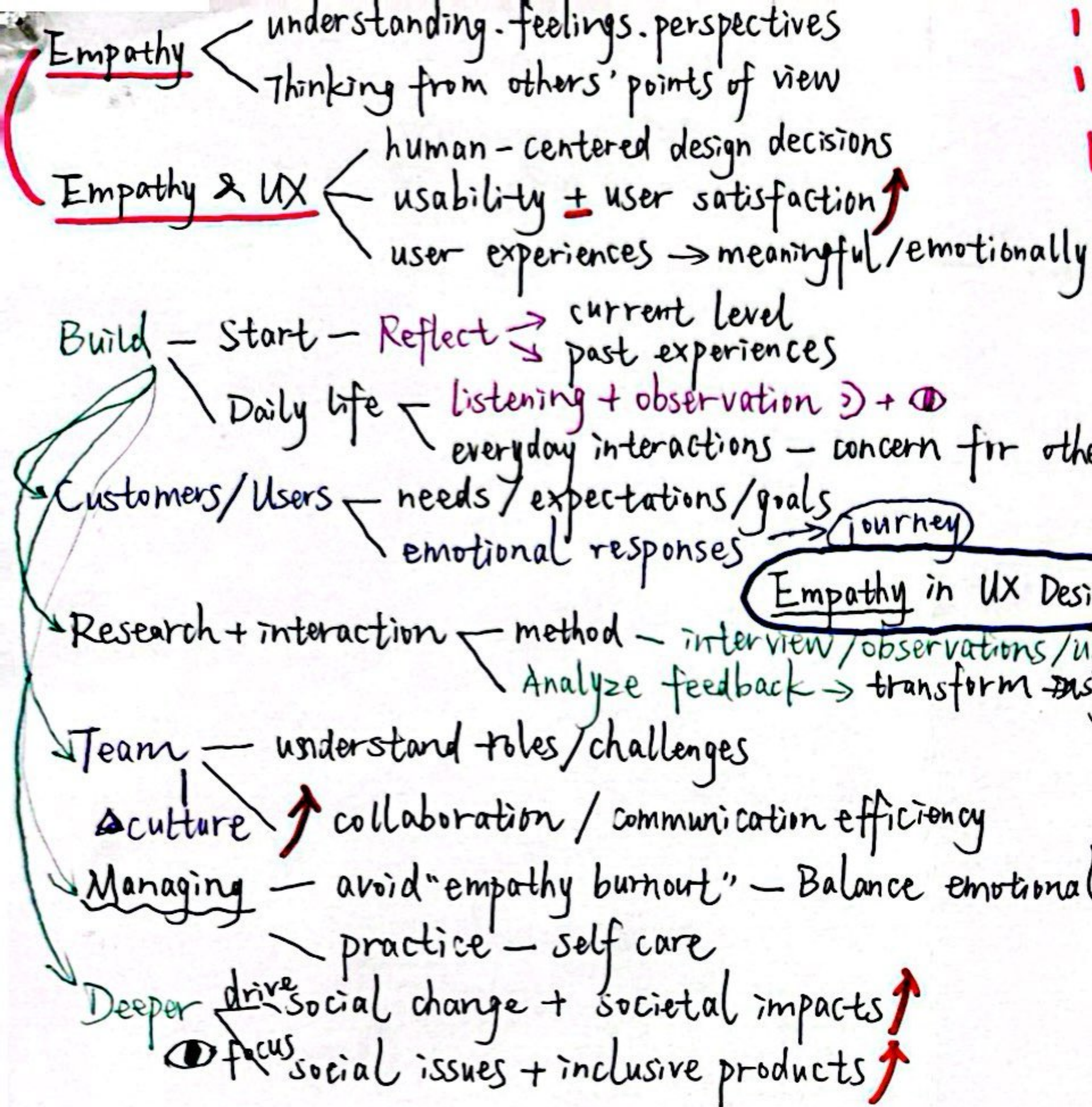


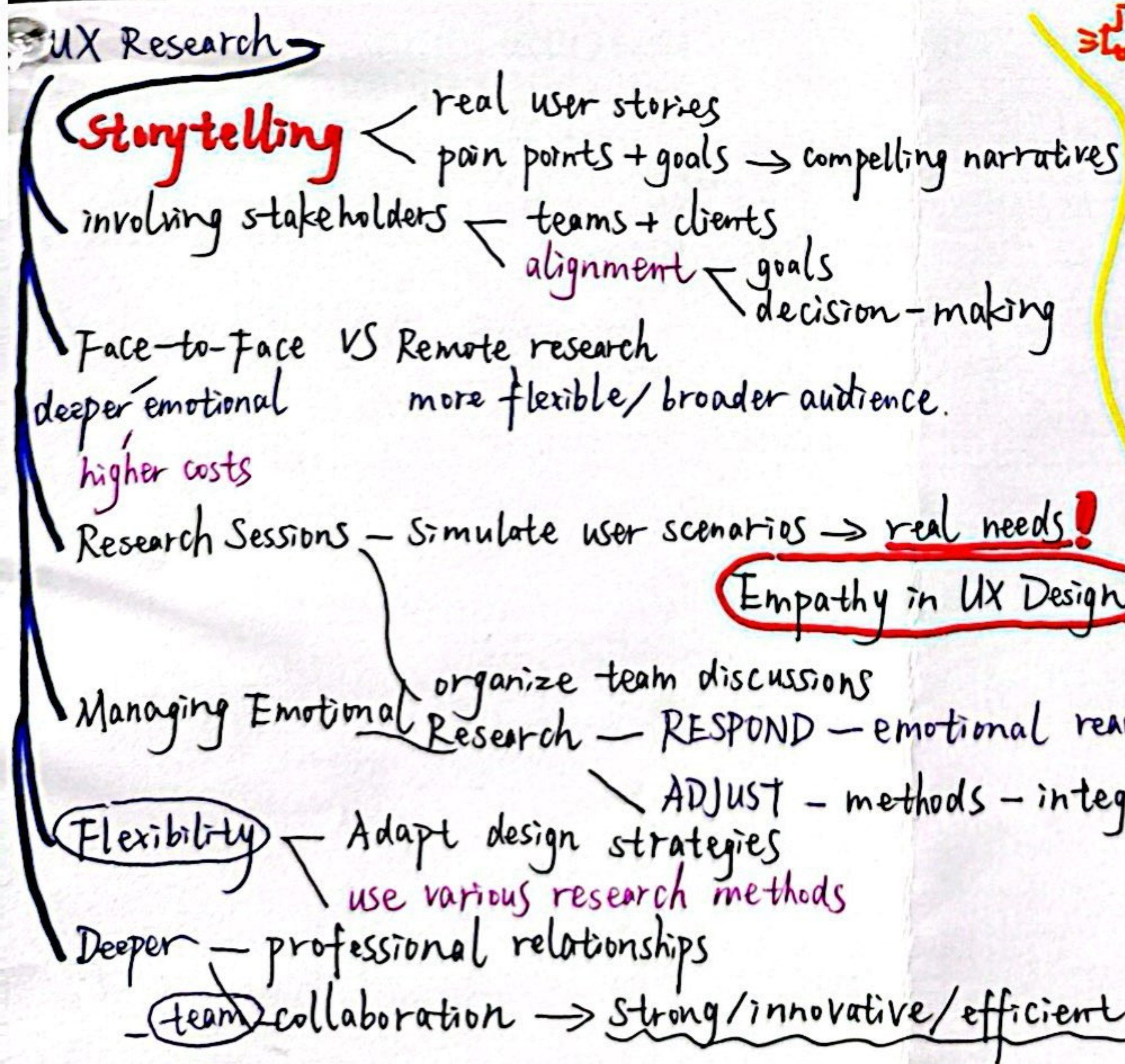


Conclusion-

"Leverage"

1. Continuously apply empathy!
2. Prioritize user needs + emotion!
3. Stay updated/refine design practices!

Empathy in UX Design



Delivering Empathy

Storytelling < compelling stories
emotional touchpoints

inspire team action

Empathy-Driven Design

• Create connect emotionally

• **PRODUCTS** — inclusive/accessible/
user-friendly

Method

User Profile < research
• Create personas < goals
behavior
• understand target audience

Customer Journey Maps

- interaction process
- potential pain points
- Highlight key touch points
- propose improve