

1. Empathy and user experience.

Empathy = ~~under~~ understanding
= being aware of.
= being sensitive -

is the best guess
based on cues supplied
by someone else.

↓
* feeling experience of another
thoughts.

feeling & what they are feeling.

Compassion — Regret for the pain of others. — even without empathy.
also have awareness.

UX in empathy:
— feeling user's pain
— eliminate it through design.
— share in the joy of improved experience.

2. How to built.

Start: * innate / intentionally developed.

in life: can contagious. and informed by
— body language.
— tone of voice
— facial expressions.
Practice: Observe — speed, volume, tone.
— facial expressions, posture. Posture physical

Users — not truly understand
— ignored real workflows.

in workplace — help us — understand different perspective.
— accept difference.

can to find — build inclusive culture.

family friends / colleagues. — means
— active listening
— thoughtful communication.
— constructive feedback.
therapists.

Neurodiversity includes — Autism spectrum conditions

— ADHD — strong associative thinking — unique strong problems.

3. Empathy in UX: why need storytelling — need communicating in effective
Data ≠ empathy. X — story is emotional.

Bug lists.
Ticket systems
Formulaic ~~small empathic~~ user stories.
quantitative Vs qualitative Research.

①: ~~Best~~ for: identifying trends. — measuring satisfaction.
strength: scale and statistical significance
limitation: weak to conveying ~~emote~~ emotion.

②: is strongest driver of empathy
methods include: in-depth interviews.

usability testing.
focus groups.
contextual inquiry.
interviews — perspective.
— ~~the~~ needs.
— desires.
— experience.

4. design and delivery

stories: — facts matter ~~not~~ don't always drive action-research.
— critical for stakeholders didn't attend ~~research~~
— direct users quotes for authenticity

Design: — insights must flow into design.
— user research reveals who users are and what they need.
— Personas and ~~for~~ journey maps sustain team empathy.