What Value Does Empathy Have in Design?

1. What is Empathy?
   - More than just someone else’s shoes

2. Why is it Important for Designers?
   - Design makes change for good and for bad!

3. Who are your users?
   - How will design make their life better?
   - How will it make it worse?
   - Can you make one user’s life better, while making another’s worse at the same time?
   - Where’s the balance?

4. How do you develop empathy?
   - Make your design process:
     - Social
     - Tangible
     - Reflective

   - These slow things down, but make the end result much better

5. How do you talk to people?
   - Interview vs. Conversations
     - Are better than interviews for developing empathy
     - Think about active listening

6. Don’t choose to ignore the people affected by your problem and your solution

Have you had a conversation with the people affected by your problem?
Have you had one with your team?

EXTRA BONUS: Check out “Practical Empathy” by Indi Young

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