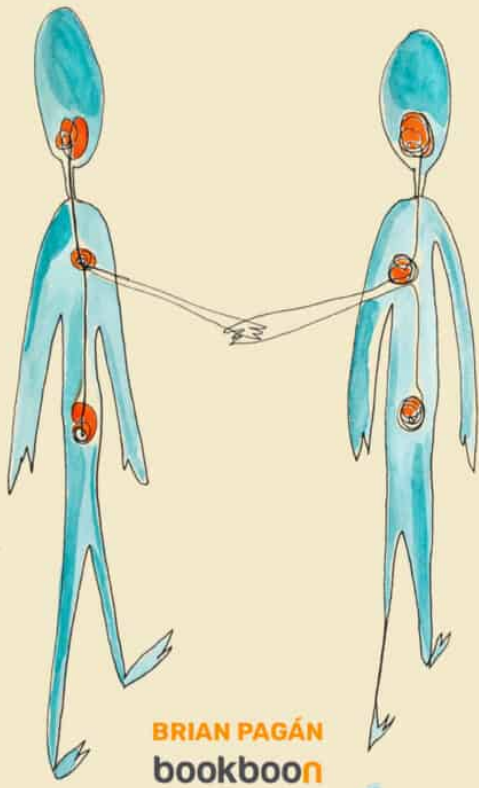


ש.ט.ה.

The **CREATIVE
EMPATHY**
Field Guide



BRIAN PAGÁN
bookboon

Brian Pagán (He/They)

Conduct better research

Foster better teamwork

Build better software



**“What would
I do in their
situation?”**



**“What do I
need when I
feel like
they feel?”**

The Eindhoven Empathy Model

$$\text{Empathy} = (\text{Ability} \times \text{Proximity})$$

Our resonance with
someone else's experience.

The strength of our
empathy muscle

How closely someone's
experience resembles our own

Emotion Memory

Recalling an emotional memory via our senses

GREAT FOR

Informing design choices

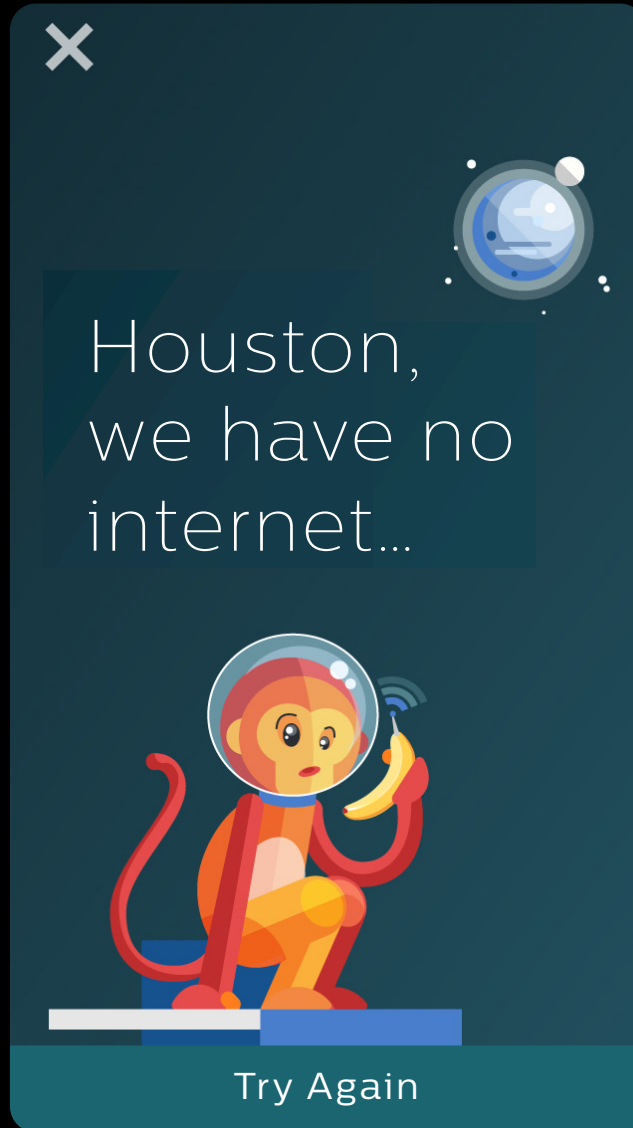
Responding to team mates' needs



Houston,
we have no
internet...



Try Again



“I see a monkey wearing a space helmet that’s using a banana as a phone. If this is supposed to be me, **I feel offended.**”

- Test Panelist



Houston,
we have no
internet...



Try Again



We couldn't
connect to
the internet...

Try Again

Active Inquiry

Testing assumed truths via proactive questioning

EXAMPLES

Space monkey

“I get the feeling that ____ . Is that accurate?”

Safe Spaces

Creating fertile ground for psychological safety

GREAT FOR

Helping people open up in interviews

Boosting creativity in team workshops

Vielen Dank!

TECHNIQUES

Emotion Memory

Active Inquiry

Safe Spaces

INSIGHTS

Empathy is about *what I need when I feel like they feel.*

Empathy is like a muscle: anyone can develop it.

