Session 1

Empathize

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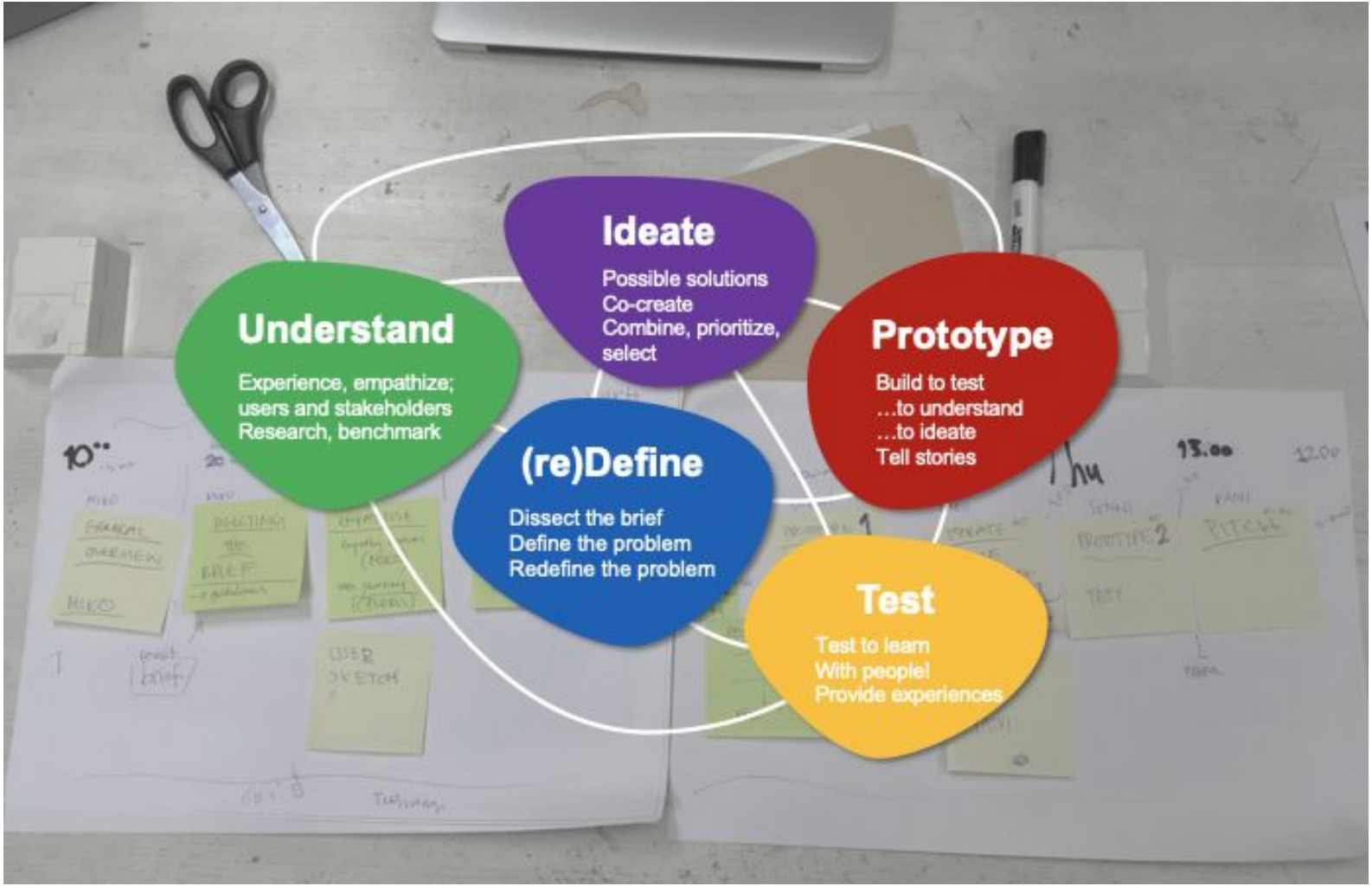

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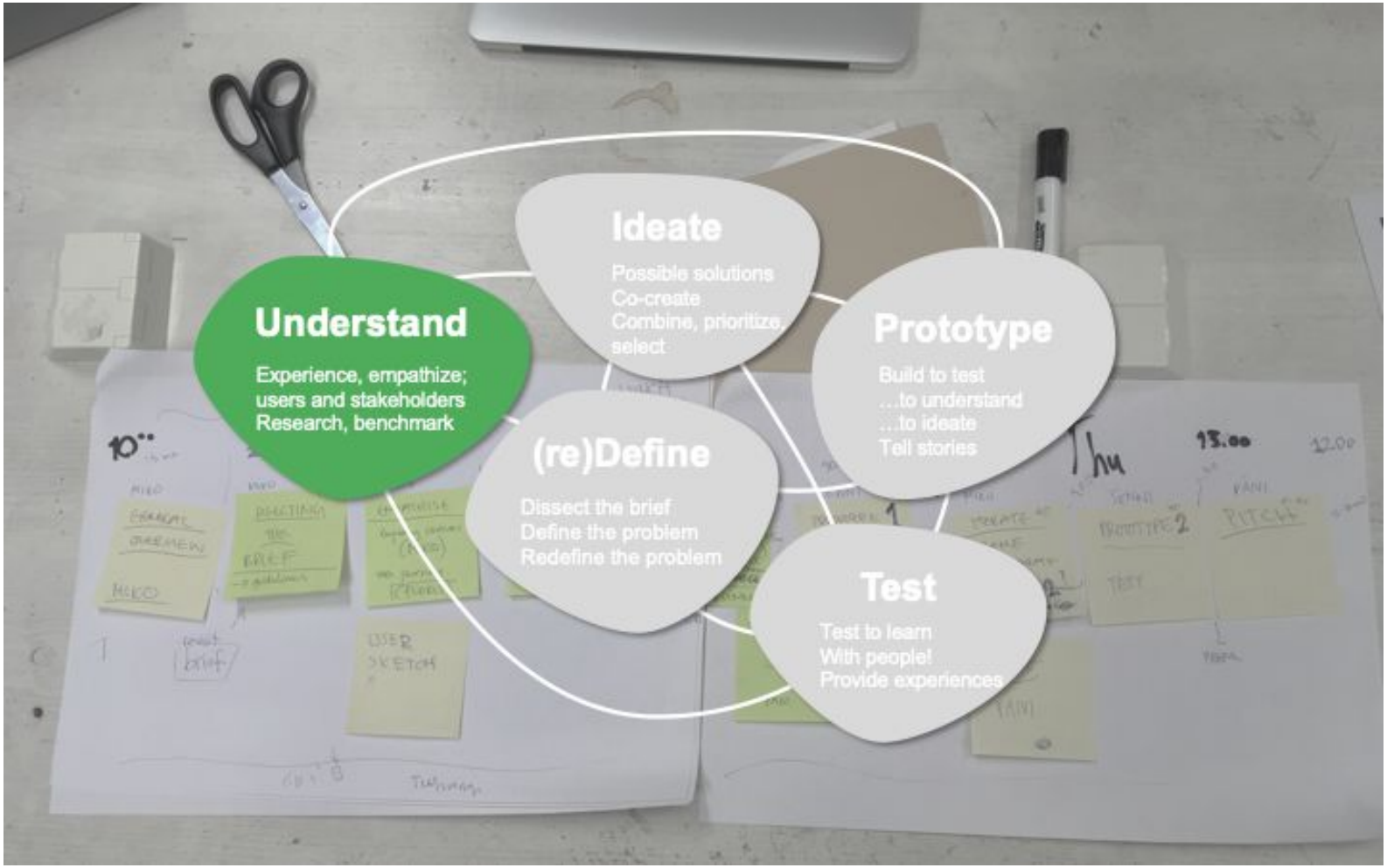

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“Developing a formal, meaningful, and emotional connection with users so they stop being consumers of a design and instead become co-designers.”

Identify highs and lows in people’s experiences.

KOLKO, 2015

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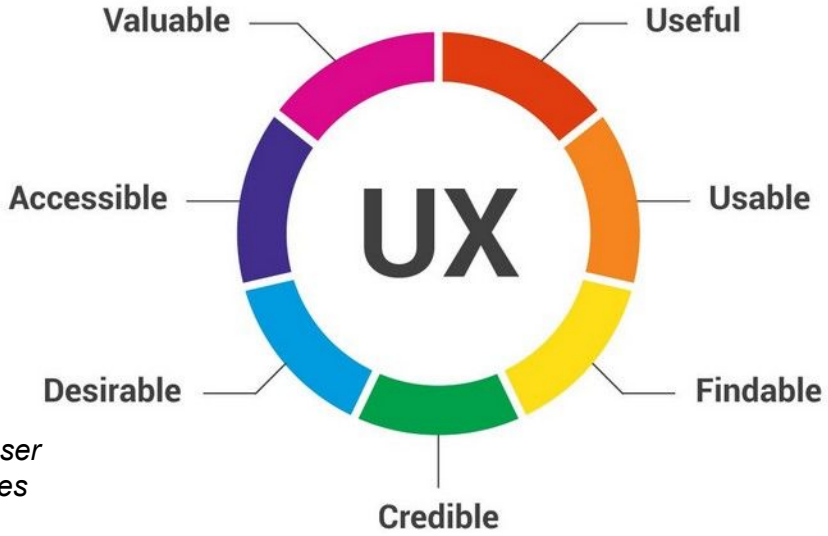
What makes a good user experience?



Must deliver value for both the creator and user

Helps the user to reach their goals

Can be used and accessed by users of a full range of abilities

Easy operate and performs as intended also in practice

Conforms with user needs and desires

Easily findable, and n the case of digital solutions content within them

Performs the task it is supposed to do over reasonable amount of time

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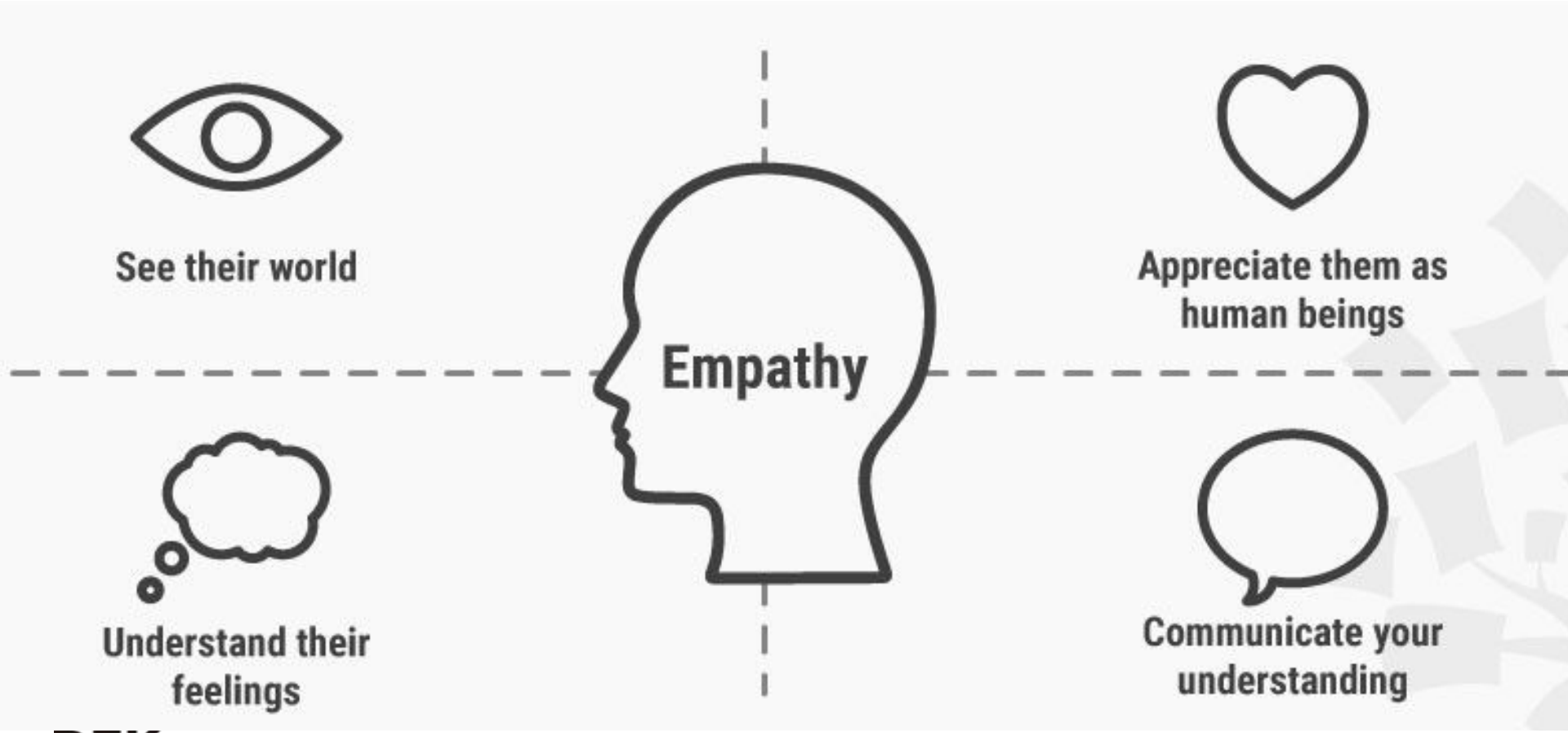
Build empathy and understanding for
the user we are designing for
+
Gather insights



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