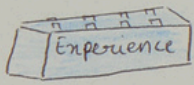


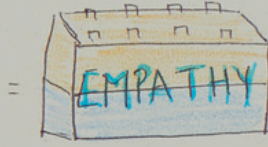
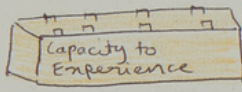
EMPATHY IN UX



→ users → helps develop better products



+



Helps customers & Makes profit

Is a choice & can be cultivated

Important soft skill, professionally

EMPATHY

Can also have negative effects
It can be hurtful or emotionally taxing.

Important to understand users' emotions and experiences

Is like a superpower.
It enhances the workplace if colleagues understand each other.

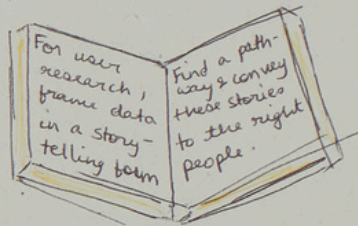
UX is not just about **EMPATHY**, but also about **COMPASSION**

EMPATHY MINDSET

Filter out biases & assumptions
Picture yourself using the product

EMOTIONS can be

CONTAGIOUS



RESEARCH METHODS

QUALITATIVE

1. ~~Interviews~~ Interviews: allows users to express their perspectives, needs, wants
2. Usability testing: allows users to experience the product first-hand
3. Focus groups: Adds a collective and collaborative element to research
4. Ethnographic research: Provides opportunities for empathy.

QUANTITATIVE

- Surveys: • Helps grasp the big picture
- Measures overall customer satisfaction
 - Exposes user base attributes
 - Deepens user understanding

Empathetic research is about **PRODUCT IMPROVEMENT**
Let participants know this.
Effective empathy helps researchers manage research with negative emotions without disrupting research.

Always **EMPHASISE** that research is about product development, not about how well participants know it.

EMPATHY for CAREER SUCCESS

- Building ^{solid} relationships helps develop empathy
- Empathy can also aid during job interviews

DESIGNING with EMPATHY

- Understand users & what they need
- The design should be integrated with research findings
- Have annotated deliverables to explain why something was done in a certain manner.



STORYTELLING WITH RESEARCH FINDINGS

- Present your findings in story form
- Use emotive words/language
- Use media - direct quotes or videos
- Share participants frustrations
- Enlist help for logging data
- Communicate joy for success

USER PERSONAS

based on user research
represents a larger group
Used to aid design teams



CUSTOMER JOURNEY MAPS

Captures all customer touch points with the company
Often include emotional indicators to pinpoint what a user is feeling