



Methods and challenges of communication in radiation protection

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Interactivity

Openness

Intelligibility

Courage

Expertise

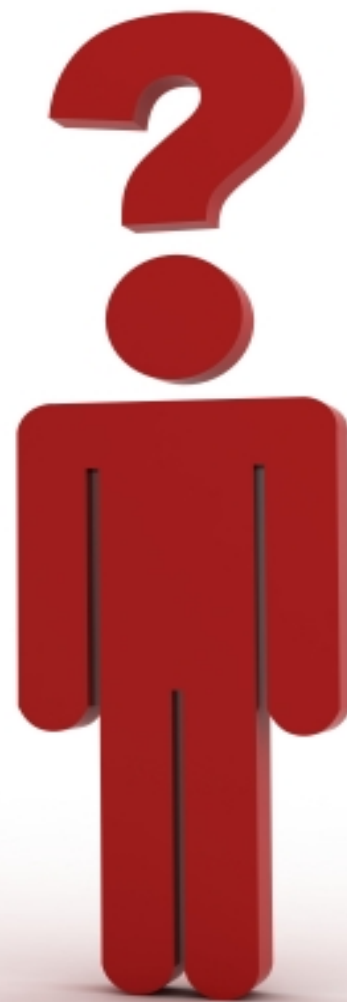
Service-
mindedness

Reliability

Co-
operation

Impartiality





It all starts with empathy



SINCE 1828

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empathy



DICTIONARY

THESAURUS

empathy **noun**

em·pa·thy | \ 'em-pə-thē  \

Definition of *empathy*

- 1 : the action of understanding, being aware of, being sensitive to, and vicariously experiencing the feelings, thoughts, and experience of another of either the past or present without having the feelings, thoughts, and experience fully communicated in an objectively explicit manner

also : the capacity for this

Service Design as a Development Method: Define the Problem Before Developing the Solutions

Empathy and
customer
understanding

Involvement of
target groups
on every step

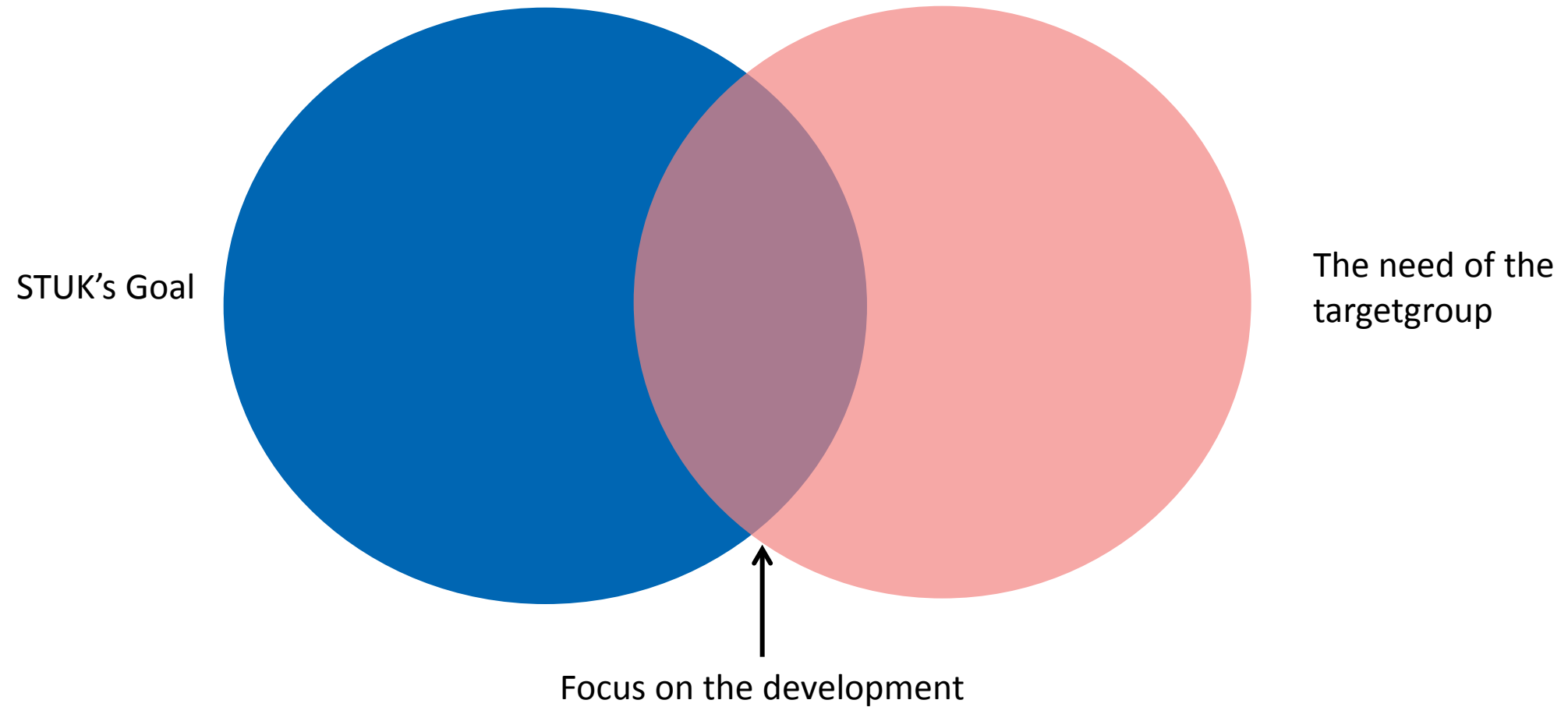
Holistic view to
planning and
development

Good practices for gaining target group understanding

1. Define your target group:
Who do we want to reach?
2. Look for existing information:
What do we still need to know?
3. Concentrate in understanding their needs:
Don't start from your messages or solutions
4. Quality, not quantity:
Make sure you have a good representation of the target group.
Where are they? How can we involve them?
5. Go to them or use tools that are easy for them:
Phone interview, WhatsApp, lunch discussion, observation.



Service Design as a Development Method: Development Serves Both Parties



***“People don't care how much you know
until they know how much you care”***

- Theodore Roosevelt



**PULL
HANDLE**

