

RRR03

Empathy

understanding
being aware of
sensitive
feelings
thoughts



body language / hear their words

User experience, UX, is about empathy, but it's also about *Compassion*

Empathy Mindset

1. Filter out biases and assumptions
2. Picture yourself using the product

date - Body language / voice intonation

Notice voice volume,
pitch, and speed

Look for facial and
micro-expressions



Notice posture
and
gesturing

User Research



- o identifies needed changes
- o Encourages user empathy
- o Customizes user's experiences



Are they being heard at meeting?
Do they feel like they're adding *Value*?
Are they *happy*? Are they *burn out*?
Are they in pain in any way?

Storytelling

1. Use *emotive words* 😞 😡 😠
2. Share participants' *frustrations* RRR
3. Communicate *joy* for success 😊

Including Story

Include in the deliverables
Annotate the *what* and the *why*
Frame from the master story
Include and annotate relevant quotes

