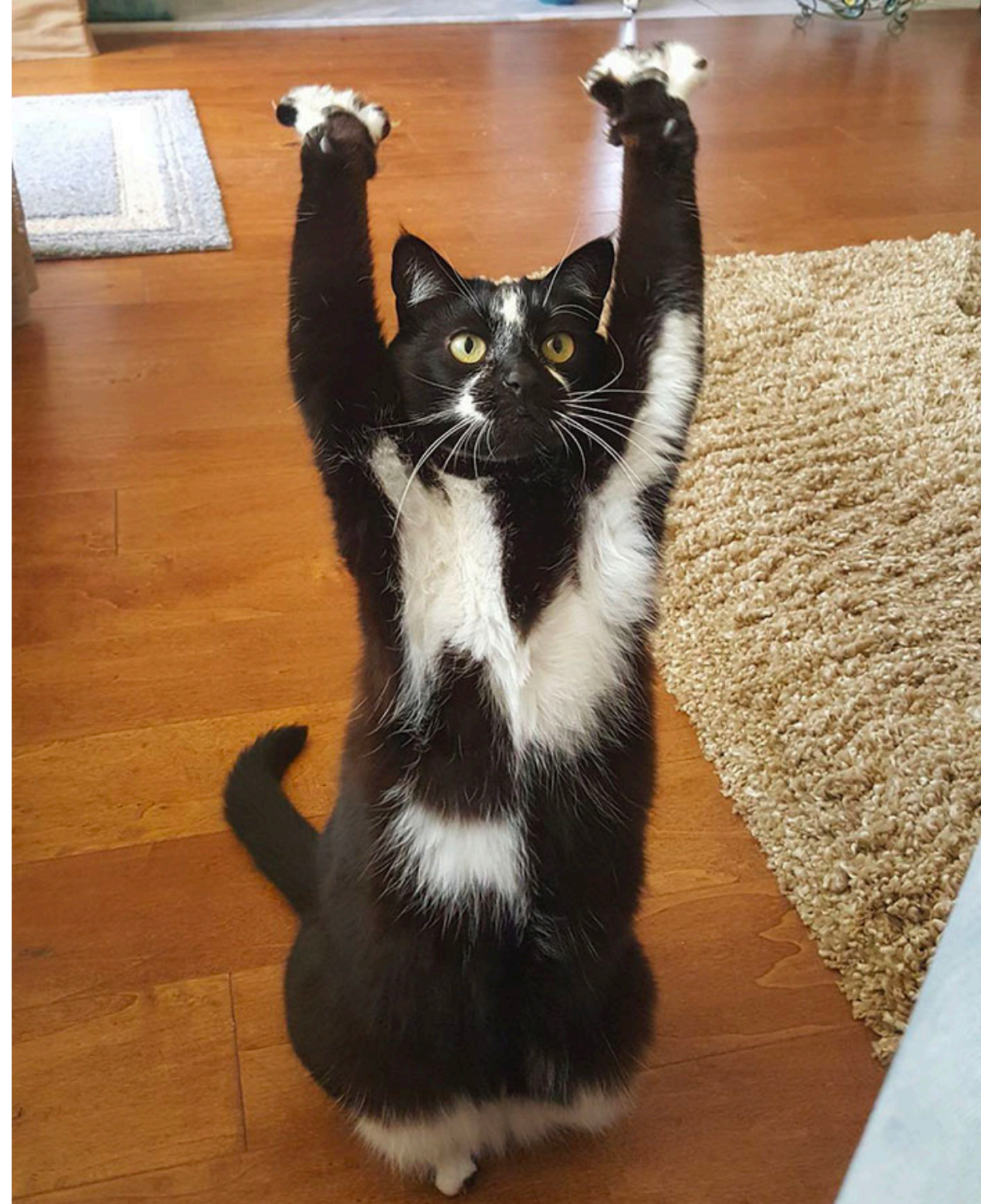


*Mirrored  
Personal  
Distress  
Emotional  
Affective  
Cognitive  
Self  
Mirrored  
Personal*

***Empathy***

Quick Poll

**Raise your  
hand if you  
think empathy  
is a principle of  
design** 🙋



PROCESSES AND TOOLS UI/UX

# User Research. Empathy Is the Best UX Believ

The article devote  
methods and ben  
mobile digital pro

## Empathy in UX Design: What It Is and Why It's Important

## UX Designers: How To Improve Your Empathy To Be A Better Designer

10 ways to improve your empathy

Viewpoint



**“Empathy  
*So hot right now.*”**

*- Mugatu*



**But *why* is *empathy*  
actually important  
in design?**

***When* is it actually  
appropriate?**

***And what is  
empathy anyway?***

**Cognitive  
Empathy**

**Emotional  
Empathy**



Cognitive Empathy

**Understanding  
what went on in  
someone's head as  
they worked  
towards  
something**

Emotional Empathy

**Feeling the same  
emotion that  
another person is  
feeling**

Cognitive Empathy

**Asking about the  
*last* time someone  
did something,  
and listening to  
the what, why,  
how, and when**

Emotional Empathy

**That heart  
warming feeling  
when your friend  
gets married**

Cognitive Empathy

**Viable in work,  
specific, and  
replicable** <sup>1</sup>

**A ‘morally  
neutral’, useful  
tool** <sup>2</sup>

Emotional Empathy

**Like a ‘bolt of  
lightning’** <sup>1</sup>

**A spotlight  
directing attention**  
<sup>2</sup>

1. Indi Young

2. Paul Bloom

**Why is cognitive  
empathy important  
in design?**

**Because it calls on us to  
listen neutrally and  
mindfully to the end user.**

**Unlike emotional empathy,  
we don't design on lightning  
bolt feelings as moving as  
they are.**

**We listen first.**

**We must listen neutrally  
and holistically as  
professional designers.**

**That's the “why” for  
cognitive empathy.**

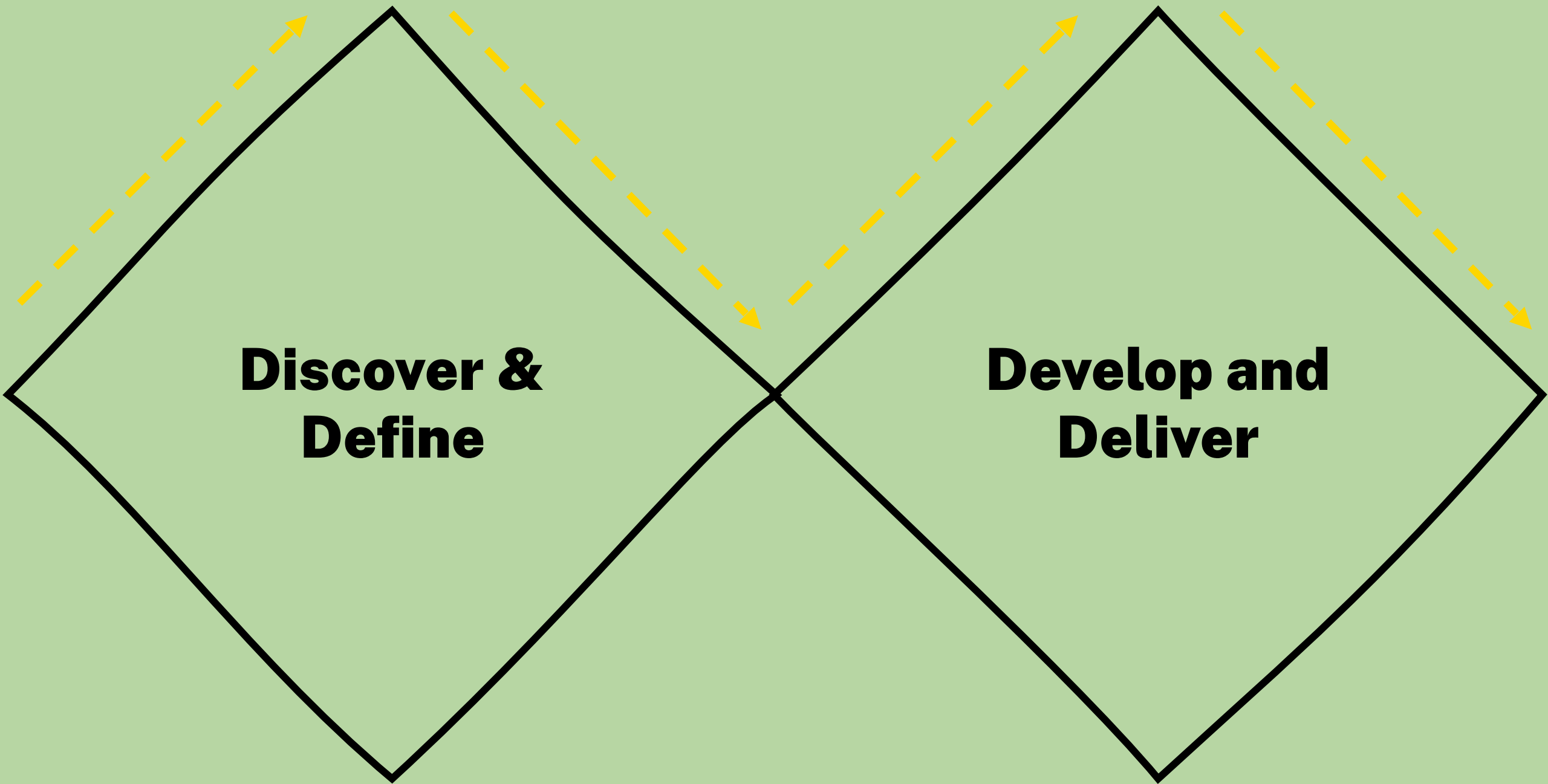


**So does emotional empathy  
have no use?**



*Well yes, but actually no*

**When is emotional  
empathy actually  
appropriate?**





## Discover & Define



**Symptom/Trigger**  
**Unspecific problem**

Client:  
"People aren't using  
our website."

## Develop & Deliver



***A defined problem***  
**informed by discovery**

Designer:  
"People aren't able to  
use it well on phones."

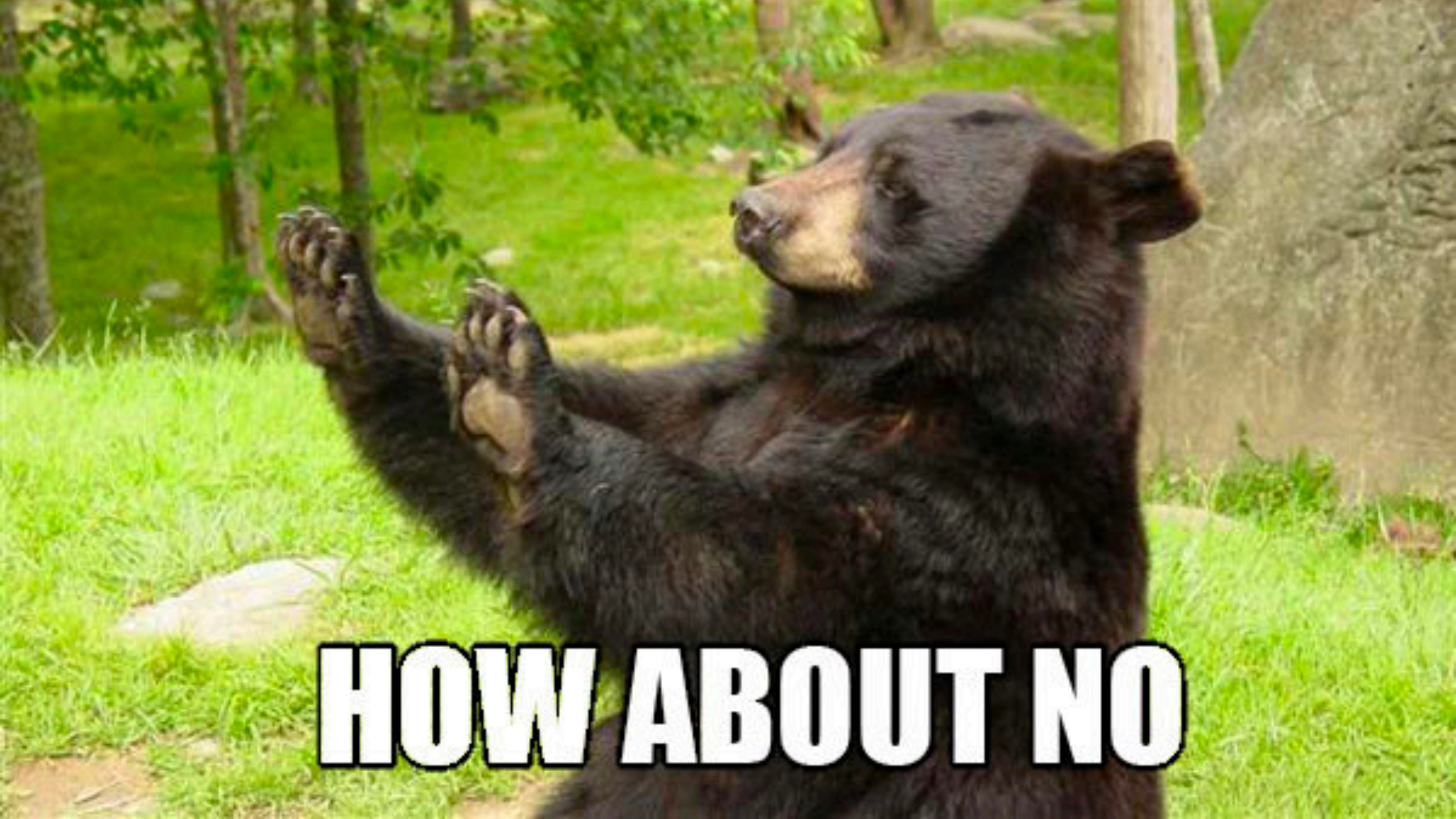


**Discover &  
Define**

**Develop &  
Deliver**

**?** **Cognitive  
Empathy**  
*as a practice*





**HOW ABOUT NO**



**Your client, says “nah.”**

**developer**

**product manager**

**analyst**

**\*insert stakeholder here**

**Well, remember?**

**Emotional empathy is like a  
lightning bolt of emotion.**

**A spotlight directing  
attention.**

**Emotional empathy is a tool  
designers can use when  
hard data isn't good enough.**

**Instead of practicing it like  
cognitive empathy,**

**We can use emotional  
empathy to change the  
hearts of others.**

**And that is why Personas  
exist, why Journey Maps  
exist, and why we value  
in-field quotes so much.**

**These tools help us tell stories and stories get people to “switch” by moving their emotional elephants.**

**Discover &  
Define**

**Develop and  
Deliver**



**Emotional  
Empathy**  
*as a tool*



**DO**

**Practice cognitive empathy  
in user research to get the  
full, neutral scoop.**

**DON'T**

**Practice emotional empathy  
in user research because it  
is biased, exhausting, and  
not replicable.**

**BUT...**

**Use emotional empathy as a storytelling tool to convince stakeholders to switch when numbers alone don't work.**

**And remember...**

**Make sure you understand  
the semantics of buzzwords  
before using them.**