

RRR03

Empathy



understanding
being aware of
sensitive
feelings
thoughts

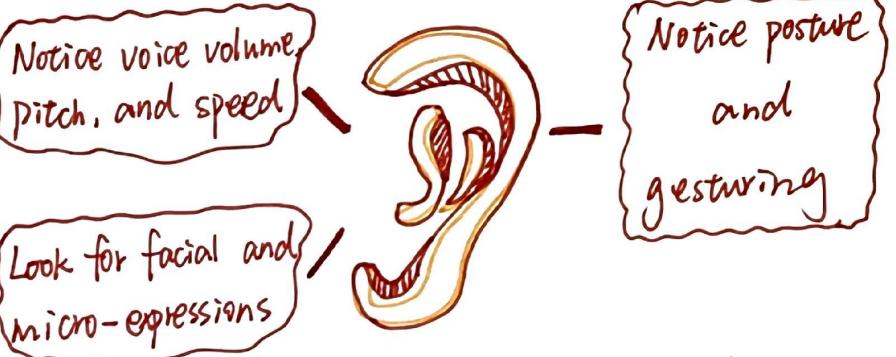
body language / hear their words

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



User Research



- Identifies needed changes
- Encourages user empathy
- 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



3. Communicate joy for success



Including Story

Include in the deliverables

Ask why

Annotate the what and the why

Frame from the master story

Include and annotate relevant quotes



Says

Does

Thinks

Feels

Journey Map