

2 Mindset

1) Filter out biases and assumptions



Experience. (others) actions.

2) Picture yourself using the product.

the ability of experience. **feeling**

good to promote/help customers **Definition**

3 Cultivate in daily life

notice volume pitch, speech



4 to customers

research and interaction

Compassion: sympathetic consciousness of others' distress

user research

customizes

user's experience

Related to UX. ↑

identifies need changes

encourages user empathy