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**Empathy at Scale with Thick Data**

**Brands are  
obsessed with the  
customer journey**



The journey is  
becoming unspoken

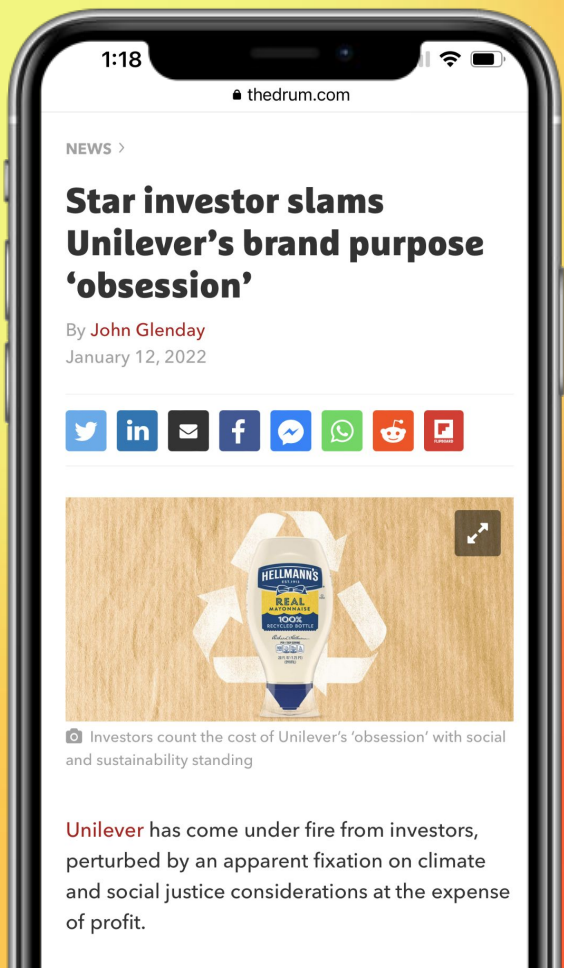


**Marketing has been  
left to the big data  
machines**

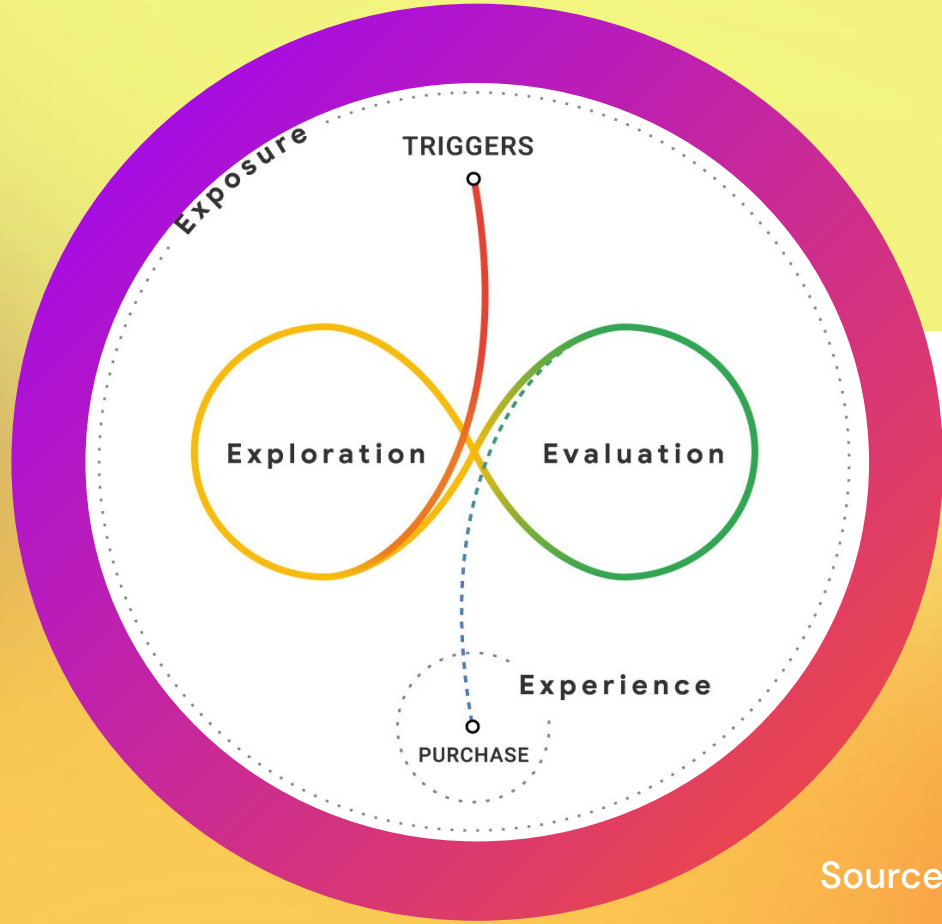




Trouble at the bottom



## Trouble at the top



# Trouble in the middle

Source: Google's 'Messy Middle'





So where can we go from here?



# Show empathy...at scale



Understand the everyday problems

**Top**



Get ahead of the question

**Bottom**



Be value positive

**Throughout**

An underwater photograph with a blue tint. A person's hand is visible on the right side, reaching towards the center. The water surface is visible at the top, with light rays filtering through. The overall mood is serene and contemplative.

## Introducing 'thick data'


Qualitative data which provides insights into people's everyday lives, emotions, problems, hopes and dreams

# Ethnography

The study of observing people's behaviour up close

[Understanding where they've come from, and where they want to go]





Thick data answers the  
questions you didn't ask



Tricia Wang  
Ethnographer

# Perfect sparring partners



## Big data

- Numbers
- Machine learning
- Normalising, standardising, defining
- Looks back

&



## Thick data

- People
- Human learning
- Stories, emotions, context
- Looks forward



# We're **digital** ethnographers



YouTube comments



Survey data



Website analytics



Social listening



Amazon reviews



Keywords



# Search data is the **thickest** data

“This information represents a placeholder for the intentions of humankind”

**John Battelle - Wired Founder**





# Thick data in action



Understand the everyday  
problems

Top



Get ahead of the  
question

Bottom



Be value positive

Throughout

# Talk in their language



# Stay in your lane

## Intended message:

A fitness watch enables women to run in the city at night

## Message received:

Samsung are out of touch with the reality of women's safety





Understand the everyday  
problems

Top



Get ahead of the  
question

**Bottom**

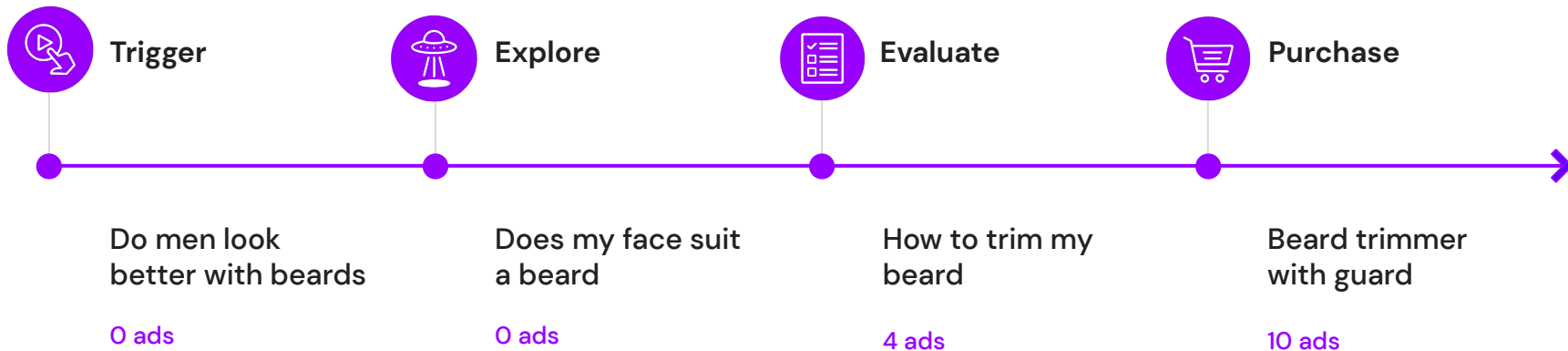


Be value positive

Throughout



# Move upstream of the problem





Understand the everyday  
problems

Top



Get ahead of the  
question

Bottom



Be value positive

**Throughout**

# Provide a clear value exchange

## Value exchange:

- Protein is good for you
- Eggs are a source of protein
- 6 eggs give you the protein you need
- Huel provides more protein than 6 eggs

**One meal of Huel Black Edition =**

- More protein** than 6 eggs 
- All the Vitamin C** of an orange 
- More Omega-3** than a salmon fillet 
- More potassium** than a banana 

**For only £1.68 per meal**



“It is good to have an end  
to journey toward; but it  
is the journey that  
matters, in the end.”

Ursula K. Le Guin,  
The Left Hand of Darkness





# Thank you!