

CIS1250 – Writing Assignment 3

- Emotion, Culture & Context are three basic elements of empathy. Emotion symbolizes understanding the customers the way we understand ourselves. Culture symbolizes the area where the product will be delivered. Taking these contextual and cultural aspects into accounts. Context symbolizes issues customers face and mitigate those by re-designing the products.

- **Sheep:** In this business model people don't get proper attention. People are treated like a sheep. Companies simply wanted to create and control consumer demand. This worked for a while, but it has become less and less effective over time. One of the problems is disrespectful of the people organizations are ostensibly trying to serve.

Homo Economicus: A distinct advantage of this model of people is that it tends to move organizations beyond a focus on messaging toward the actual aspects or features of products and services. In short, these businesses focus on quantity over quality.

The “Human Factor”: People are primarily goal-driven and task-oriented. People become more like robot than human here.

- **Sheep:** This business model lacks “Emotion” of empathy because this model do not really think about their customers. They kind of neglect them

but understanding customers is the significant part of emotion. Customers are more like ourselves.

Homo Economicus: This model lacks “Culture” of empathy because this model mainly focus on quantity more than quality. Culture includes internationalization and market demands where product will get more value which is missing in it.

The “Human Factor”: People are so task oriented in this model that they become like robot and lacks “Context”. It is really important to understand the needs and what change is required to develop the products from the user experience.

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GitHub Repository name: lab1 (shared with TA)

Web address of my website: aurghadas.github.io/lab1/