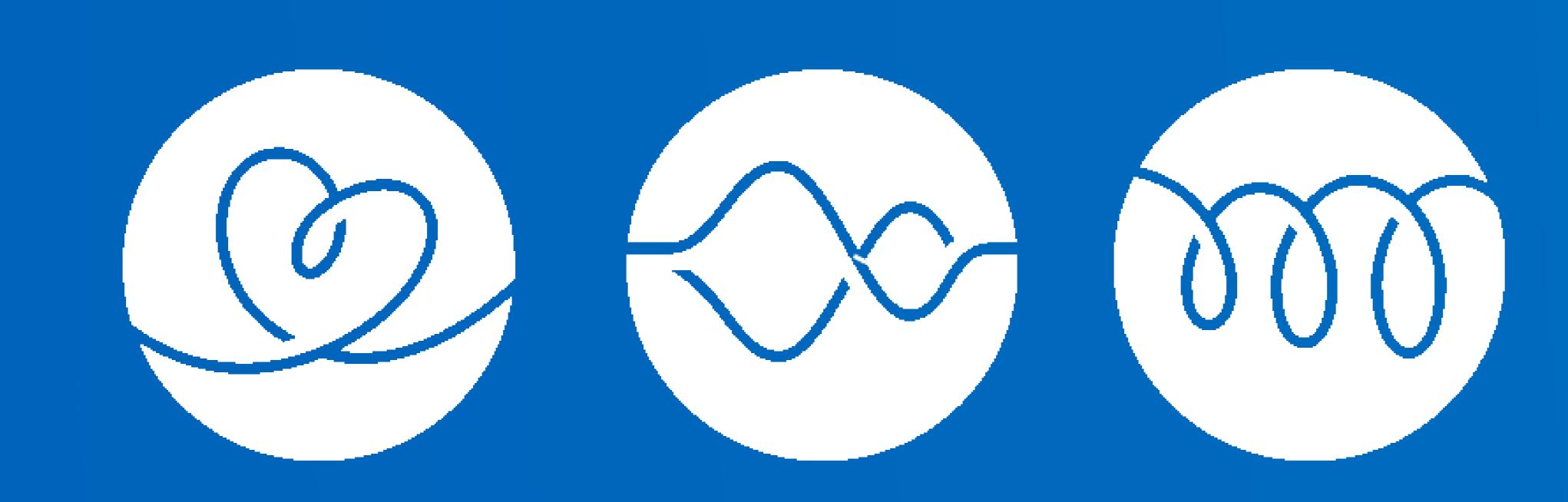
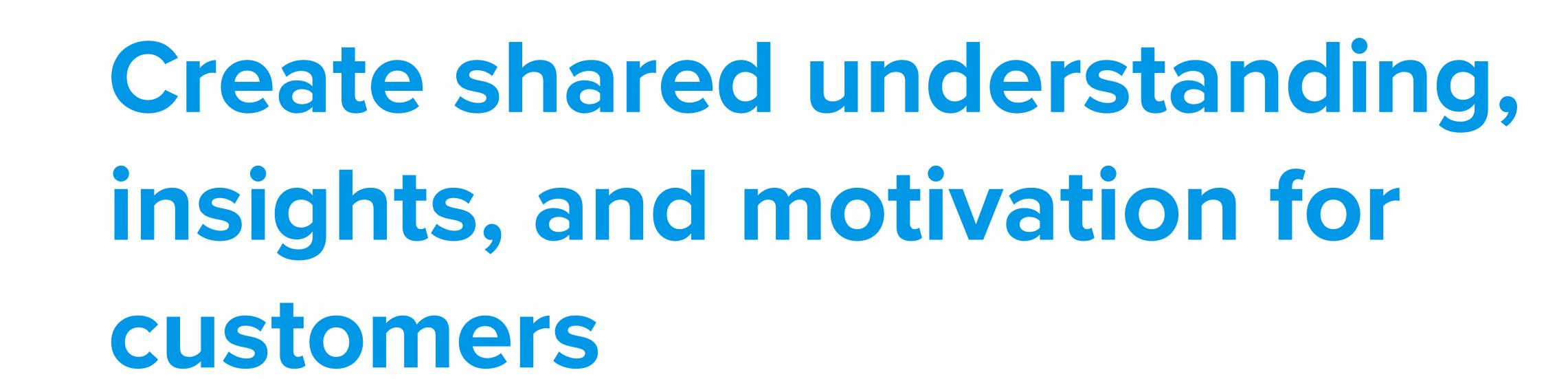
## DEEP CUSTOMER EMPATHY





### intuit



Design for Delight is a series of strategies and methods used at Intuit to creatively solve customer problems and deliver customer delight.

#### Description

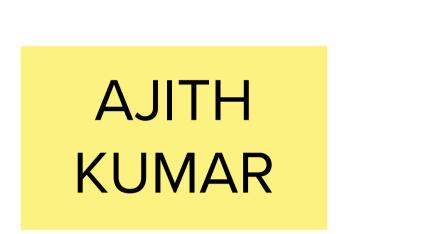
Deep Customer Empathy is a strategy that creates shared understanding, insights, and motivation to improve the lives of our customers. We gain empathy by observing people where and when they are experiencing pains or problems.





















FOLLOW-ME-HOME





1DEAL STATE

### FOLLOW-ME-HOME & 45-60 minutes per customer

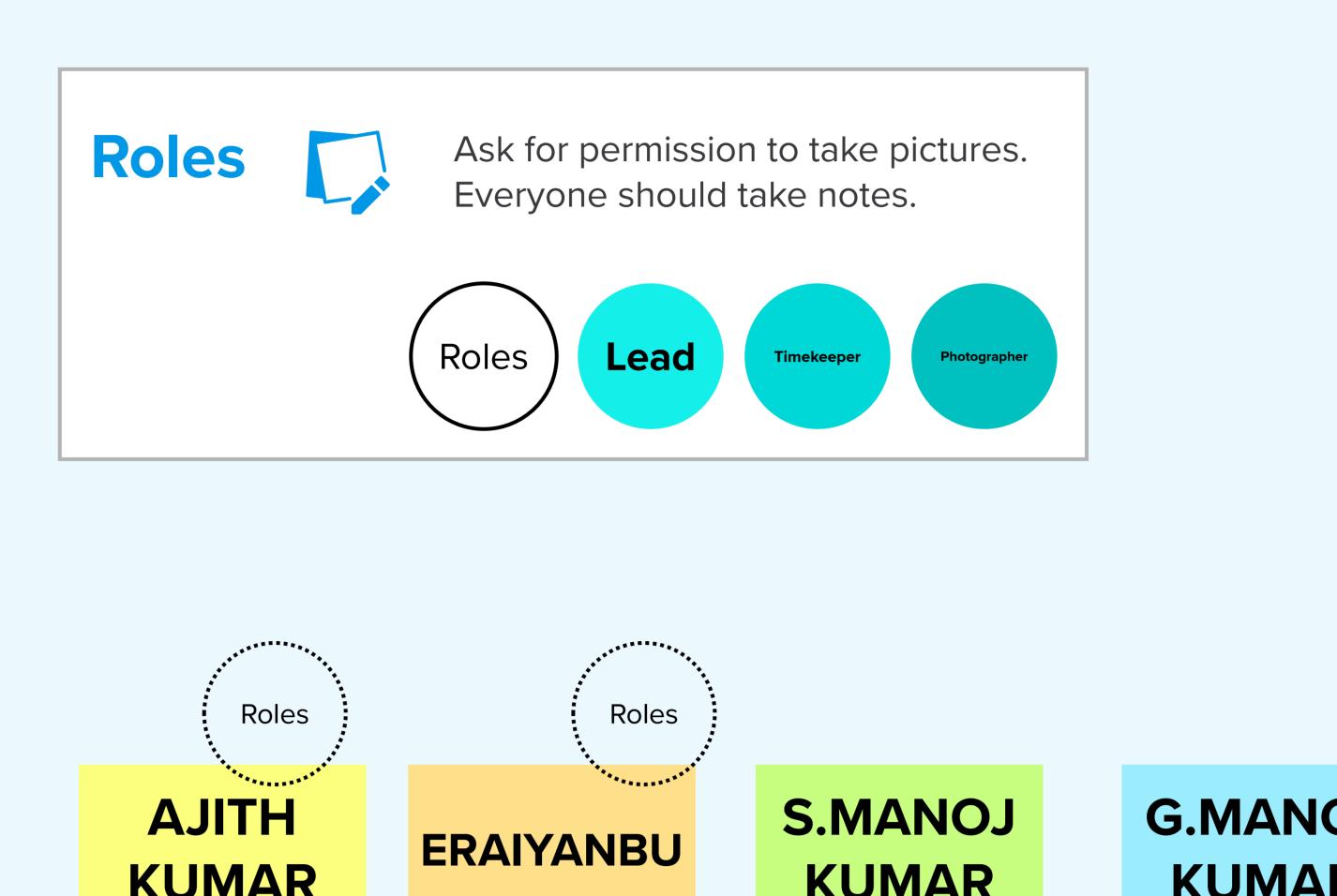
Observing real behavior is the gold standard for learning what customers care about most. Follow-me-homes are a fast and easy way to observe people experiencing the problems and pains we hope to solve.

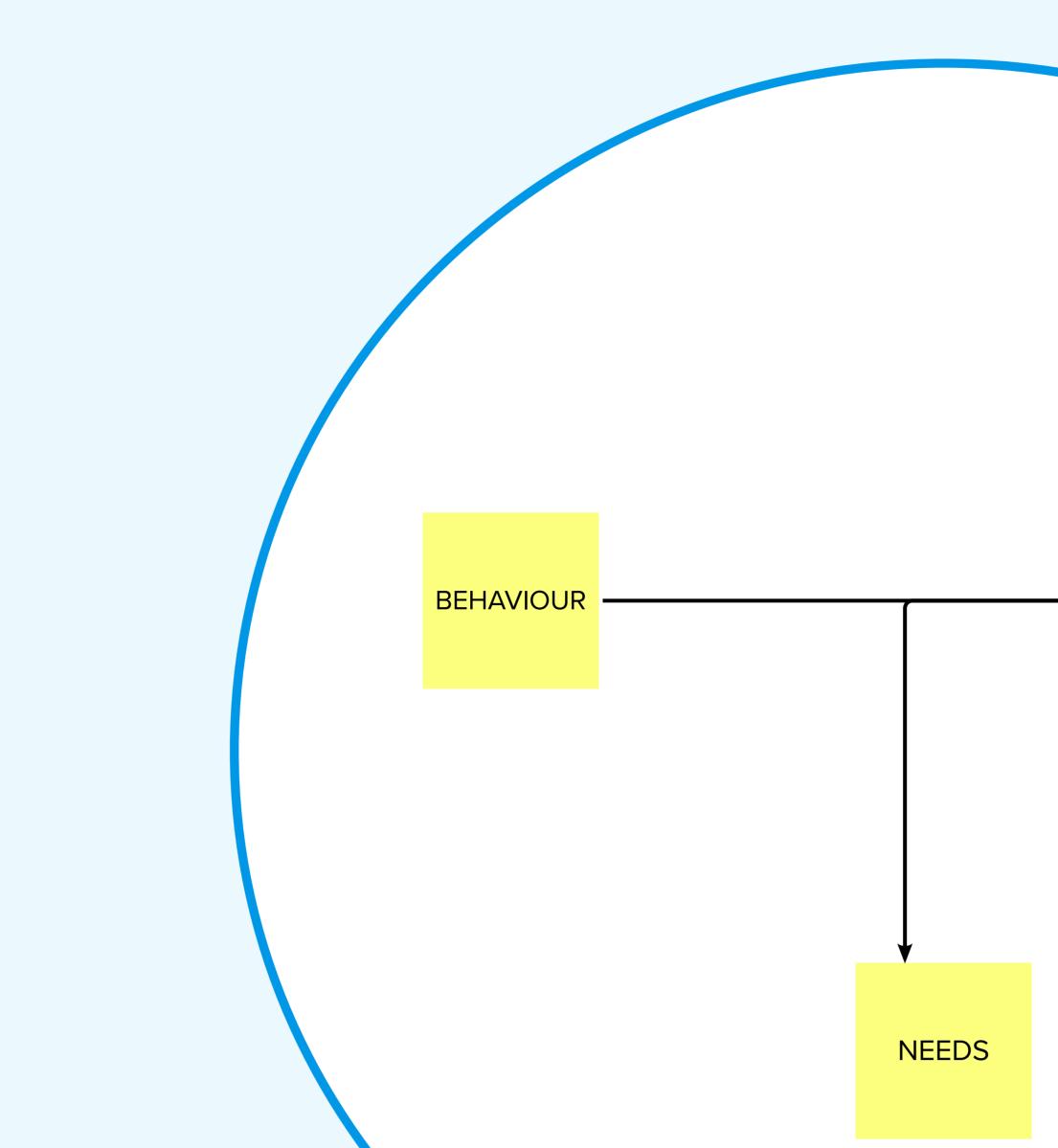
#### Prework

Prepare in advance for how you'll run your Follow-Me-Home.

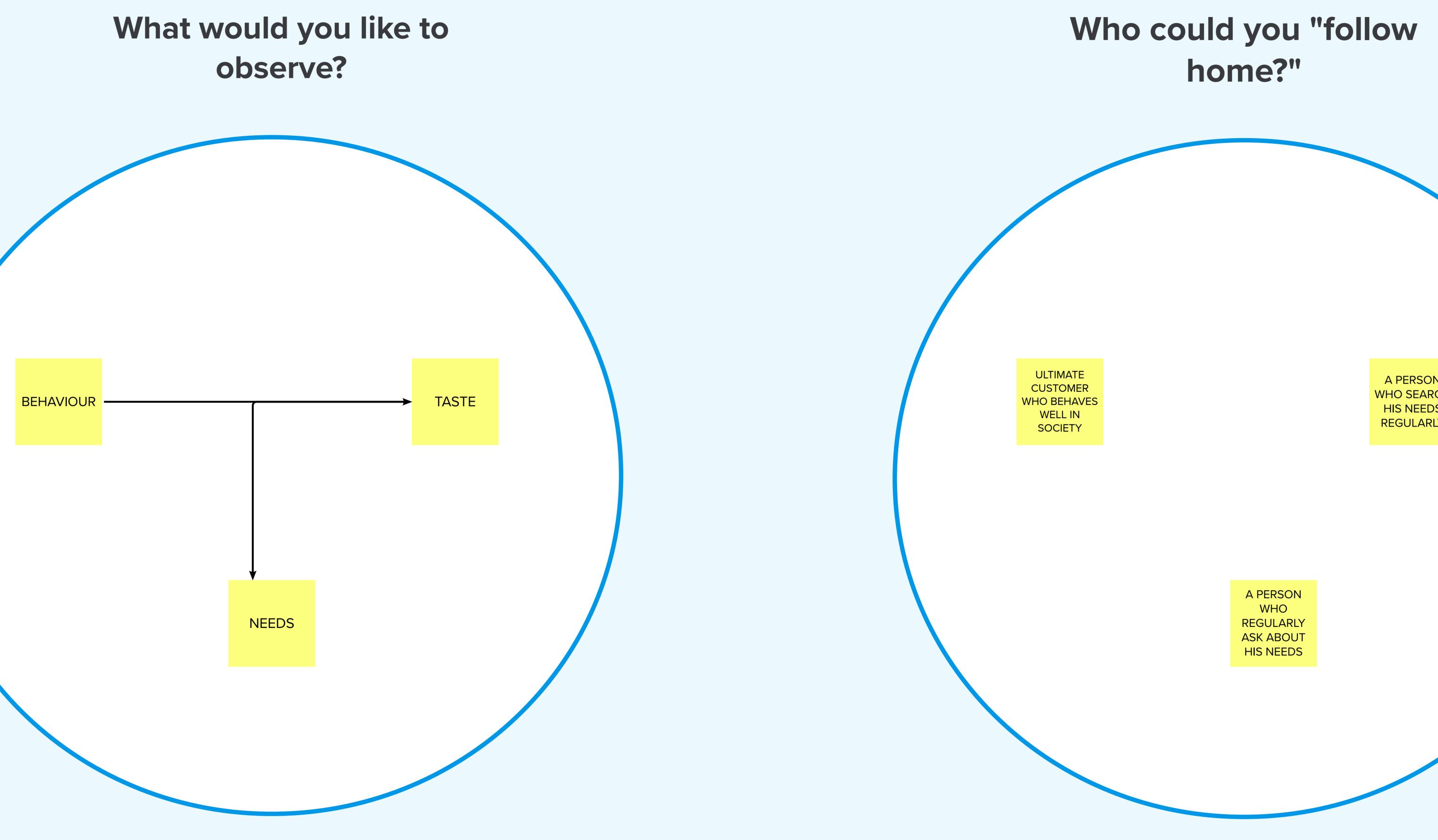
1. Start by deciding what type of situations or behaviors you wish to learn more about, then identify the customers you'll observe. 2. Go to where the customer is experiencing the problem. This could be an in-person or virtual visit to a home, office, or other location.

3. Conduct your Follow Me Home.





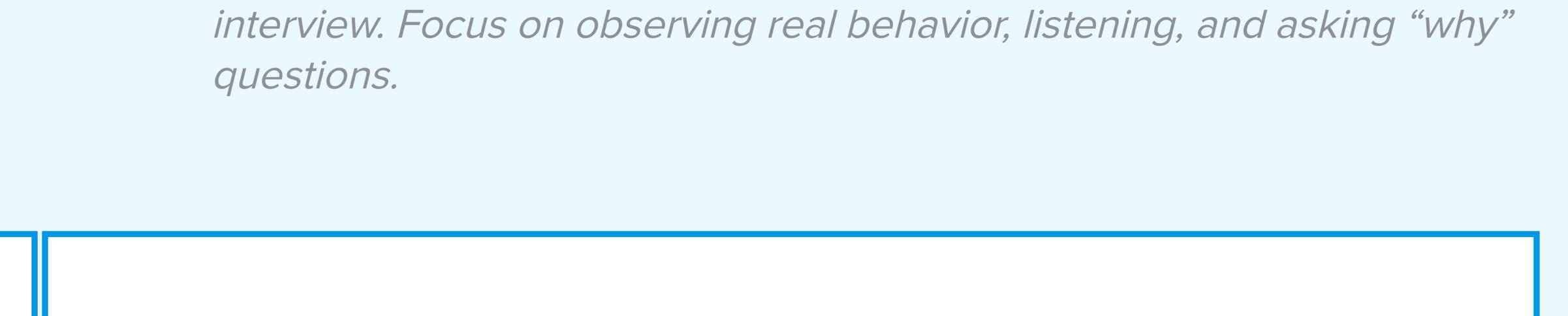
SURPRISES (")



### Follow-Me-Home notes

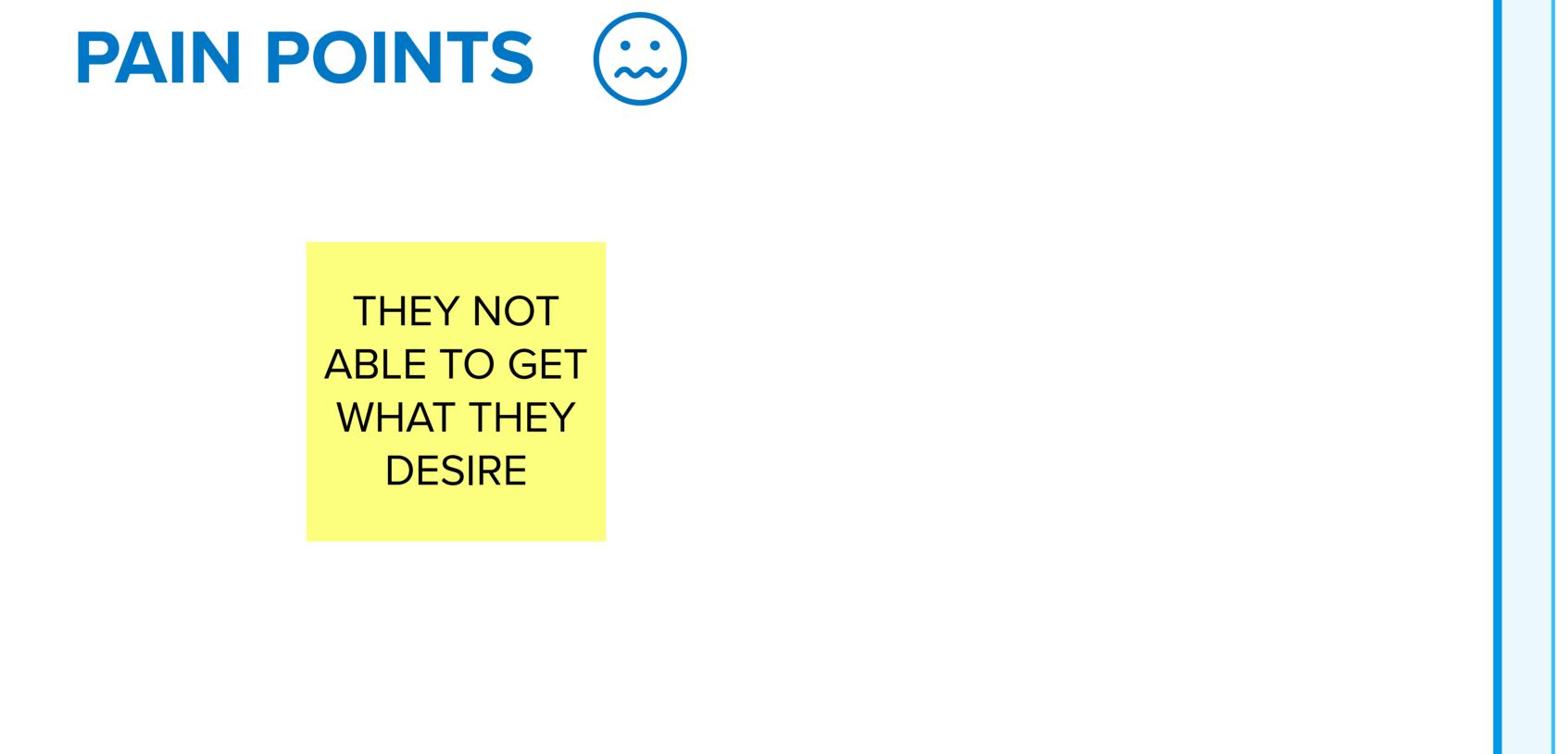
1. Debrief with your team. Share observations, pain points, and surprises.

OBSERVATIONS (

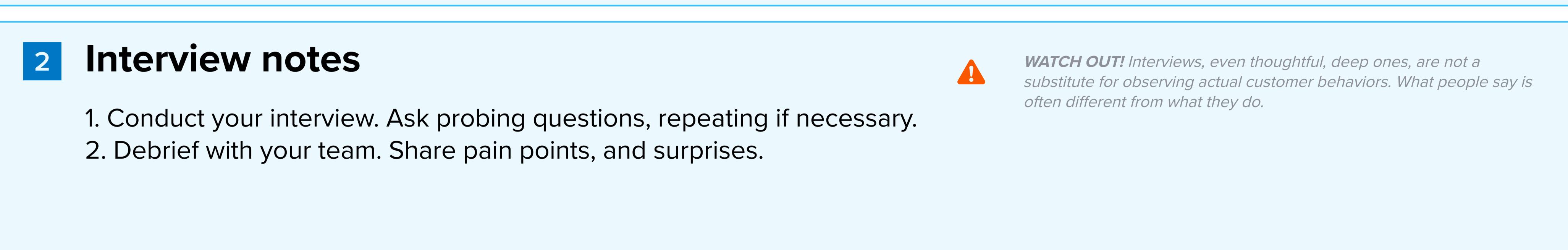


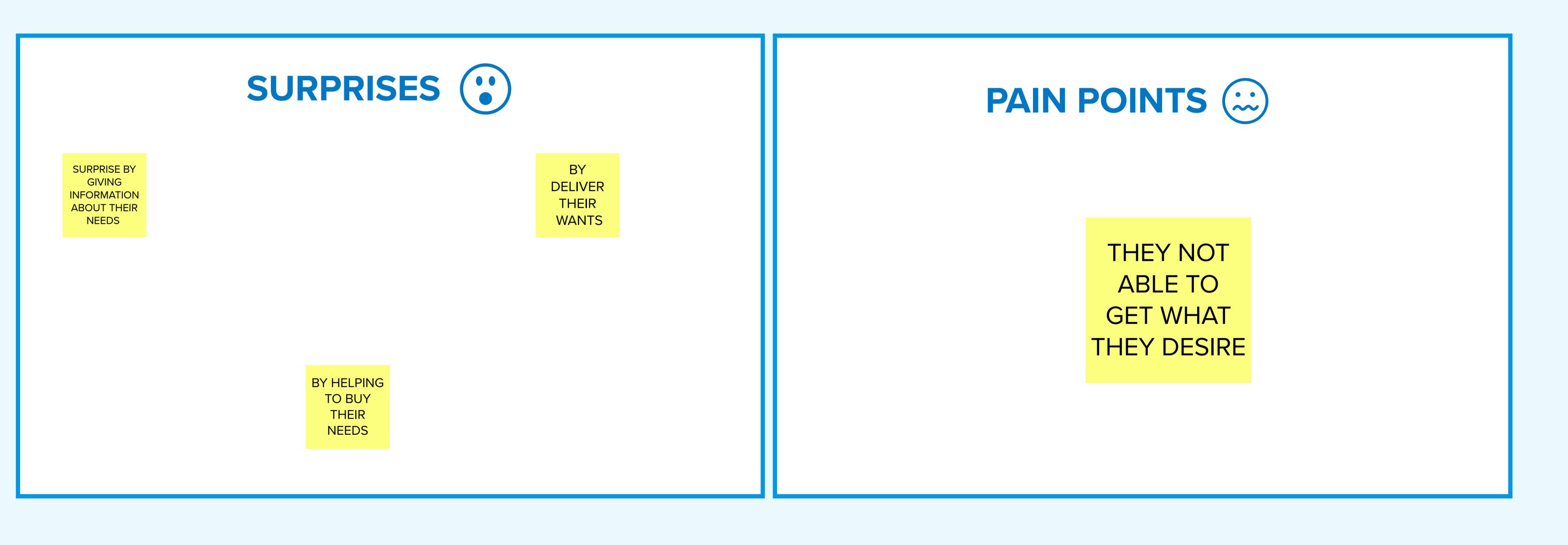
conversation started, but don't let your Follow-Me-Home turn into an

WATCH OUT! Don't interview. It's OK to ask a few questions to get the



# 45- 60 minutes per customer DEEP INTERVIEW Observing behavior shows us what people do, but not why they do it. Deep interviews are one good way to understand why people behave as they do and are best when used to understand behaviors that just occurred. Possible questions to ask Prepare in advance for how you'll run your interview. 1. Decide what behavior you want to learn more about. What other questions could 2. Brainstorm and narrow on what questions you could ask your customer. you ask?





#### CUSTOMER PROBLEM STATEMENT & 30 minutes

Customer Problem Statements help describe in detail "What is the customer problem?" so teams can align and agree on which problems to solve, and communicate them with partners and stakeholders.

### DEAL STATE 👸 20 minutes

The Ideal State is a description of a future state where an important customer problem or opportunity has been solved to such an amazing degree that the outcome seems almost impossible.