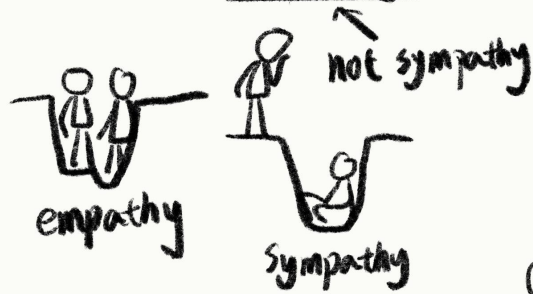


1. what is empathy?



- ① feel what others feel
- ② see through their eyes
- ③ solve their problems

2. why is matters?

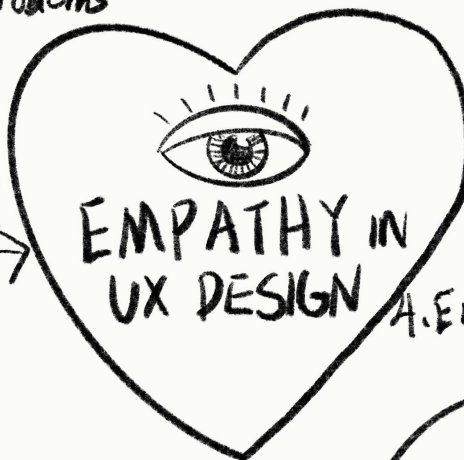


- ① better products
- ② builds trust with users

3. how to build empathy?



- ① Listen to understand, not to reply
- ② watch users in their real environment
- ③ Leave your assumptions at the door
- ④ Ask "why" constantly



4. Empathy for whom?

