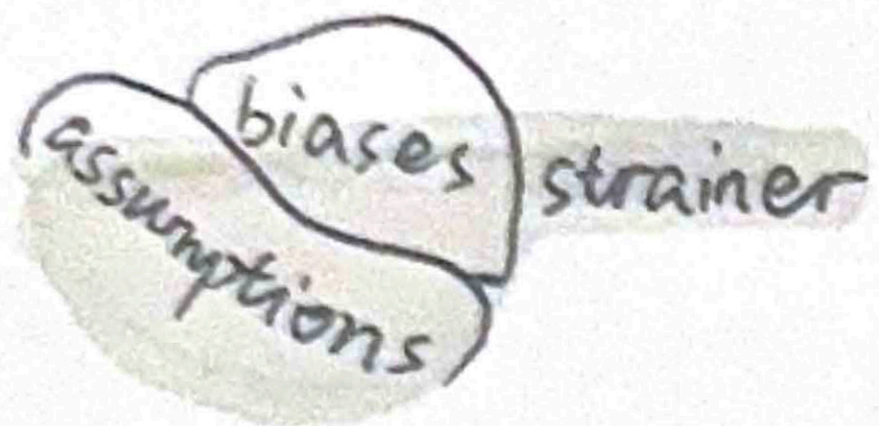
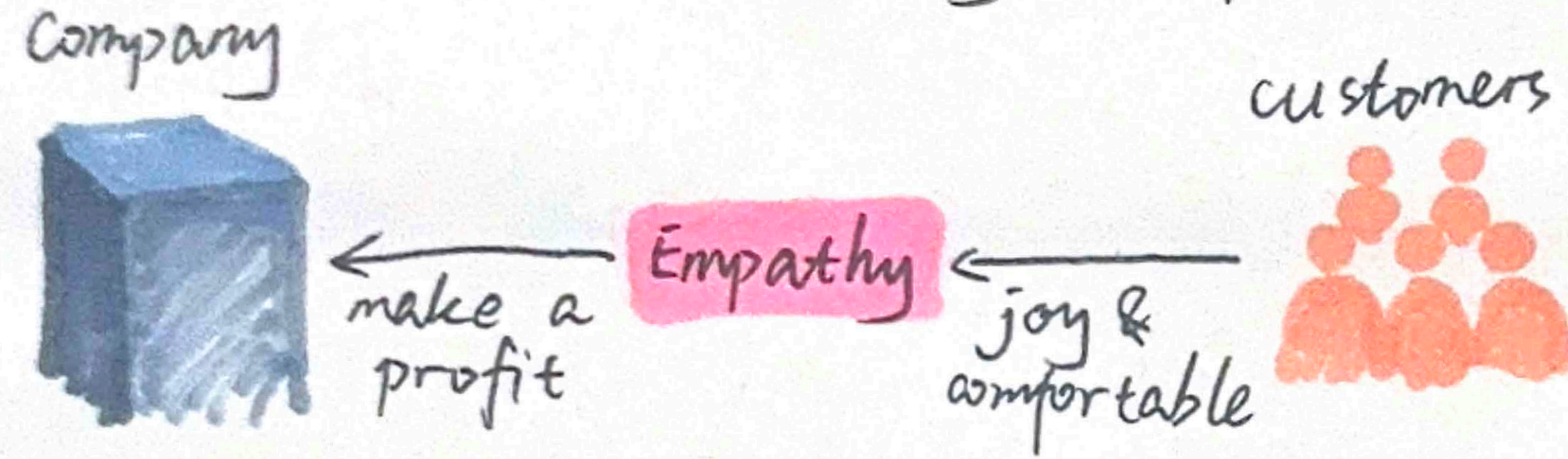


● Mindset

1. Filter out biases and assumptions.



2. ~~Practice~~ Picture yourself using those products.



● Application Scenarios of Empathy

- How to collect data?



body language & voice intonation & text cues

How people could be feeling based on cues.

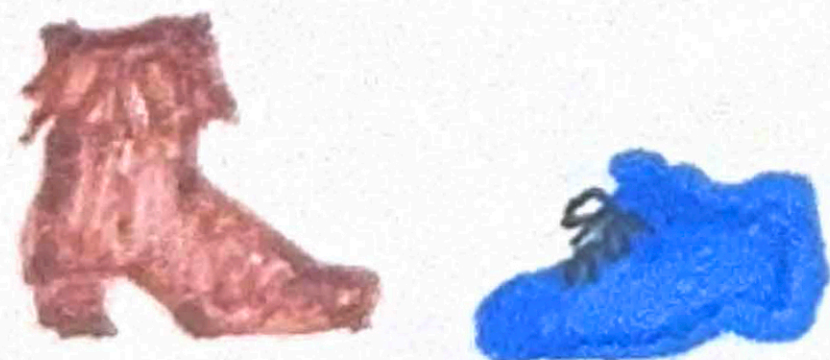
Pay Attention

Think what I feel.

- Where to use?

- Daily life
- Workplace Environment
- Neurodiversity Collaboration
- User Research and Design

Put yourself in other's shoes



● Empathy Practices in User Research

■ Research Method

- Qualitative Research (Core)

In-Depth Interviews

Usability Testing

Focus Groups

Ethnographic Research/Contextual Inquiry

- Quantitative Research (Auxiliary Role) — Surveys, web analytics.

■ Key Points in Research Execution

Research Execution

Educating Stakeholders

Research Format & Preference

Handling Special Situations

Be an advocate for the end user

Avoid preconceived notions

Aid company to understand the customer

experience + capacity to experience

Empathy

Pain Point ← Design
gather ↑ understand
Compassion

● Communicating Research Findings with Empathy

- Core Principle: Replace pure data listing with storytelling

- Methods

written reports/slide decks

emotional language & direct user quotes

key video clips

design deliverables

annotated prototypes

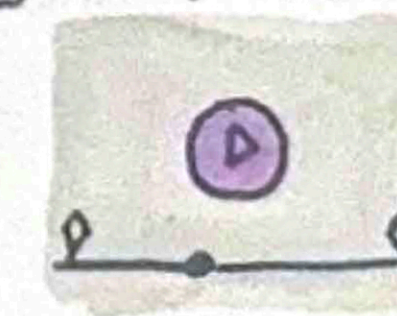
personas

customer journey maps

- Tool Assistance

A1: Identify emotional themes & extract keywords

Team collaboration: record key points & timestamps



Priority ↓
In-person
Remote video
Audio only
Text only

~~presuming~~

■ Ethics and Protection



Establish a support network.

● Challenges and Solutions of Empathy

- Potential Issues

Empathy Burden

Misunderstanding Risk

Over-Empathy

- Solutions

Emotional Management

Balance Maintenance

Flexible Adaptation

● Action Recommendations

- Personal Level

Active

empathy trigger

emotional

- Professional Level

- ~~Action~~ Core Goal

Use empathy to create user-centric products