

Readings, research, reflections

RRR Task 3

Task 3

Emotional empathy

The relationship between empathy and user experience design

Cognitive empathy



Scenario Setting

The specific scenario in which the user uses the product or service.

- For example, the user tries to quickly place an order during break.

Pain Points & Emotions

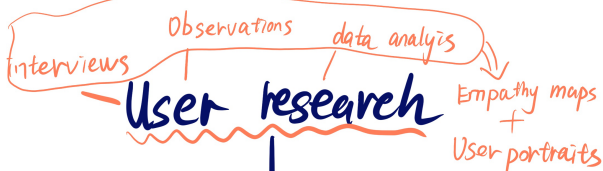
Like "After finding the right product, the checkout process is too complicated."

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Waste Time + Feeling "Frustrated"

Help identify user pain points

Definition of empathy



Improve the functionality and emotional appeal of products

Challenges and solutions

specific applications in design

Emotional mapping and user journey map



Prototype testing and user feedback

Management of emotional burden

Collaboration with the team to reduce stress