

- including story
- include in the deliverable

- Annotate the what and why
- Frame from the main story

presenting in story form

- use emotive words
- share participants frustrations
- communicate joy for success

experiencing the actual feeling of other

body language + word

sad or injury

to reduce or eliminate that pain

Aim

Qualitative User Research interview

Understand user what they need

Empathy

and Compassion

UX User experience

understand other pain and want to relieve it.

understand of others' pain

Empathy Mindset

1. Filter out biases and assumption
2. picture yourself using the product

Building your own capacity for personal empathy is the first step

Feeling are contagious

Listening / voice depper

Notice posture and gesturing
Notice voice volume pitch and speed
look for facial and microexpression.

come from body language
voice information

Framing user data

- Find a storytelling pathway
- convey these stories to the right people.

User Research

- identifies needed changes
- Encourage user empathy
- Customizes user's experience

Feel other feeling experience and awareness

Empathy

- Usability testing
- Focus group

Survey Advantages

- Help grasp the big picture
- Measures overall customer satisfaction
- Exposes user base attributes
- Deepens user understanding as a whole.