**Empathizing With Users**

[00:00:00] But the is something we have to always work on. Being better at, you can be less empathetic at certain times in your life and not even realize it first, we must have empathy for ourselves and be present in our own experiences. You're listening to the UI narrative podcast, the biweekly podcast that shares how initially when designers got started interface, design, and how they create successful user centered experiences.

[00:00:30] And I'm your host totally dry. Let's get started.

[00:00:39] Hello guys. Welcome back to the UI narrative podcast. Thanks so much for joining me in your car speakers. I work in your earphones or from the comfort of your home. Some of you may have never heard of UI or UX design before, so let's go over that again in 90 seconds. UI is what you use to interact with the product while you [00:01:00] exercise.

[00:01:00] I'm concerned with how this overall interaction feels. User interface. AKA UI design is a design event and software such as computers. Mobile apps and other electronic devices, you had designers design all the screens on these machines or software that a user will interact with. This includes functions like clicking a button on a website, swiping through your Instagram feed or selecting your character in Mario cart.

[00:01:23] User experience. AKA UX design is the best way to go through what the product will be like without going through the pain of building it. You do this through collecting data from users, by testing out the concepts of new features of the product, the data that you collect from the users informed the UI designers, how they should design the user interface.

[00:01:43] I go over six types of data you can collect. And the episode which UX research methods should I use. I want you to understand that UI and UX are two separate roles. These roles require separate skills, but also have some similarities. If you're interested in this career, check out the [00:02:00] episode is a career in UI UX design, right for you.

[00:02:03] Let's go into the latest reviews. Attribute is from Apple podcasts, USA. Model C H J says I've been researching UX UI podcast and looking for something to connect with beyond good content. The UI narrative was exactly what I didn't know. I needed for black Brown creatives and techies. This one is for you, us great content, funny, intelligent, authentic what?

[00:02:29] Cultural swag. I am looking forward to hearing more and learning along the way you have created your lane and this genre of the podcasts. Thank you. Thank you for the review, not finding a podcast like mine with a woman of color talking about the UI and UX design is one of the many, I started the show.

[00:02:47] So thank you all listeners for welcoming me into this podcast space. It took me a long battle with imposter syndrome to get here, but I'm here and ain't going nowhere. [00:03:00] All right. Okay. Another one from Apple, Apple podcasts, USA. From live your cheat. I'm currently working on UX Nanodegree, working with a client.

[00:03:10] Your podcast has really helped me stay focused and figure out most of what I need to be successful. I look forward to using your layout feed back tool and would like more content on specialization, UX, research, or UI, and on preparing for your first interview as a UX designer, happy new year or more.

[00:03:29] Nijah. And you, you, you see, as you call me, hit and said, thank you. Almost Nigel translates to English as a person from Nigeria. So thank you for your review. I've taken no. On your episode suggestion, you have made a good path for yourself doing the UX center degree while easing resources outside of that.

[00:03:54] Course to help you land on your feet. The layout grading system will teach you everything that you [00:04:00] need to know about best practices for you at design. So please, if you have any questions about the guy, feel free to email me. hello@unnarrative.com. And for you listeners, interested in learning more about the layout green to SIM check out UI narrative.com/screening system.

[00:04:16] That's UN narrative.com/grading system. So I have something to announce I'm doing a giveaway, I guess it's not really that much of a surprise because I've been hinting at it for a while now, but you have the chance to win one of three UI you at surprises. I put a survey out on Instagram and Twitter to vote on those prizes and.

[00:04:39] I decided to just offer all three of them since we're Africans, $10,000. Whoa, let me chill out before these neighbors called the police on me. All right. The prizes range from, um, the first one is, uh, the book steal like an artist by Austin Kleon. The second [00:05:00] is the book don't make me think by Steve Krug crook.

[00:05:04] Um, the third is a one year of sketch download. This giveaway value of these prizes is $128. Yeah, I'm going all out for you guys. We're at 10,000 downloads, which is insane because it's, it was like yesterday when it was only at one K. Oh. And by the way, this giveaway is not sponsored. It's funded by my personal bank account.

[00:05:32] So yeah, now that my downloads are getting higher, I can look into paid sponsorships on the products I love using. So I can try and get some discounts on those for y'all and do more giveaways, possibly boom. So freaking excited. Um, 10,000 downloads and I have three UI UX prizes to give you all. So listen up close.

[00:05:52] These are the rules to enter. Go to UI narrative.com/ . That's UI [00:06:00] narrative.com/one zero K on this page. You'll submit your entry into the contest. You'll see the details of the rules on that page, but let me go over them real quick. First, you must follow me on Instagram or Twitter. My Instagram is you are narrative and my Twitter is you are narrative CEO.

[00:06:19] The second is go to wherever you listen to the podcast and leave a comment about why you like the UI narrative podcast. Places you can leave a comment, our Apple podcast, Stitcher SoundCloud, or on my website. dot com. I know that some of you listen on Spotify or Google podcasts where you can, you can't leave comments there.

[00:06:40] So listen up, you can leave a review on my website, go to the podcast page on UI narrative.com. Go click on your favorite podcast episode. And scroll to the bottom of that, but so the page, and you'll see an option to leave a comment as a guest. If you've already left a comment [00:07:00] anywhere on everywhere, I've listed, you're already one step ahead.

[00:07:03] Just make sure you're following me on Instagram or Twitter and head to your narrative.com/ten K to enter the giveaway. The entry for this giveaway starts today. January 12th, 2020. And ends February 5th, 2020 for my email club members. You won't see the promotion on my social until January 15th, 2020, because you're listening to this episode early.

[00:07:29] If you want to join the email club, you know, have access to that and then head to your narrative.com/email club to sign up. All right. So make sure you follow the rules and turn on your social notifications. When I randomly choose the winners live on February six, 2020. I'll give you 24 hours to respond before I choose another winner.

[00:07:51] That's February six, 2020 with 24 hours to respond. All right, let's dive into today's episode today. Big. [00:08:00] What does it mean to empathize with someone? Empathize means to understand and share the feelings of another margarita tartar Kolsky from psych central says we tend to misunderstand empathy. We think empathizing with someone is consoling them.

[00:08:18] We think it's helping them fix whatever problem they're having. We think it's giving advice. If it were me, I'd pick a different career. If it were me, I'd end the relationship. If it were me, I wouldn't think so much about it. Have you tried taking a real break? Have you considered other options? We think empathizing with someone is wondering how we'd feel or react the same situation and quote she's.

[00:08:43] So right. I've gone the route of imagining myself in that person's situation by reenacting it in my mind. Of how I would deal with this problem by putting myself in their shoes. That's not entirely empathy. It's an imagined [00:09:00] self perspective, which is limiting your empathy to only what you think you feel and how you'd react.

[00:09:07] And this could lead you to make an assumptions about them without even realizing it. So, no, you don't know what the user is entirely going through. Listen to them again and take notes. And the 2014 study called stumbling in their shoes. This ability simulations reduce judge capabilities of disabled people.

[00:09:27] A group of participants completed difficult tasks while wearing the blindfold. Then they were asked how well they believed blind people could be at working and living independently. The participants judged blind individuals as less capable than participants in a different group who did undergo the blind simulation that's because there were folks pissed on what blindness feels like for them.

[00:09:50] What does it feel like to be blind was on their minds? So this is called imagine other perspective. This is not empathy. So what does empathy mean? Again? [00:10:00] Empathy means to understand and share the feelings of another you're being in the present moment with another human being and feeling their experience through their words.

[00:10:10] Your goal is the conversation is to understand them. It's one thing to imagine putting yourself in someone's perspective and different to actually experience it as well. That's like a short break. Have you ever, I received the bad feedback on your mobile app designs. Yep. Me too. I know how much it sucks to receive negative feedback on a design.

[00:10:31] I've worked so hard on and I still reflect on the first time I worked with called ugly over seven years ago, I was determined to become a better designer. So I created a grading system to see just how bad I was. And once I graded myself, I realized where my problem areas were and began to focus on improving them.

[00:10:50] Seven years later, and I'm still using this system at my corporate job for every project. Since I've started using this grading system, I'm able to have the confidence and knowing I presented my [00:11:00] best work to my clients and my boss. I created this layout grading system to help you find clarity on how to decipher feedback and improve your designs.

[00:11:08] This guide, we go over industry tested best practices that I use in my day to day and reveal where your problem areas are. Then you proceed with action says on how to improve your designs. You have the power to change negative feedback and do something positive. Visit UI narrative.com/grading system. To start improving your designs today.

[00:11:29] That's you are narrative.com/grading system. I'm super excited to share the methods that helped me turn my designs is something exceptional and I can't wait to see it. Do the same for you. Psychology and empathy researcher lead away. Neesy inc breaks empathy down into five layers, which together hold a container for the experiences of another person.

[00:11:53] Self empathy is observing your own embodied sensations, thoughts in these in order to [00:12:00] differentiate self from other mirrored empathy, also synchronization. Is physically synchronizing with other person by embodying and marrying their movements, facial expressions and posture, reflective empathy. Emotion is listening fully to us.

[00:12:18] The other experiences and reflecting that back until one is fully heard, imaginative empathy. Which is cognitive is imagining the situation from as many different perspectives as possible and embodying these perspectives and pathetic creativity is all that is learned from the experience of others. So in order to ask adequately, this might be, I mean, doing nothing, solving a problem or making a difference.

[00:12:49] Empathy is something we have to always work on being better. Yeah. You can be less empathetic at certain times in your life and not even realize it first. We must have [00:13:00] empathy for ourselves and be present in our own experiences. Well, that's the first, we must have empathy for ourselves and be present in our own experiences.

[00:13:10] If you don't have empathy towards yourself, are you truly showing empathy to others? If we can't deal with our own range of emotions and how can we sit with someone? Yeah. Houses. Are you ignoring, avoiding, or discounting your own feelings? Pause for a minute. It's a really serious question. Maybe over time.

[00:13:30] This has been the norm for, you got to work on yourself first before or so you have no baggage keeping you from entirely empathizing with someone. It's important to get it sorted out. So you're not objecting your own thoughts and feelings into someone else's experience. We must learn to separate observations from judgments.

[00:13:50] A judgment is based on your opinion, shaped from previous experiences you've had, and observation is made from gathering informations from something seen, [00:14:00] heard, or notice. After an observation, we can explore our feelings. Why is empathy? The important for UX design as the NN group says, visualizing users, attitudes, and behaviors, and an empathy map helps UX teams align on a deep understanding of end users.

[00:14:20] The mapping process also reveals any holes in existing user data. So the point of user testing is to gather eye opening data on these users. And in order to do that, we must be able to empathize with the user. So what's an empathy map. I don't think I've gone over this yet. On the podcast. It's a collaborative tool teams can use to gain a deeper insight into their customers, much like a user persona, a empathy map can represent a group of users, such as a customer segment.

[00:14:47] It's basically four separate squares and in those squares is how disease or think and feel, hear, see, and say, and do then at the bottom you have the users, goals, pains, and [00:15:00] gains. So, how does this empathy map work? You and your team gathered personas, insight and, and data about the user then, right? All of this information on separate sticky notes, then places sticky notes.

[00:15:12] Yeah. And the square category that fits, which were. Says things doesn't feels and write out what these just goals, pains and gains are at the bottom. Anthony master used to immerse yourself in the user's environment and they're great for building out persona and the user story. So the biggest question of this episode is how do we empathize with the user?

[00:15:34] We've got to ask ourselves if we're asking the right question, are you listening? Everyone knows how to listen, but are you understanding and comprehending them? Make them feel comfortable to get feedback on the product and don't interrupt them, ask them what they don't like too. Don't go in there thinking, you know what they need imaginative.

[00:15:54] Okay. A cognitive empathy is what you need to master in order to truly understand the user's needs. [00:16:00] You need to be able to imagine the situation from as many different perspectives right. Possible and embodying these perspectives. Yes. This is putting yourself in another person's shoes, which. I said is not empathy earlier in the episode because it is just one step to being empathetic.

[00:16:17] It's a good first step though, but there's still reflective empathy, self empathy, mirrored, empathy, and empathetic creativity. Sometimes doing research is not possible. So you must use cognitive empathy to visualize your in the user's environment or facing the same situations they face. So, so you can gain a deeper understanding of them.

[00:16:38] Also, don't forget to include a stakeholder interviews in this process as well. It's also important to collect the data of how the stakeholders feel about their product. This makes a good analysis comparison to the consumer, the results, the key to being truly empathetic is patience. No one is perfect, even though we are all born empathetic as adults, we have to train ourselves to be [00:17:00] empathetic daily, get to know the user's background and natural environment.

[00:17:04] Remember that you're a novice to understanding this user. So you must listen to attentively, fight the urge to come up with the solution. During your research phase, you'll be listening for what your user's doing and how they're achieving their goals. Let's go over a couple attentive listening techniques that I like.

[00:17:20] Number one. Shut up and listen for real. No, it really, once you ask your question to the user, let them think. If they pause still don't say anything for like 10 seconds. They might think of something else during that silence. Number two being reflective. Repeat back what they said. Now don't go saying everything word for word back to them.

[00:17:43] Cause that's annoying. When you repeat back to them, it should be bringing up clarity and understanding of the subjective world of the user. And an example, if the user says, I felt frustrated, trying to log into my account. You could say something [00:18:00] like, it sounds like you're feeling very disappointed with being able to log into your account.

[00:18:05] And it appears that you're feeling frustrated, see how much clarity and Edison and I brings. Okay. So you got attentive listening down. Now you need to make sure you're making these, you feel comfortable with the questions you're asking. It's easy to accidentally start asking probing question to the user because.

[00:18:23] We really want to know what they think. That's why. So stick to asking open ended questions with the five w one H method, the five W's and one HR. Who, what, when, where, why and how asking the questions in this manner helps users nary a story about their task, situations and problems. So to wrap this all up, the whole episode, empathy is necessary to help.

[00:18:48] Solve all your user's problems. It's essential to the design thinking process. What UX design, having empathy for your users and stakeholders can create creative and innovative [00:19:00] solutions to complex problems, and also help you discover problems that exist in your weren't even aware of. I want to leave you with this quote.

[00:19:09] You never really understand a person until you consider things from his point of view. Until you climb inside of his skin and walk around in it. And that's from Harper Lee into kill a Mockingbird. Alright, that's the end of this. So don't forget to head to your narrative.com/ . That's your own narrative.com/one zero K.

[00:19:33] To enter the giveaway, you can always email me@helloatuinarrative.com or DME on Instagram at UI narrative or Twitter that you are narrative CEO. If you have any questions about this episode. I can't wait to hear from you all. And I'll talk to you in two weeks with my friends in Miami. Go, bye bye. Thank you for listening to the UI narrative podcast.

[00:19:57] If you like, what you hear to make sure to show this podcast and [00:20:00] love by commenting and subscribing where you live. You can find me on Instagram and Facebook at UI narrative or Twitter at UI narrative CEO. I also respond to emails@helloatuinarrative.com. Talk to you later. Bye.