



Empathetic Software Starts at the Source

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patient and understanding the obstacles that prevent them from achieving their best possible outcome. Without empathy for patients and their families, high-tech healthcare is just fancy footwork.

Software development is much the same. Like healthcare professionals who want to deliver effective patient solutions, developers want to create technology solutions that effectively solve customer problems. And just as importantly, developers want to give the user the best opportunity to optimize their experience. Developers can create pretty new products all day long. Creating software that adds value and solves customer issues, however, means understanding the person inside the customer. That understanding is the foundation of empathetic product development.

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Empathy is the ability to understand the feelings, thoughts, and experiences of another person. So how does a product team go about doing that? Wowing customers with products they love (and value), starts with knowing our customers, and furthermore, knowing their customers. That begins with talking with them and listening to what they have to say. It means observing the behaviors of providers and patients, both online, and in real life. If we can fully understand their needs and meet them where they are, we are able to incorporate that understanding into our product development. When we do that our customers win. And their customers win. And we win. Trifecta.

We use a variety of strategies to make sure we put our customers' needs first and develop products based on making a difference to them – because as simple as it sounds - they are the ones who are using it. The majority of our developing time is spent with customers, or a similar population subset, purposefully seeking to understand their perspectives and challenges. We start at the source. Time spent with providers, patients, and everyone in-between gives us the opportunity to experience first-hand what a typical day looks like for each of them. We seek their input and we make it easy for them to communicate in ways that are convenient for them. When we can see and hear their frustrations, their challenges, and the roadblocks that prevent them from delivering the best possible patient care - we can build that knowledge into the foundation of our products.

The best software development isn't conducted by smart, creative product teams sitting isolated in an ivory tower. By investing heavily in collaboration with customers and forming alliances that bring transparency to our product planning, we become smarter and that's when creativity thrives.

Keeping the voice of the customer at the forefront of product development is why [TAVConnect](#) is used by thousands of healthcare providers. As we continue to refine, enhance, and expand our next generation of software, our commitment to empathetic design will ensure that the person within the customer will always come first.

The secret isn't in the sauce. It's at the source.