

Stakeholder involvement valuable!!!
in research planning
{ Discuss research basics
• Encourage them to attend research sessions
• Provide communication channels during research
• Stream sessions for remote stakeholders

in person $\uparrow$ vs. online $\downarrow$
• richest empathetic exchange
video
• limited visual cues
• interrupted
Audio
• voice intonation
• lead to distraction

negative emotions?
harder to anticipate
may meet any situation when
Research • practice to channel them

Do your best to present ~~to~~ your findings in
story form.
{ use emotive words
share participants frustrations
communicate joy for success

Personas
{ Based on user research
user composite.
composite that represents a larger group

USE your
EMPATHY
for **GOOD**

is our
superpower!

Sometime empathy is difficult and painful.

data $\rightarrow$ story
data and weaving
that data
catch readers
giving feeling $\Rightarrow$

Framing User Data
{ 1. Find a storytelling pathway
2. convey these stories to the right people

quantitative qualitative
 $\Rightarrow$ survey advantages
\$ big picture overall
exposes user groups
• interview
• usability testing
• focus groups

Empathy in User UX Research

Design Team
Better Results
Customers
Better Design

EMPATHY?

Building Empathy

starting.
Empathy is a choice
and it can be cultivated.
personal empathy $\rightarrow$ professional empathy

empathy in daily life
empathy for other people you
interact with.
{ body language
voice intonation

Uncomfortable

empathy with family and friend.
Deep listening
{ voice
facial expressions
posture/gestures

definition — Compassion
Experience / the capacity to experience
feeling other's feeling
try to relieve

user's experience $\Rightarrow$ find and solution.
the pain

Empathy:
UX professionals have to have
{ empathy + compassion
1. filter out biases and assumptions
2. picture yourself using the product

Successful (money)
help people

may cause
user frustration
{ user research
• identifies needed changes
Encourages user empathy