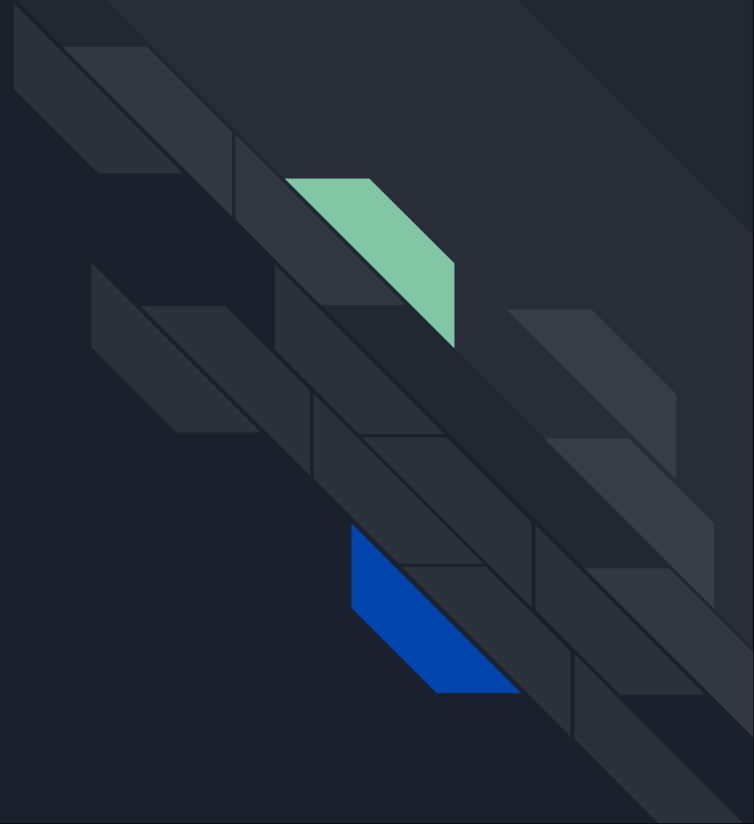


A decorative graphic on the left side of the slide consisting of two overlapping parallelograms. The front one is blue and the back one is a light greenish-blue. They are positioned diagonally, with the blue one partially covering the green one.

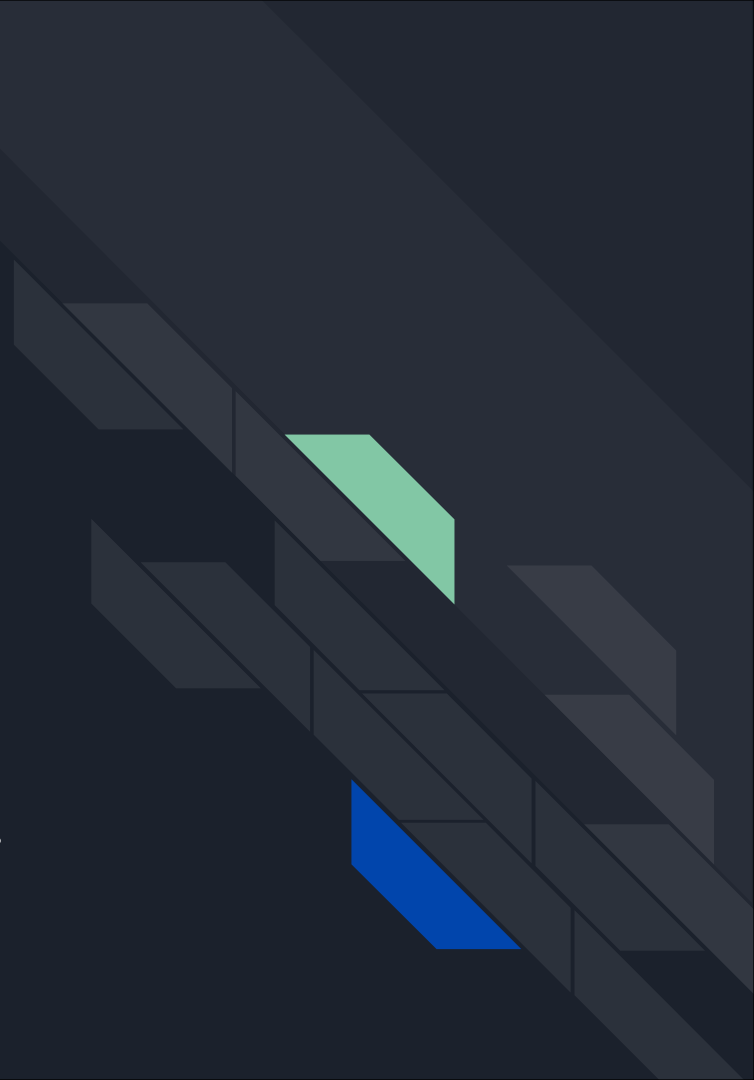
Empathy Driven Development and Organization

Umar Oladipo, Empathetic Backend Engineer

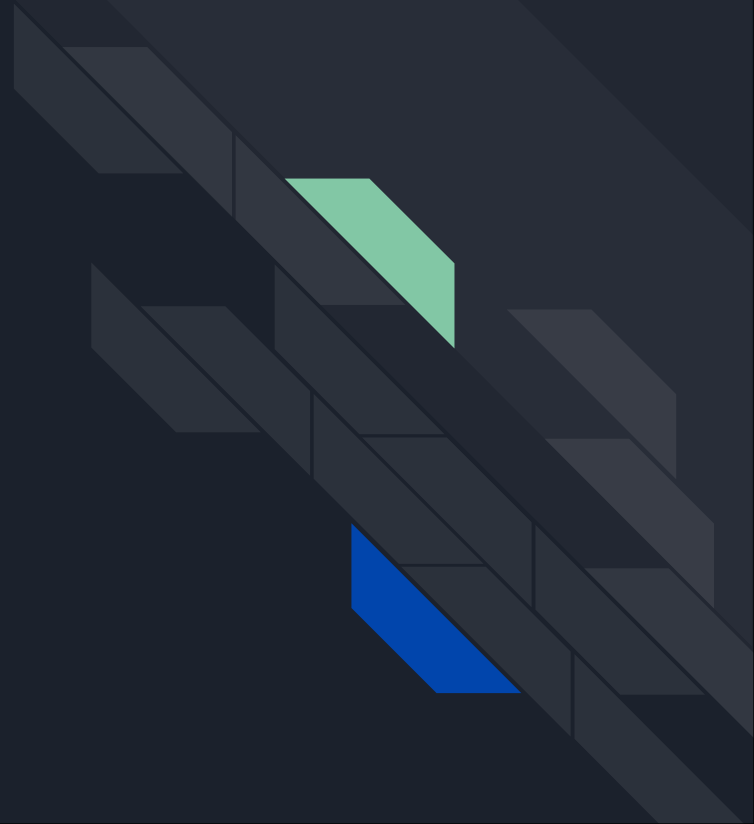
What is Empathy?



Empathy is the ability to understand and share the feelings of others. It involves putting yourself in someone else's shoes, seeing the world from their perspective, and responding with compassion.



What is Empathy Driven
Development (EDD)?



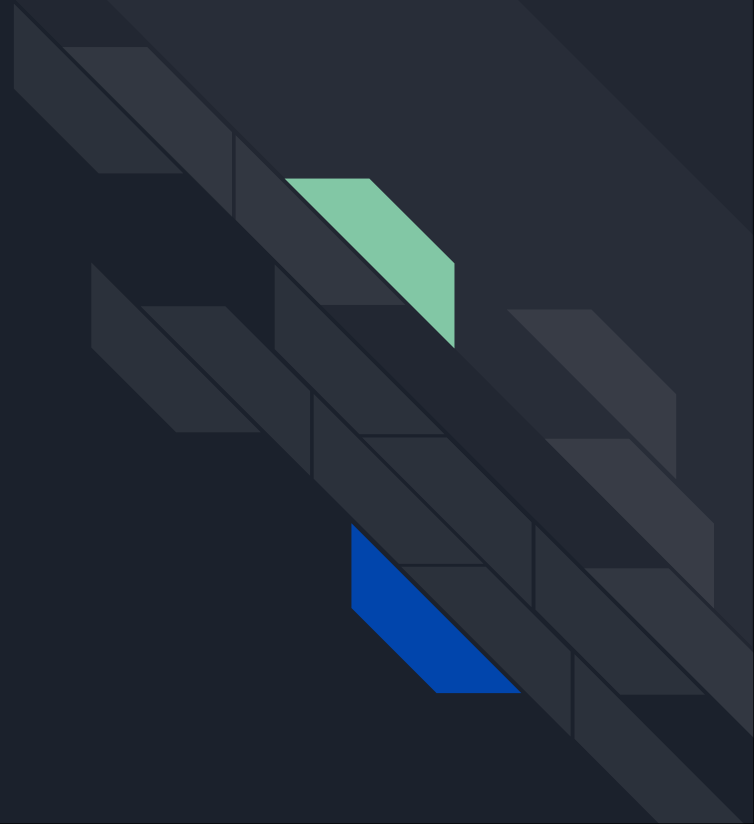


What is Empathy Driven Development (EDD)?

Empathy Driven Development (EDD) is an approach that emphasizes understanding the needs, experiences, and emotions of end-users throughout the development process.

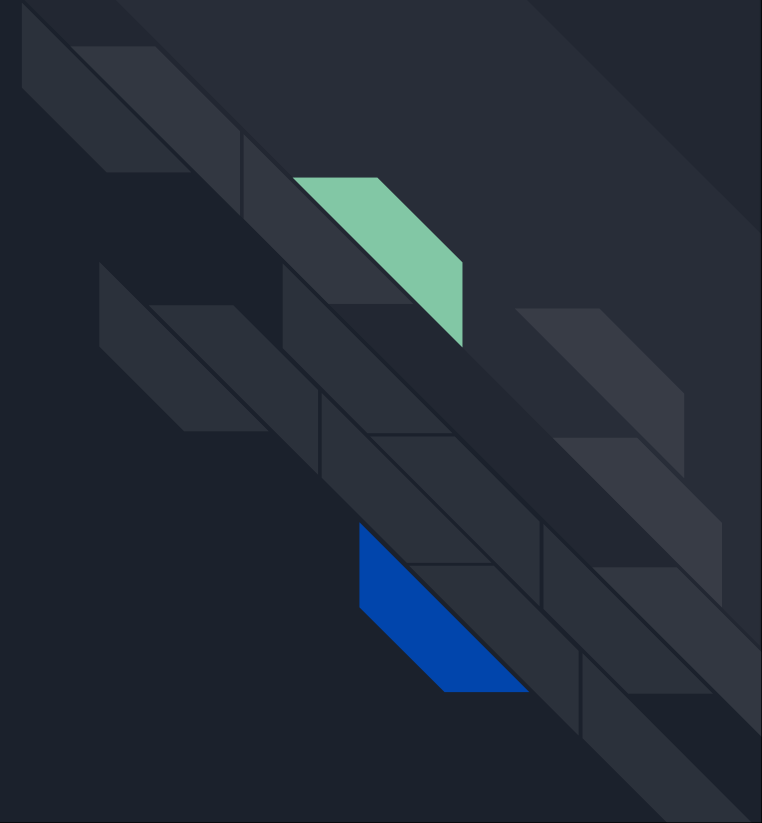
It involves actively seeking feedback, conducting user research, and incorporating empathy into design decisions to create products that truly resonate with users.

What Is an Empathy Driven Organization?



An empathy-driven organization prioritizes empathy at every level, from leadership to frontline employees.

It fosters a culture of understanding, collaboration, and support, leading to better relationships with customers, improved teamwork, and increased innovation.

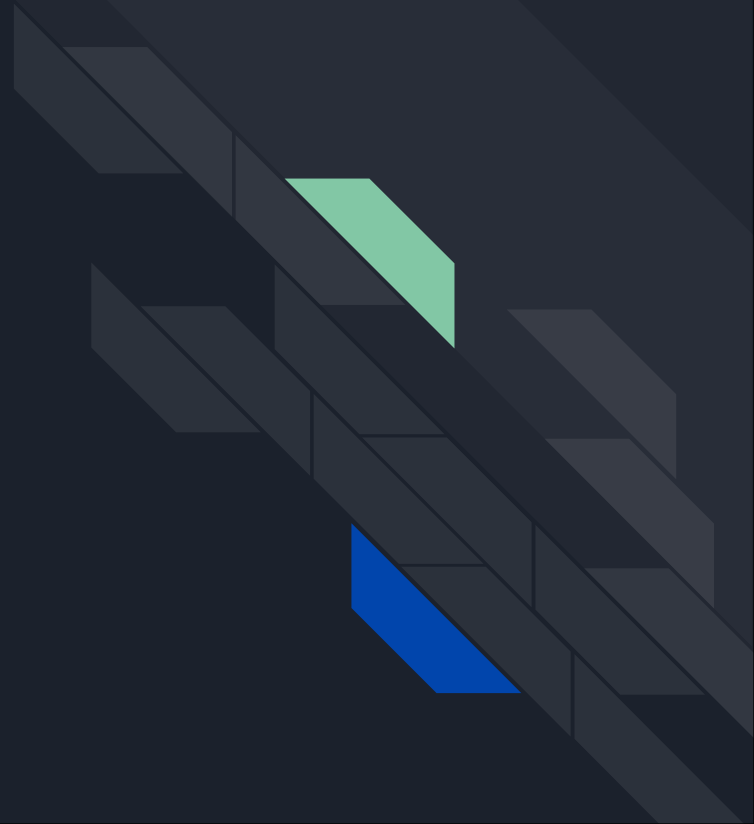




Myths related to EDD

- Empathy slows down development.
- Empathy is only relevant for customer-facing roles.
- Empathy is a soft skill and not essential for technical roles.

Ways to Empathize as a Technical Personnel in an Organization





On the Backend:

- Understand the impact of backend decisions on user experience.
- Collaborate with frontend developers to ensure seamless integration.
- Understand the challenges faced by frontend developers in implementing backend functionalities.
- Provide clear documentation and support to ensure smooth communication and collaboration between backend and frontend teams.



On the Frontend and Mobile:

- Pay attention to user feedback and behavior patterns.
- Iterate designs based on user needs and preferences.
- Appreciate the complexity of backend systems and constraints faced by backend developers.
- Collaborate closely with backend developers to find optimal solutions that balance user experience with technical feasibility.



As a UI/UX Designer:

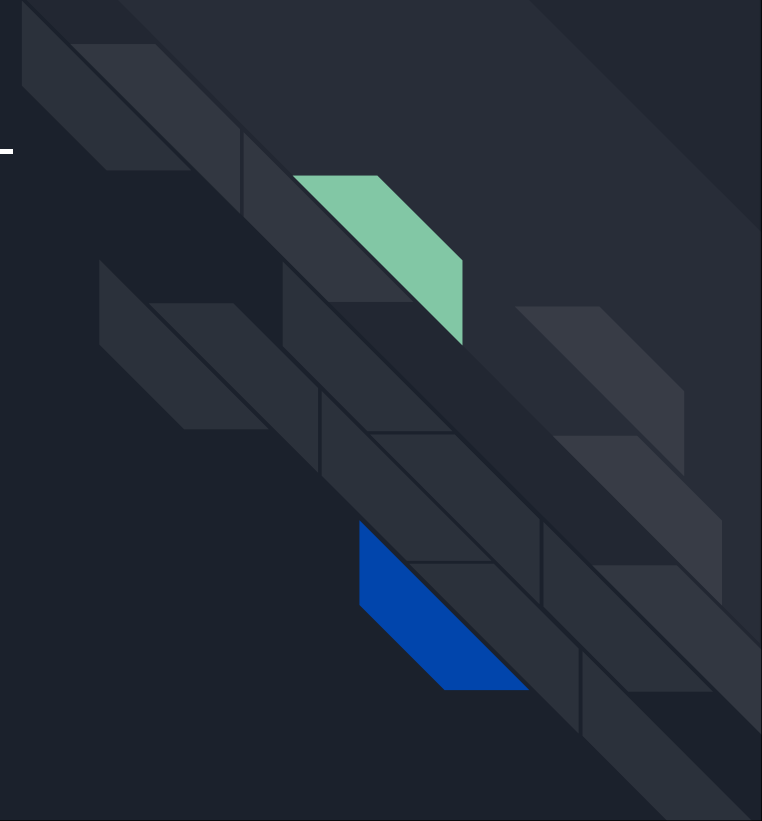
- Conduct user research to identify pain points and preferences.
- Design intuitive interfaces that prioritize user experience.
- Empathize with developers' perspectives on technical constraints and limitations when designing user interfaces.
- Seek input from developers to ensure that design decisions are feasible and align with development timelines.



As a Quality Assurance Engineer:

- Put yourself in the user's shoes when testing functionalities.
- Provide detailed feedback on usability and accessibility issues.
- Acknowledge the effort and dedication of developers in building and maintaining software systems.
- Provide constructive feedback and support to developers during testing phases, focusing on collaboration rather than criticism.

Ways to Empathize as a Non-Technical Personnel in an Organization





As a Product Management:

- Gather insights from customer feedback and market research..
- Advocate for user needs during product planning and development.
- Foster collaboration between technical and non-technical teams by facilitating clear communication channels and understanding each team's challenges and priorities.



As a Customer Service Manager:

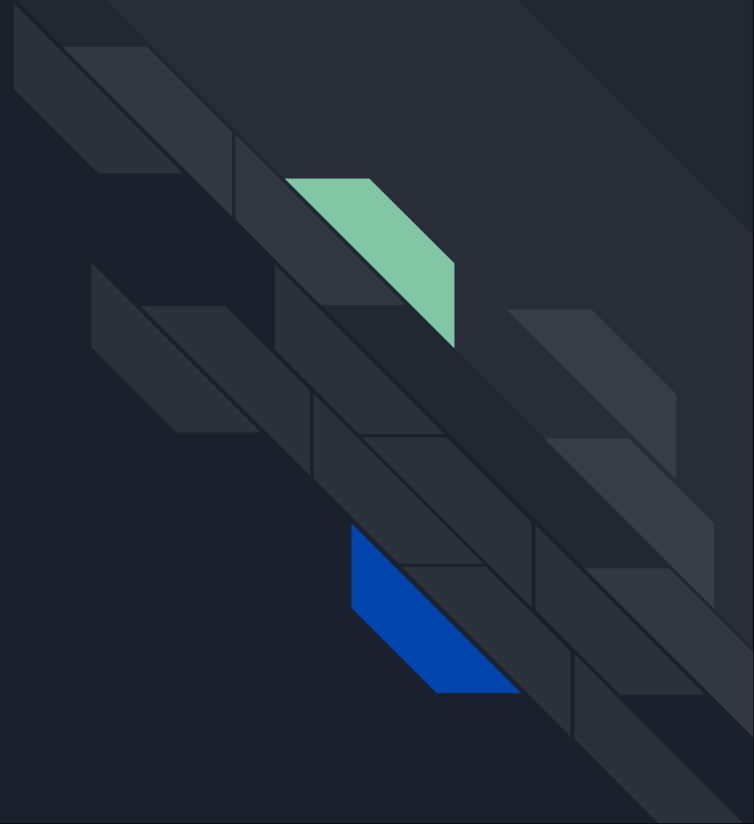
- Listen actively to customer concerns and frustrations.
- Empower frontline employees to make empathetic decisions.
- Understand the challenges faced by technical teams in delivering quality products and provide support and resources to alleviate these challenges.



As a Human Resources Manager:

- Prioritize employee well-being in all aspects.
- Foster a supportive and inclusive work environment.
- Advocate for training and development programs that promote cross-functional understanding and empathy within the organization.

Conclusion





Conclusion

Empathy is not just a buzzword; it's a fundamental aspect of building successful organizations and products.

By embracing empathy-driven practices, organizations can create meaningful connections with customers, foster innovation, and build stronger teams.



Want to read more?

<https://decode.cedar.com/empathy-driven-development/>

<https://review.firstround.com/empathy-driven-development-how-engineers-can-tap-into-this-critical-skill>

We Rise By Lifting
Others

