

Designing for the Customer

An E Source Empathy-Mapping Workshop

Jeffrey Daigle

Associate Director, E Source



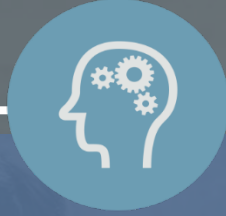
E Source

2018 E Source Summit for the Tennessee Valley

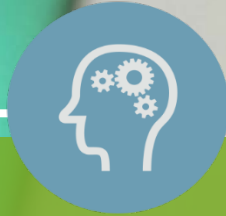
Defining customer experience

E Source defines **customer experience** (CX) as the **rational** and **emotional** perceptions customers create as they interact with your company.





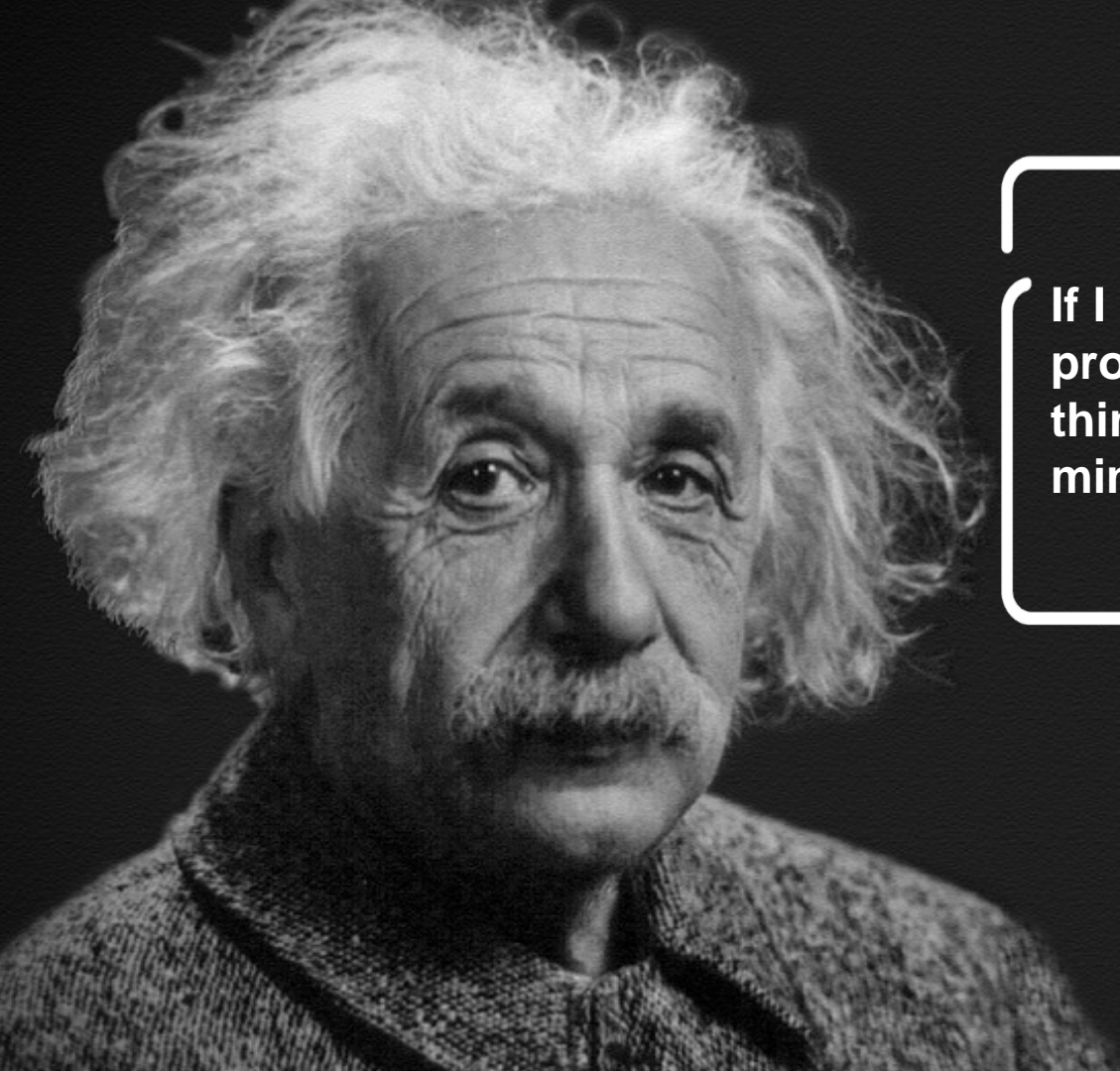
Why focusing on CX is important



An effective customer experience strategy not only can
increase customer satisfaction,
but also help to
**create engaged and loyal customers
and employees.**



What about innovation?



”

If I had an hour to solve a problem, I'd spend 55 minutes thinking about the problem and 5 minutes thinking about solutions.

—Albert Einstein

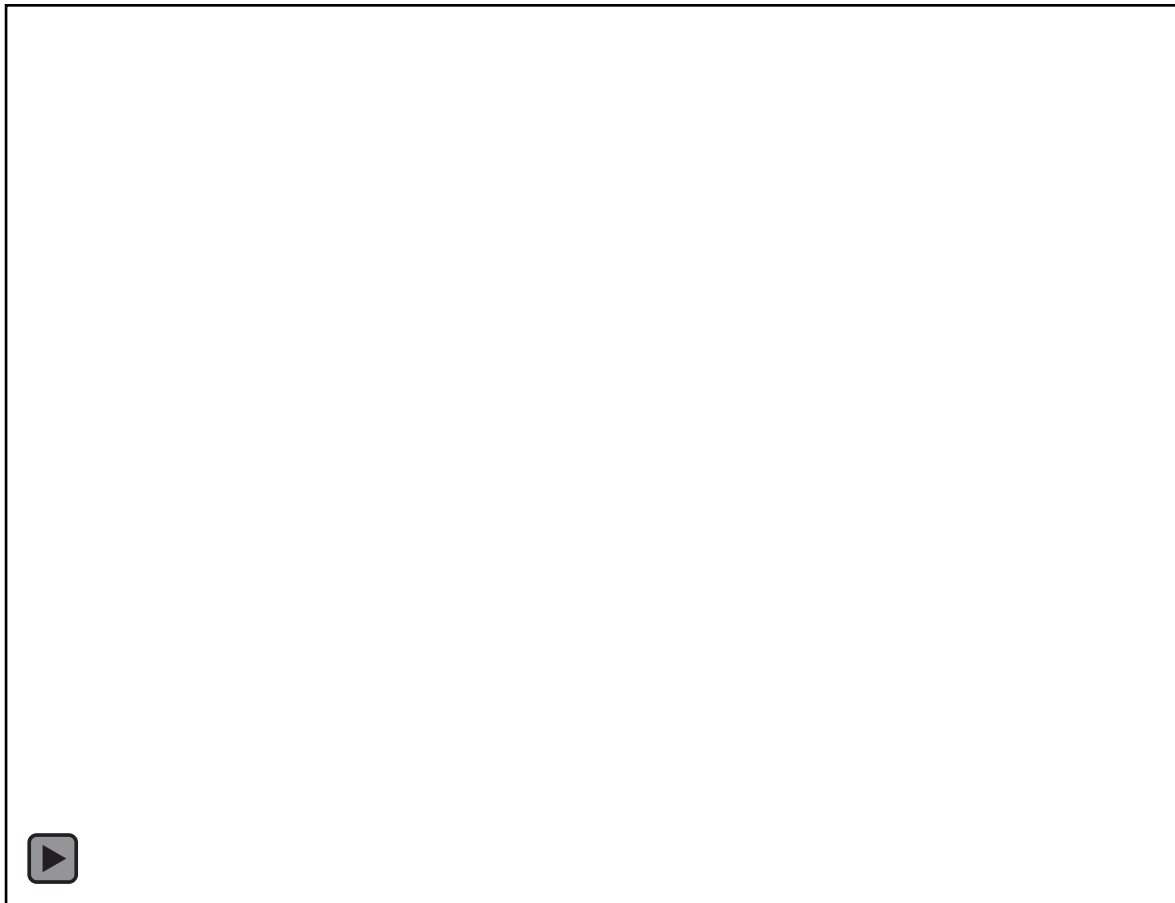
Empathy



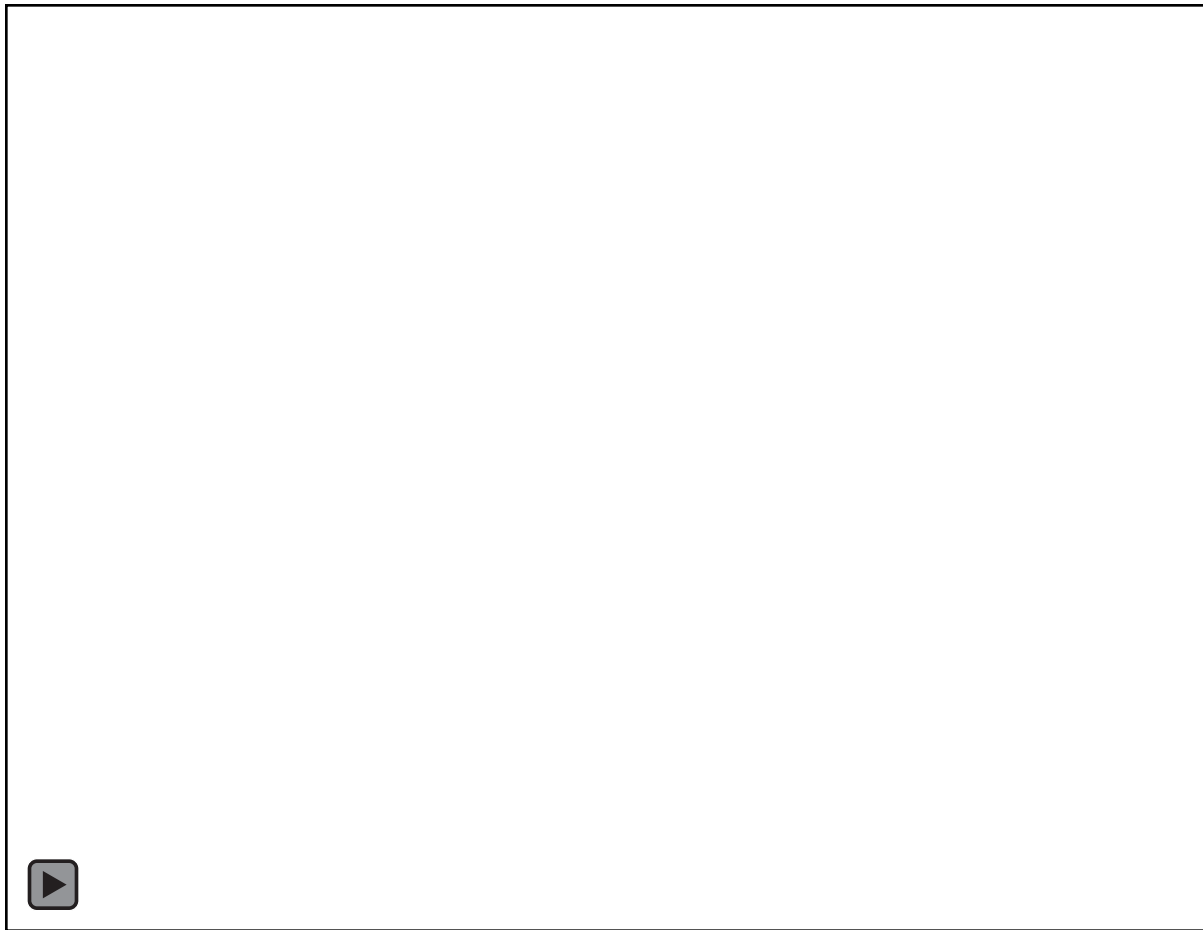
Deep empathy for people makes our observations powerful sources of inspiration. Being human-centered is at the core of our innovation process.

—David Kelley, Founder, IDEO

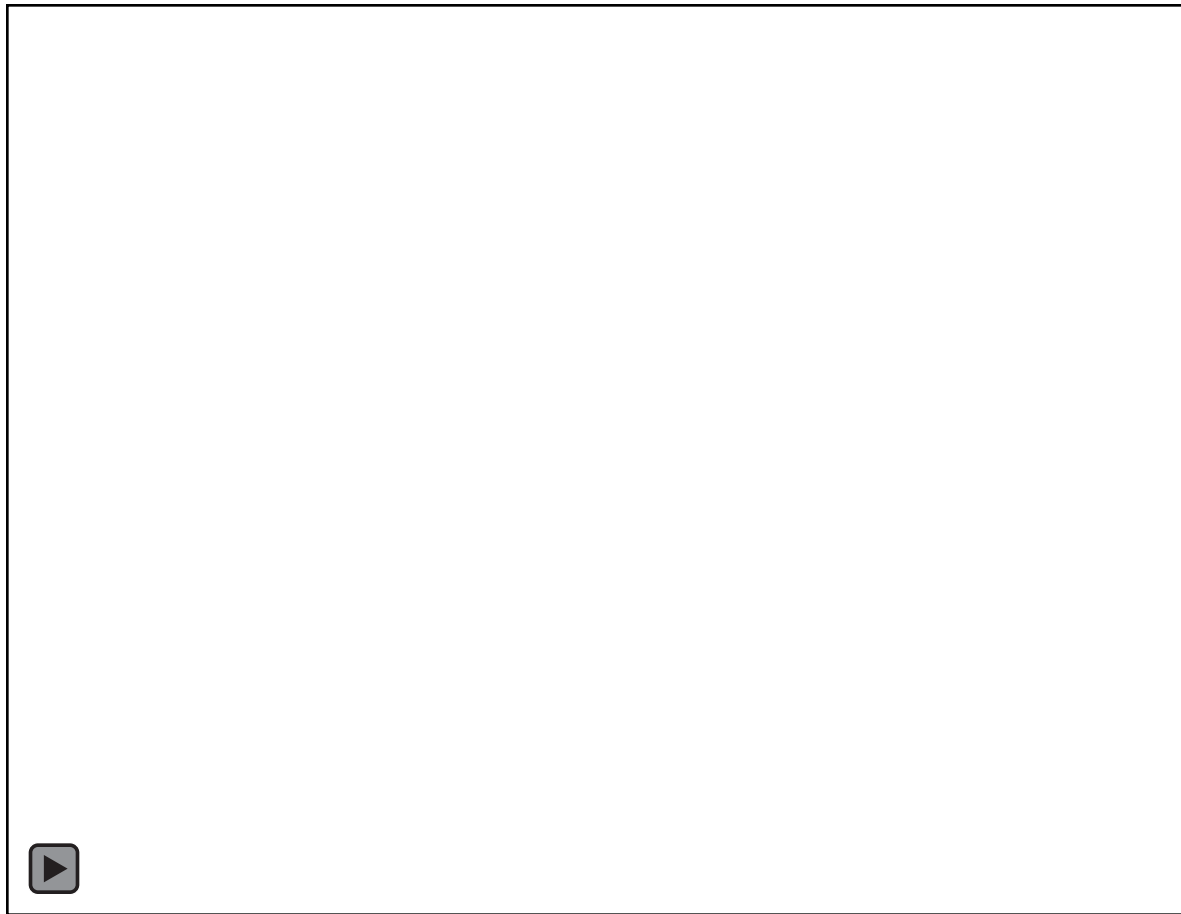
















Empathy Canvas



E Source

1 WHO are we empathizing with?

Who is the person we want to understand?
What is the situation they're in?
What is their role in the situation?

2 What do they need to DO?

What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?

3 What do they SEE?

What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?



4 What do they SAY?

What have we heard them say?
What can we imagine them saying?



5 What do they DO?

What do they do today?
What behavior have we observed?
What can we imagine them doing?



6 What do they HEAR?

What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing secondhand?



7 What do they THINK and FEEL?

PAINS: What are their fears, frustrations, and anxieties?
GAINS: What are their wants, needs, hopes, and dreams?
What other thoughts and feelings might motivate their behavior?



For more information



Jeffrey Daigle

Associate Director, Customer Experience

303-345-9183

jeffrey_daigle@esource.com

You're free to share this document in its entirety inside your company. If you'd like to quote or use our material outside of your business, please contact us at customer_service@esource.com or 1-800-ESOURCE (1-800-376-8723).