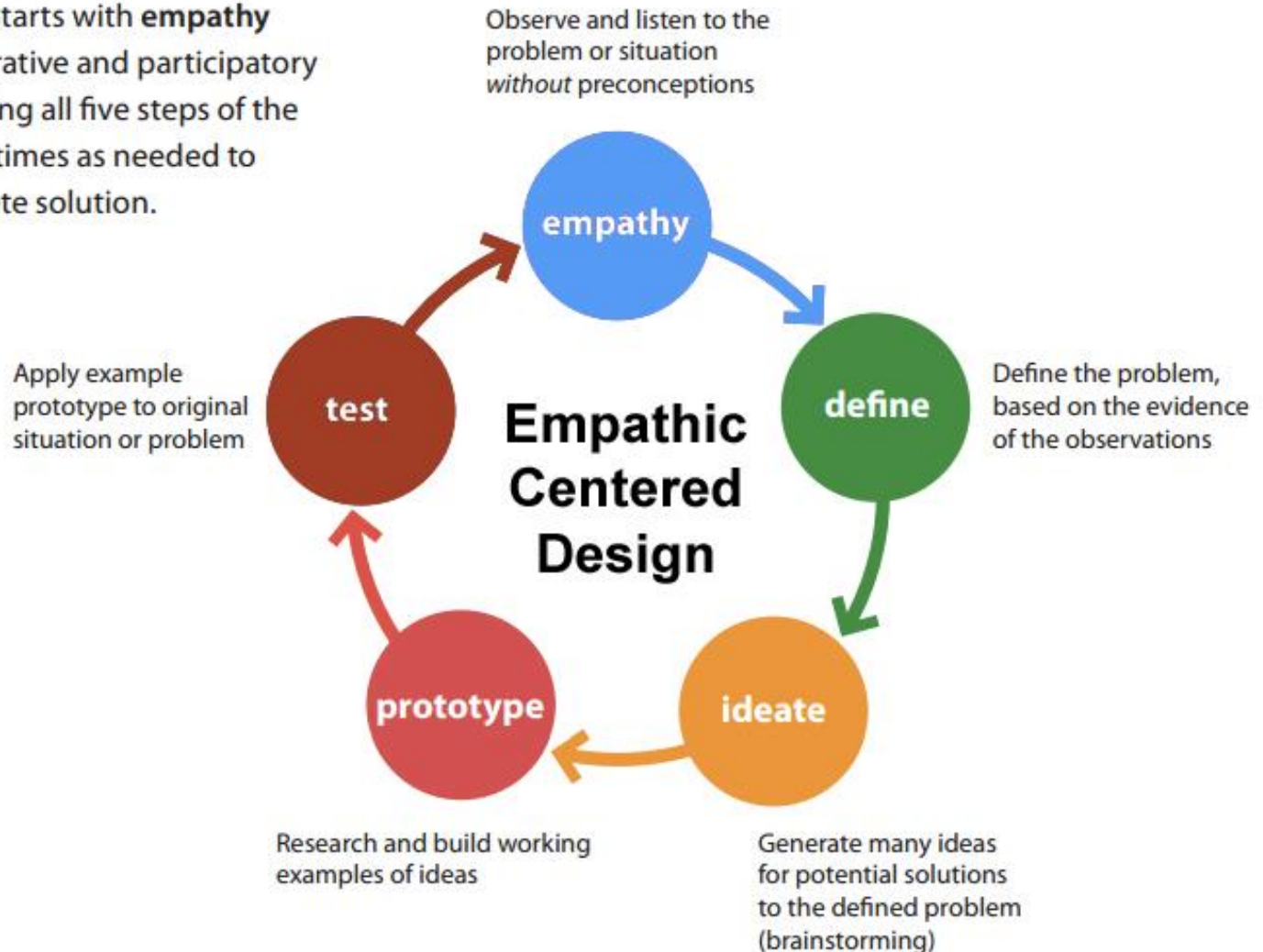
- You want the outcome of your project to be effective.
- You want to impact people's lives.
- You want to conclude your project in a seamless, trouble free way.
- You want your team to give the best output.

When do you Empathize?

- When you want to excel.
- When you are passionate about your work.
- When you want to make a successful team.

“Should Empathy be the centerpiece of human-centered design process”

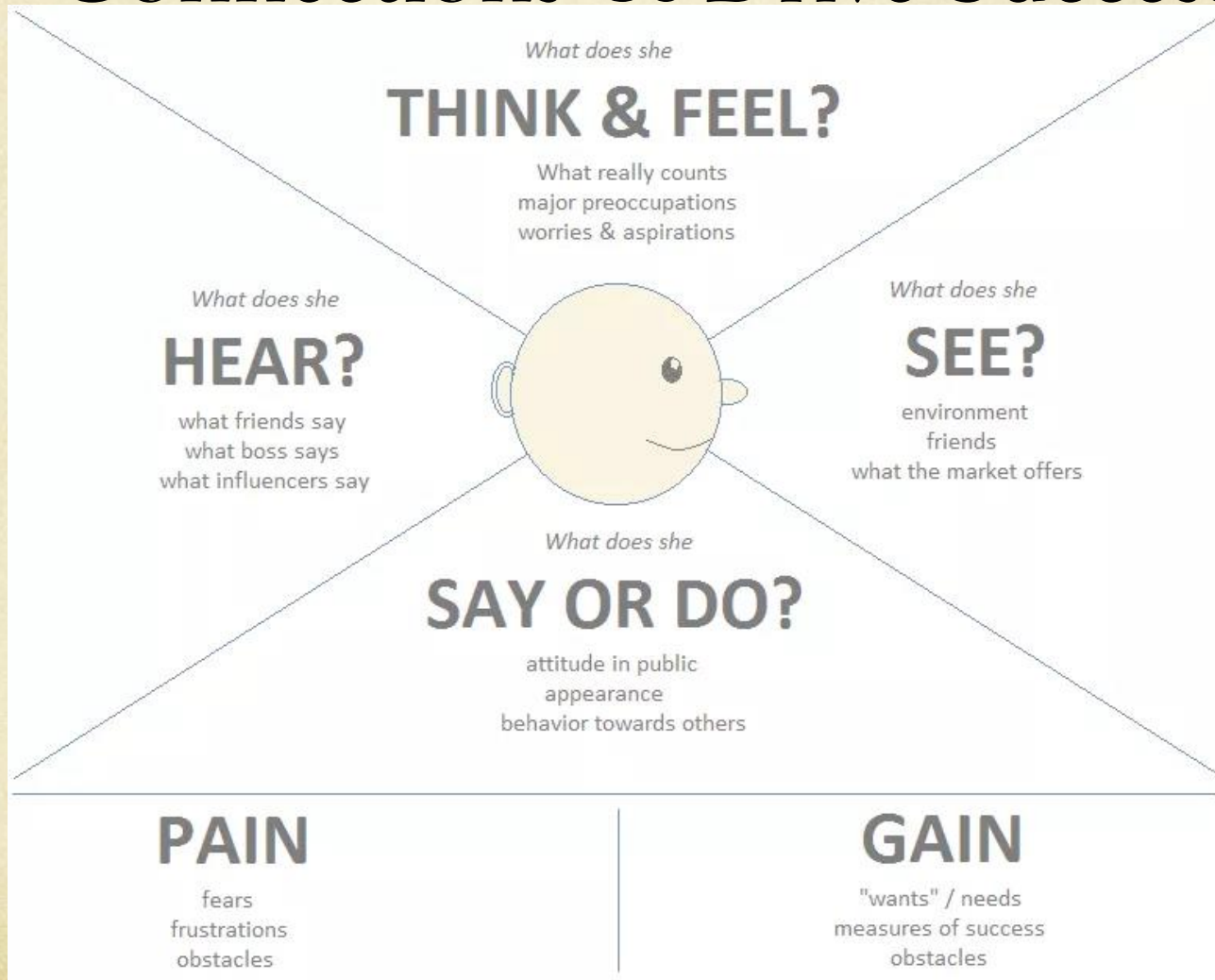
Design thinking starts with **empathy** and uses collaborative and participatory methods, repeating all five steps of the process as many times as needed to achieve a complete solution.



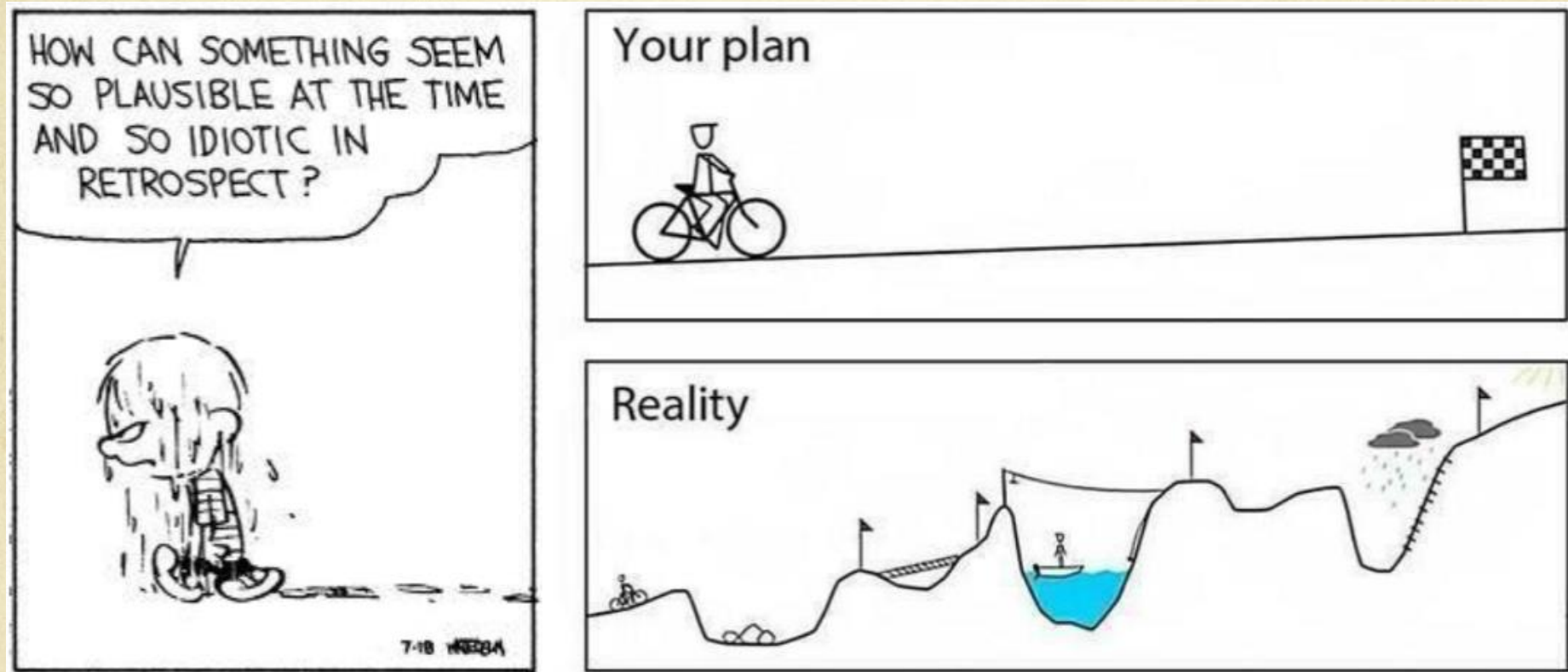
Where do you Empathize?

- In relationships.
- Relationship with client.
- Relationship with your team.
- Relationship with the outcome of your project.
- Relationship with nature.

How do you Empathize? Create Connections & Drive Success



Wisdom from Calvin & Hobbes

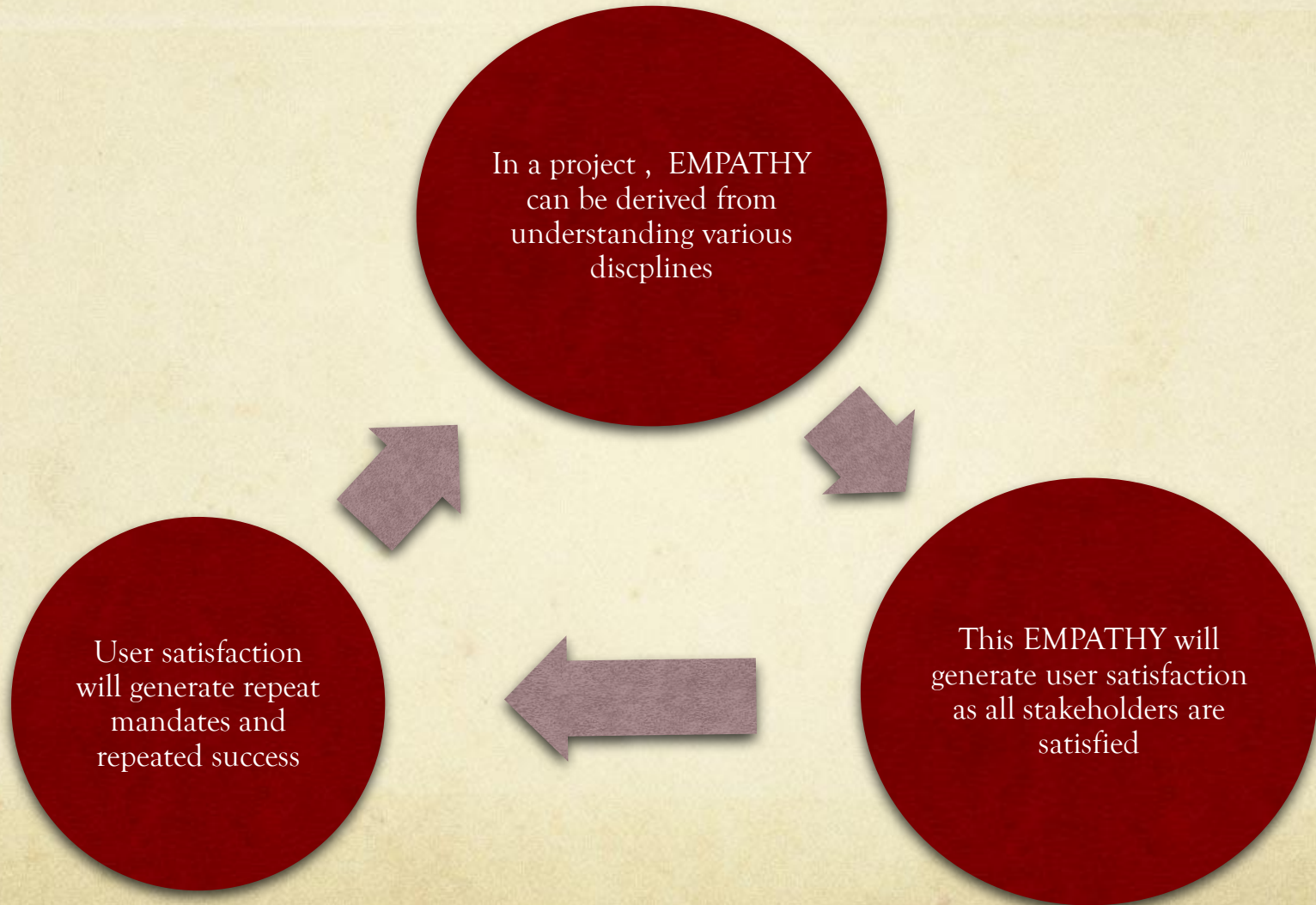


Will EMPATHY help to foresee reality?

Examples of EMPATHIZING

- EMPATHY in daily life - Comforting a crying baby.
- EMPATHY in law – Laws for dedicated spaces in public buildings for mother and child.
- EMPATHY in Engineering – Empathetic attitude of stakeholders could have averted Bhopal Gas tragedy.
- EMPATHY in architecture – Play spaces in school need empathy towards children

Does Empathy Create Repeated Success



Spillover of EMPATHY

- ✓ Success of project
- ✓ Good relationships
- ✓ Long lasting teamwork
- ✓ Repeated mandates
- ✓ Successful practice