

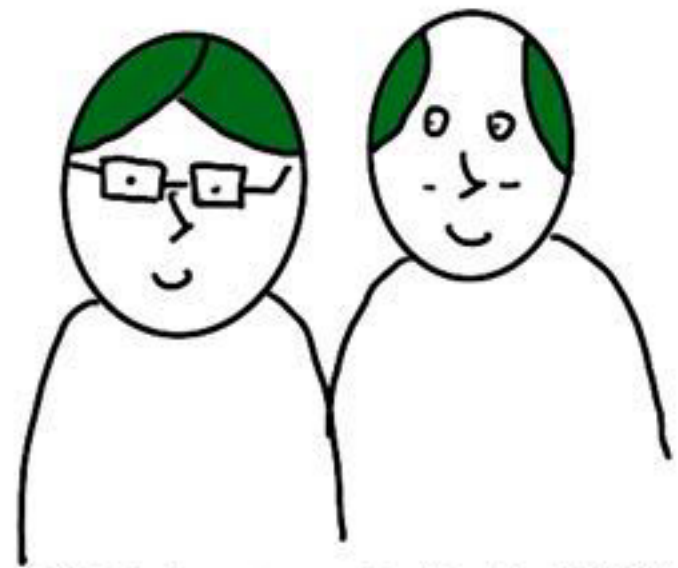
# 03 EMPATHY

Watch videos and make hand-drawn notes

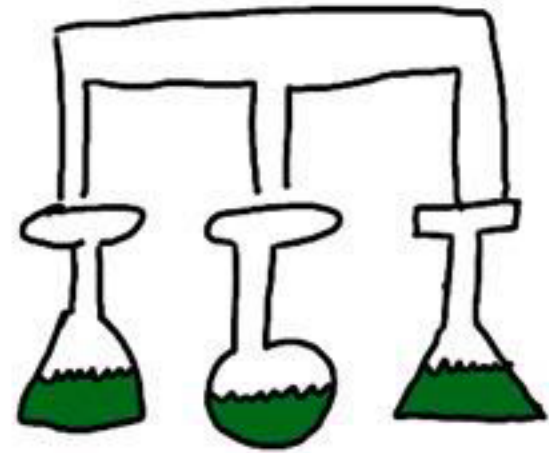
Xinjie Zhao  
36029947

# ≡ EMPATHY ≡

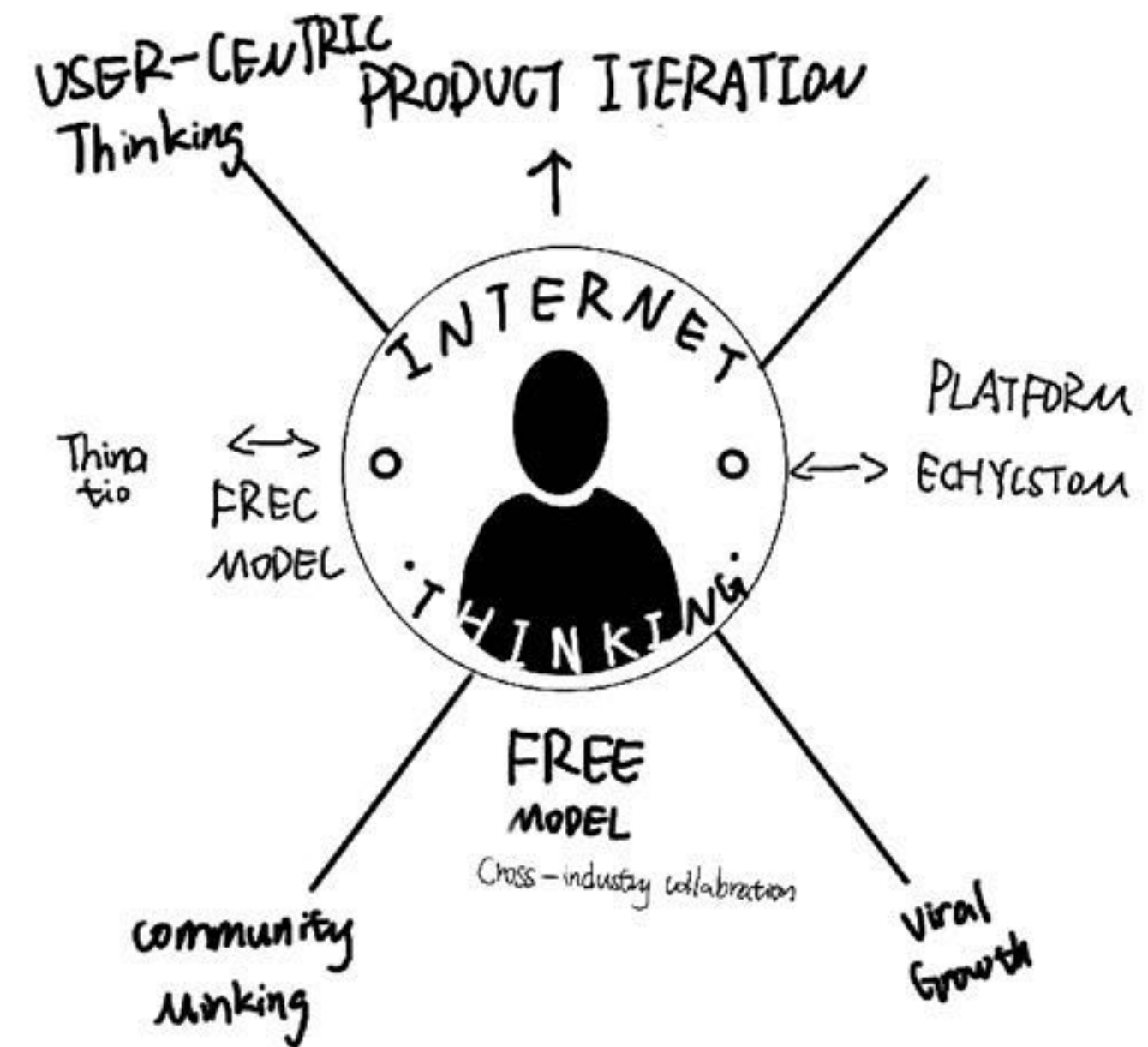
Experience + Capacity + Best guess



CREATE A MAP FOR EACH PERSON  
(/CUSTOMER SEGMENT)



WAY TO SYNTHESIZE RESEARCH DATA TO BETTER UNDERSTAND THE USERS



How do you develop empathy?



Pay attention to body language



① Eliciting a positive emotional response



Listen carefully to the tone of voice

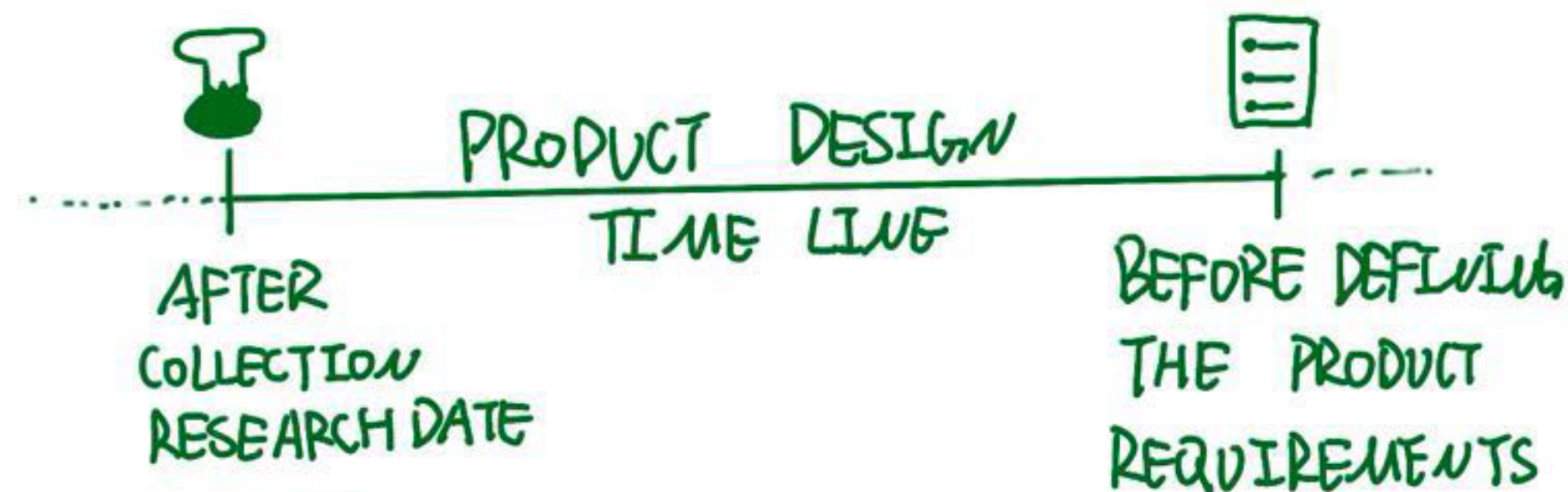
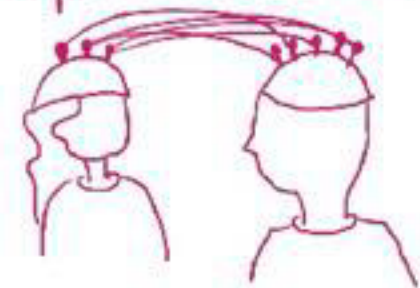
② From the user's perspective

③ More inclusive user experience



Watch facial expressions

experience + capacity + best guess



RELATION

- Understand the requirements
- Make an emotional connection
- Reduce self-bias
- Build trust

✓ PREREQUISITIONS

- UXRESEARCH DATA
- PERSONAS