



Empathetic Listening

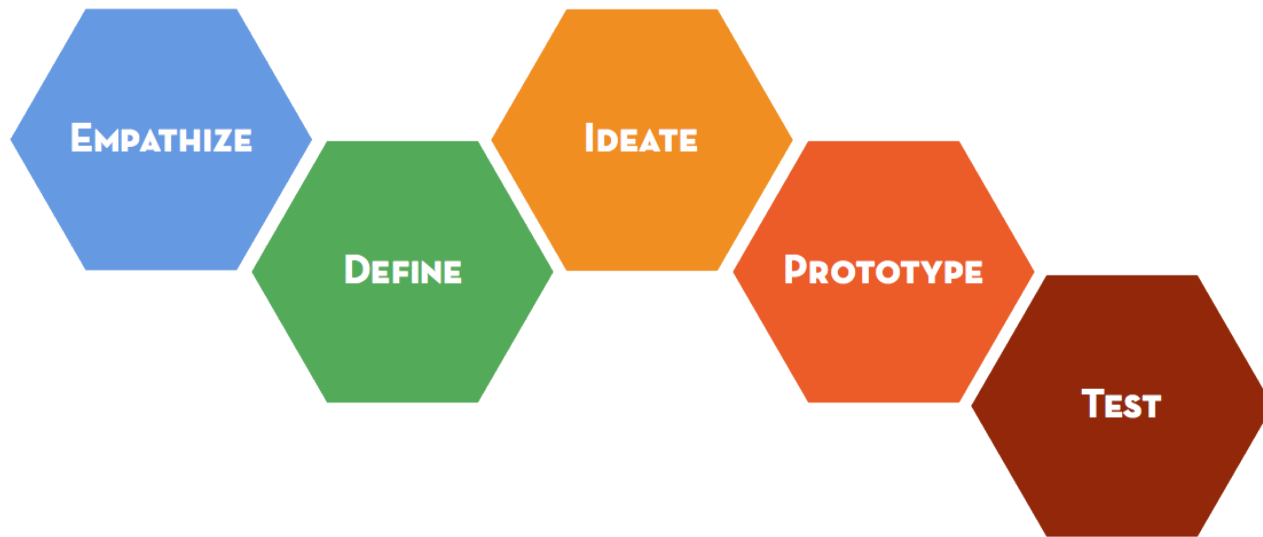


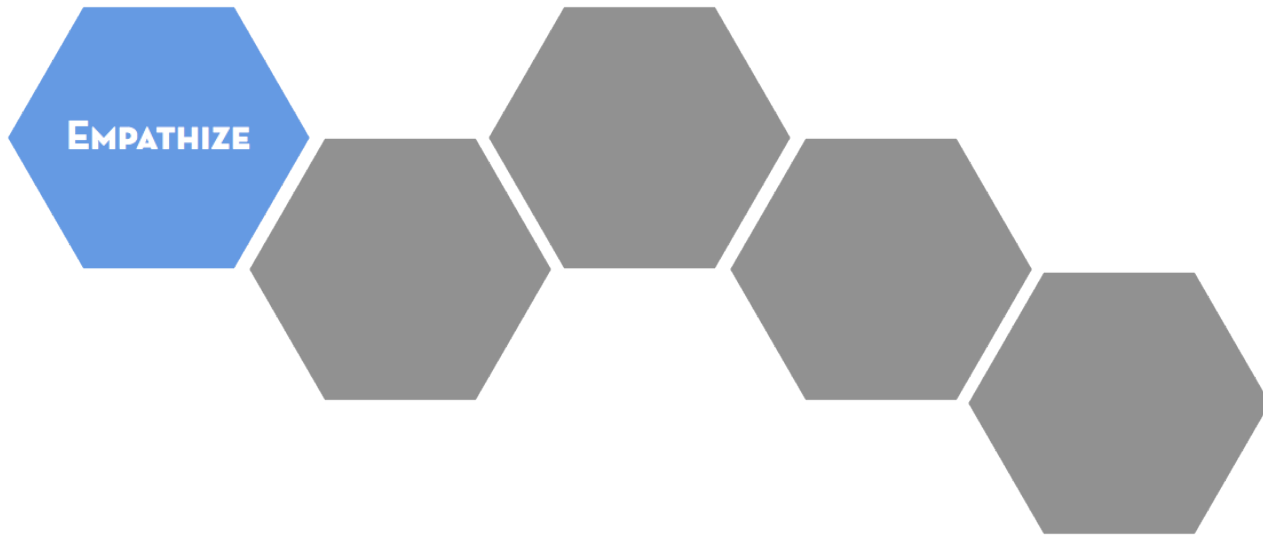
Workshop



The HIVE







empathize: how?



empathize: **how?**

without judgment
with a beginner's eyes
with curiosity
optimistically
respectfully



Why, WHY, why, Why, WHY ??????

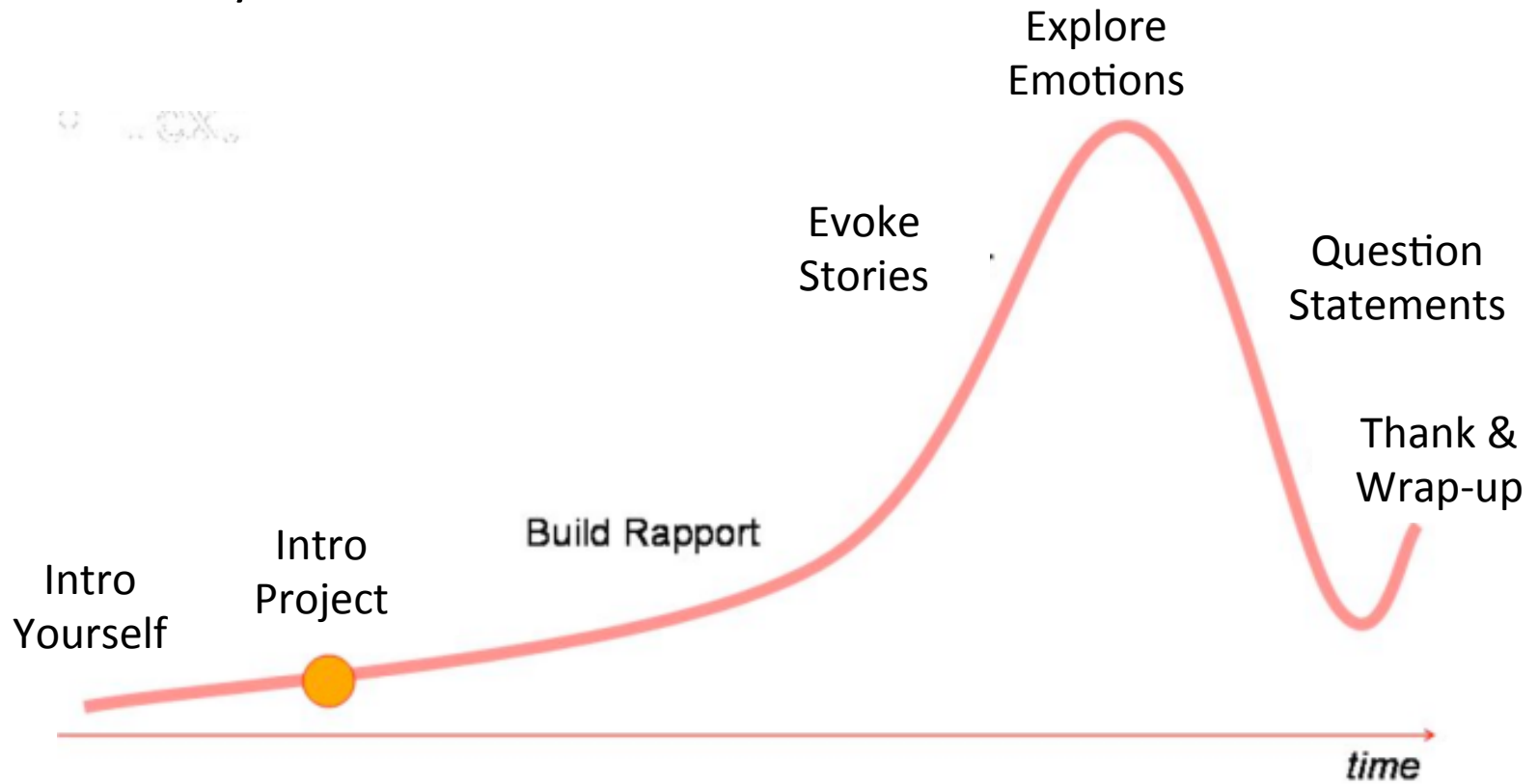


engage with your users
to learn who they are

seek **stories**

talk about **feelings**

Anatomy of an Interview



capture your findings

what you **see**

your user, body language, artifacts



what you **hear**

quotes, stories, key words, contradictions



what you **feel that your user is feeling**

emotions, beliefs, confusion

