

Learning User Data

Qualitative User Research

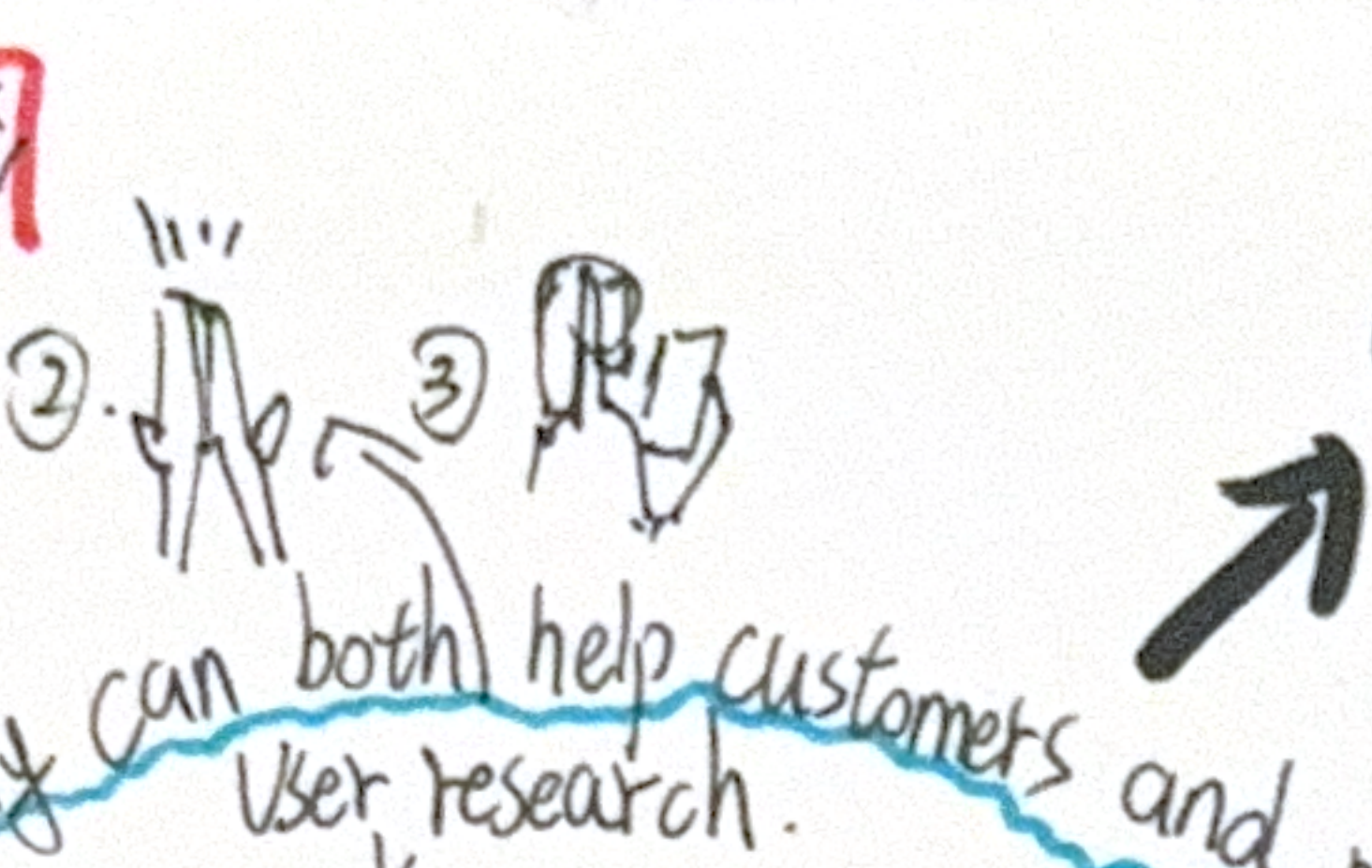
- right people
- pathway
- Interviews
- Usability testing
- Focus groups

Storytelling

- Same data in storytelling form.
- Survey Advantages
- 1. Help grasp the big picture.
- 2. Customer satisfaction
- 3. Exposes user base attributes.
- 4. Deepen user understanding as a whole.

Involving Stakeholders

- Testing
- research sessions
- stream sessions
- basics



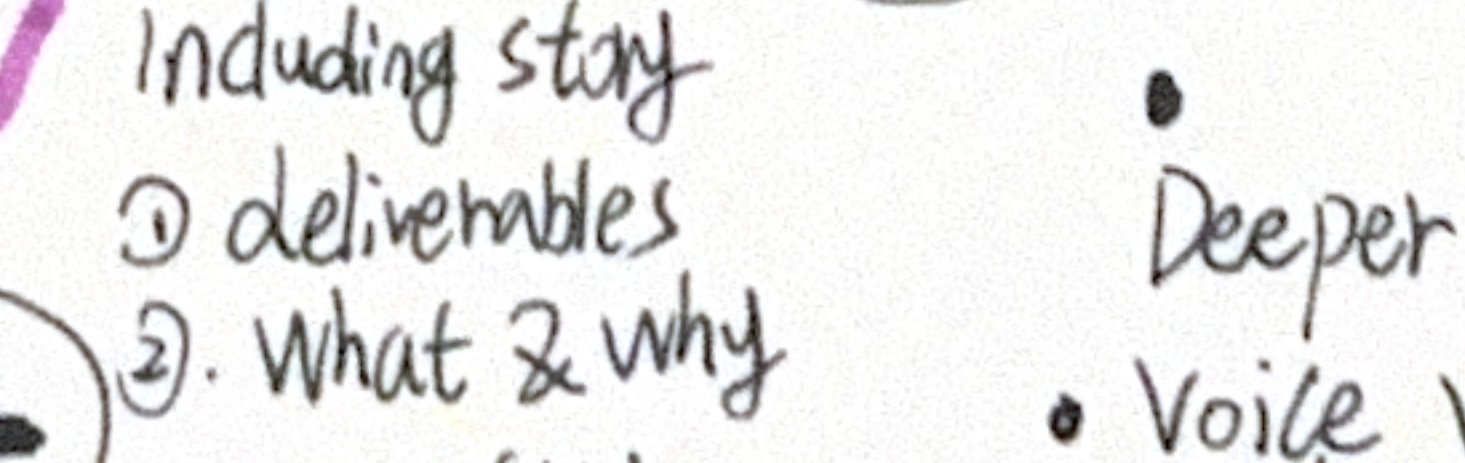
UX

Empathy

- 1. What empathy is both the experience and the Capacity to experience.
- 2. How empathy can also be. Willful and based on intent.

Choice Cultivated

- Body language.
- Voice intonation.
- Deeper Listening.
- Voice volume.
- Pitch and speed.
- Facial & microexpressions.
- Posture & gesturing.



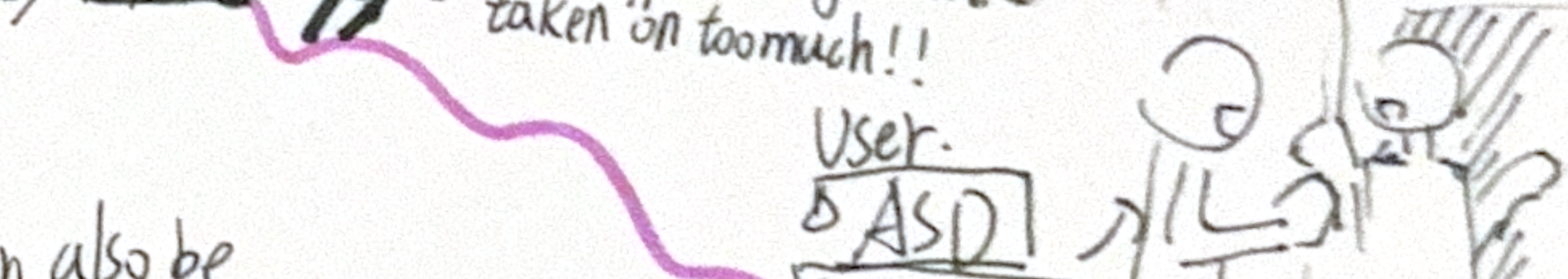
- 4. Says | Thinks
- Does | feels

Company

- An advocate for the end user
- Avoid preconceived notions
- Aid company to understand the customer.
- Company's commitment to empathy matters

- listener ("O")
- Compassion
- positive
- appreciate

seek support if you have taken on too much!!



Conclusion

Conclusion. This course has enabled me to understand how to cultivate design and offer empathy. It gave me a direction for my subsequent research project.

- Q: 1. What are the key finding?
- 2. How successful were the participants?
- 3. What are the design recommendations?

Story Form

- Words
- Frustrations
- Communicate joy for success
- logging data
- tracking