

2. Design: Create interactive models/wireframes/prototypes
colour / Typography / Space / user needs
Add a few iterations.
Using multi-pronged cross-references
Creating clickable links

4. Career Success:
Empathy will complete your design.
Strong relationships are the foundation of everything
empathy = skill

2. Stakeholder, involve stakeholders in research planning.
Discuss research basics
Encourage them to attend research session
Provide communication channels during research

1. Story:
Usability, testing, Allows user to experience product or service first hand
Qualitative User research
Interviews
Usability testing
Focus groups

1. Telling stories with research finding.
presenting in story form
use emotive words
share participants' frustrations.
more empathy, more influence you have

Application of user experience
3. in person > remote
Video > Audio only > only word.
experience
sympathetic

1. Framing User Data
a. Find a storytelling pathway.
b. Convey these stories to the right people.
Formalistic approach
Function determines how the request is constructed.

Design and empathy
Communicate joy for success

4. UX for good.
thinking: How can I help people?
How can I make myself feel good?
How can I develop my skills?
How can I make myself active in my work?
3. Be prepared for some UX research to be difficult

personal empathy
starting point: curiosity, attraction.
1. in life epidemic
Body language
Voice intonation
Deeper listening
Notice voice volume, pitch, and speed.
Look for facial and micro-expressions.
Notice posture and gesturing

Empathy in UX Design

Empathy as experience and competence
Basic Information
define { empathy, understand the feelings of other.
Compassion, compassion for the suffering of other and
empathy + compassion = solve pain points in UX, user experience.
Awareness of the suffering of other
empathy

empathy = experience + compassion = understanding
reduction / elimination
relieve pain points with your own understanding = design
Filter out biases and assumptions.
Picture yourself using the product.
(empathy can both help customers and make a profit.)

to user. Educating stakeholders:
Be an advocate for the end user
Avoid preconceived notions
Aid company to understand the customer
3. User Research,
Identifies needed changes
Encourages user empathy
customizes user's experiences.