

Empathic field research

Psychology



**ASSIGN
BUSTER**

Program Supervisor's 27 January Empathic field research I perceive, from the examples, the value of enhanced understanding of a phenomenon following empathy design and successful implementation of the developed knowledge from an empathy design study. Not only does the design identify facts to a phenomenon but also its associated experience, especially with the target group as research participants, facilitates implementation of developed knowledge and empathy plays a significant role. Analogous IDEO's research with a hospital and restaurant clients are examples and shows effectiveness of design empathy in achieving research objectives (Battarbee, Suri, and Howard 8).

Research design

Examples in the text inspired me to conduct a study among my friends who work in the service delivery industry. This assimilates the examples in which a client is used in as the research participant to establish empathy and will investigate the following research question.

How can banks and credit unions better serve people like you?

Interviews with a sample of my friends in service delivery positions in their organizations were proposed for the study. Informed consent was to be sought from research participants and the scope of the study will be explained to them. I would then accompany each of the sampled friends for a service at their bank of credit union and conduct an interview immediately after the service. Focus was to be on factors that reduced the participant's level of utility from the service.

It emerged that the facilities' employees do not offer sufficient time and do not relate with clients' problems. Other identified issues were concerns over privacy of customers' private information and high cost of services. Banks

<https://assignbuster.com/empathic-field-research-essay-samples/>

can therefore improve their services through training their employees on interpersonal relations and through moderating service costs.

Gained insights

The study informed me of the need, among banks and credit unions, to undertake empathy design research in order to address the identified concerns. This is because of significance of empathy design in initiating change.

Works cited

Battarbee, Katja, Suri, Jane, and Howard, Suzanne. “ Empathy on the edge: Scaling and sustaining a human centered approach in the evolving practice of design.” IDEO. N. d. Web. January 27, 2015. < http://www.ideo.com/images/uploads/news/pdfs/Empathy_on_the_Edge.pdf>.