

The more you can make your readers feel the joy and pain you feel, the more meaningful and impactful your report will be.

Story Telling

⇒ use

- Exclamation Mark "!"
- Question Mark "?"
- ALL CAPITAL LETTERS.

Presenting

- Emotive words
- Share participant's frustrations
- Communicate joy for success

Designer

- Better Design
- Better Research and Results. ⇒ Customers.

Empathy and User Experience.

Educating Stakeholders.

- Advocate
- End user
- Avoid Prejudices
- Customer Understanding

research and interaction with actual and representative product users.

the more important.

Experience

- The capacity to experience
- The ability to feel these feelings

choice can be cultivated

Definition (Merriam - Webster)

- Understanding
- Awareness
- Sensitivity
- Others' Feelings
- Unspoken / Implicit Communication.

Empathy

Compassion

Understanding of other people's pain.

Experiencing other people's actual feelings.

Can both help customers and make a profit.

Reduce → Empathy Mindset.

User Research.

Survey Advantages

- Big Picture
- Customer Satisfaction
- User Base Attributes
- User Understanding

Persona. → Empathy Map.

- Says
- Thinks
- Does
- Feels.

Customer Journey Map.

- Identifies needed changes.
- Encourages user empathy.
- Customizes user's experiences.

Some measures to prevent meetings from going off track

- Provide consent forms
- Free expression.
- Listen.
- Inclusive process.
- Encourage.

- In person research.
- Remote Video.
- Audio Only
- Words.

- Qualitative User Research
- Interviews
- Usability Testing.

Understand Users and What they need.

- Deliverables
- What and Why
- Master Story
- Relevant Quotes
- Annotation