

# Be Your Customer

## Empathy Training and Customer Role-Playing

“Give your customers what they want.” That sounds simple enough, but it’s difficult to get right. What if you could share some of their feelings and experiences? The valuable insights you would gain can help you make better decisions about what to offer in the future.

These are simple tools you can use to view your products through the eyes of your customer. Step into their shoes through this hands-on experience and see how they interact with your product.

This workshop concentrates on observational techniques and empathy scenarios that will enable you to gain understanding of your customers’ world. Learn how to extract useful insights that can translate into a better product for your customer.



## Workshop Focus:

- Discover tools to help understand customer experiences
- Practice gathering insights from customer simulations
- Practice methods for evaluating existing products

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