



Beyond the Empathy Map

JASON BEAIRD





UCF



THE PRINCIPLES OF BEAUTIFUL WEB DESIGN

BY JASON BEAIRD
SECOND EDITION



DESIGN BEAUTIFUL WEBSITES USING THIS SIMPLE STEP-BY-STEP GUIDE

Members

Agents

Providers

Benefits Coordinators

I Need Insurance

South Carolina

Trust. Value. Choices.

Good Deal

GET A QUOTE WITH BLUEQUOTE™

FIND YOUR HEALTH PLAN NOW!

Report Fraud

Technical Information

Feedback

Privacy & Legal

Search

There are no items in your bag.

Customer Service

Real Educators Recognizing Achievement

My Account

Track Order

Request Catalog

Contact

You are here: / Jones Homepage

Shop By Theme

Value Items

Academics

Honor Roll

Citizenship

Performing & Visual Arts

Student Recognition

Athletics

Service

Participation

Preschool & Kindergarten

Testing Awards & Incentives

Paw Awards

Star Awards

Shop By Product

Welcome to Jones School Supply

Award Place Ribbons

Popular and fast!

Order now and these items will ship within 24 hours.

Helping Educators Recognize Achievement since 1925

PO Box 2509 Imo, SC 29063 PHONE: 1-800-845-1807 FAX: 1-800-942-8241

Our Guarantee

SOUTH CAROLINA FARM BUREAU

Get Involved! Membership Farmer's Corner

Happening Now

Promoting Agricultural Interests across South Carolina.

Join Today!

Ag in the Classroom

Member Benefits

Roadside Markets

Legal

Privacy

Contact

FARM BUREAU INSURANCE

The Team Car Races Get Cool Stuff

Enter to Win About Farm Bureau Insurance Find an Agent

We want to send you to DARLINGTON® for a VIP Racing Experience

ENTER TO WIN NOW!

"You don't win with machines or with methods... YOU WIN WITH PEOPLE."

GOT TICKETS? Be sure to get your Member Discount

JOIN OUR TEAM

© 2009 South Carolina Farm Bureau Insurance Website by Cybenwoven

Legal Information Privacy Policy Contact Us

C+K PLASTICS

About Engineering Capabilities Quality Assurance

PRESSURE FORMING

Pressure Forming is a process used to form plastics into predetermined shapes.

Featured Solutions

VALLEY EXTRUSIONS

Advantages of Pressure Forming

Vacuum Forming

Pressure Forming

Secondary Forming

MOORE SCHOOL OF BUSINESS

UNDERGRAD

WHO ARE WE LOOKING FOR?

RESEARCH OPPORTUNITIES ABROAD

INTRODUCE YOURSELF

RESOURCES

FOR THE RIGHT PERSON, NOW IS THE RIGHT TIME TO APPLY.

Apply Now

Admissions Qualifications

Admissions Process

Tuition & Fees

Financial Aid

Apply Now

KEY DATES

INTERNATIONAL BUSINESS

FrontierCapital

About Frontier Our Team Investments Contact Us For LPs

Growth Equity for Business Service Companies

View Investments

Recent Investments

Recent Articles

© 2007 FrontierCapital Website by Cybenwoven

Home News Site Map Privacy Notice Terms of Use

COLUMBIA Metropolitan Airport | CAE

Travel Information Directions & Transportation Customer Service

Non-stop customer service.

Passenger Resources

Departures

Arrivals

Headlines

© 2009 Columbia Metropolitan Airport Website by Cybenwoven

GREENVILLE SYMPHONY ORCHESTRA

UPCOMING EVENTS

FPO Flash Placeholder

WHERE TO PARK GSO 101

the maestro

gso recordings

buy tickets online

© 2007 Greenville Symphony Orchestra Website by Cybenwoven

CHPRMS

MEETINGS & EVENTS | WALLIE AWARDS | MEMBERSHIP | SPONSORSHIP

CHPRMS: Connecting healthcare public relations and marketing professionals throughout the Carolinas

WELCOME

For over 30 years, CHPRMS has provided a forum for healthcare public relations and marketing professionals to sharpen their skills, share ideas and strategies for public relations and marketing programs, and participate in educational and awards programs.

Facebook

CALL FOR ENTRIES Wallie Awards

REGISTER NOW Fall Conference

LEARN MORE ABOUT CHPRMS

BECOME A CHPRMS MEMBER

Immedion

About Leadership Investors

About Immedion

Immedion provides solutions for:

Founded in 2006, Immedion brought the first enterprise level data center solution to update South Carolina.

© 2009 Immedion & The Salvation Army of New Orleans | All rights reserved. Privacy Policy Site Credits Website by Cybenwoven

enviRENEW

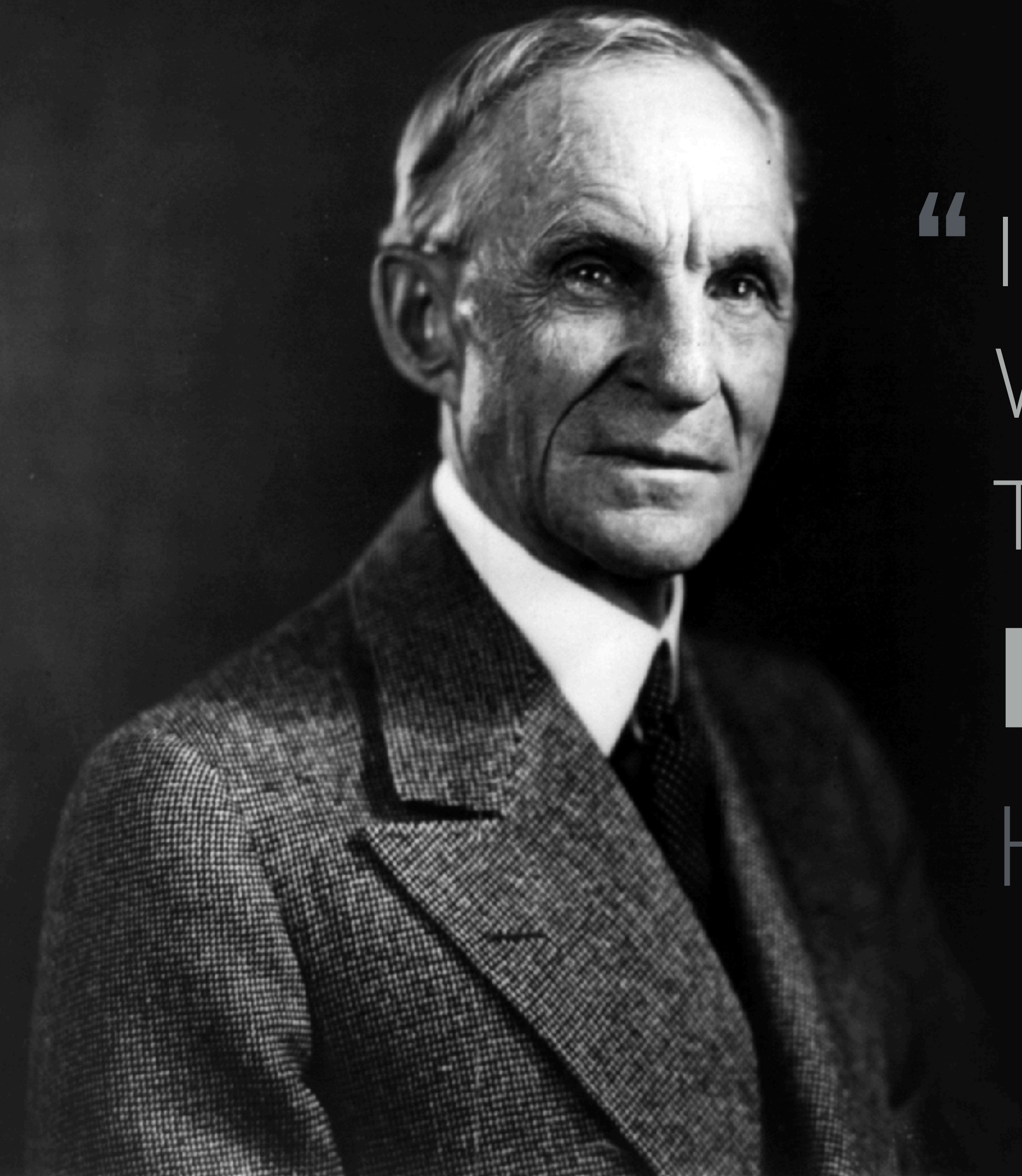
About Forum Communities Testimonials Sponsors Donate

Doing the Most Good

Latest Forum Discussions

Stay in the Loop

© 2009 enviRenew & The Salvation Army of New Orleans | All rights reserved. Privacy Policy Site Credits Website by Cybenwoven



“ IF I HAD ASKED PEOPLE
WHAT THEY WANTED
THEY WOULD HAVE SAID
FASTER HORSES ”

Henry Ford



DESIGNER

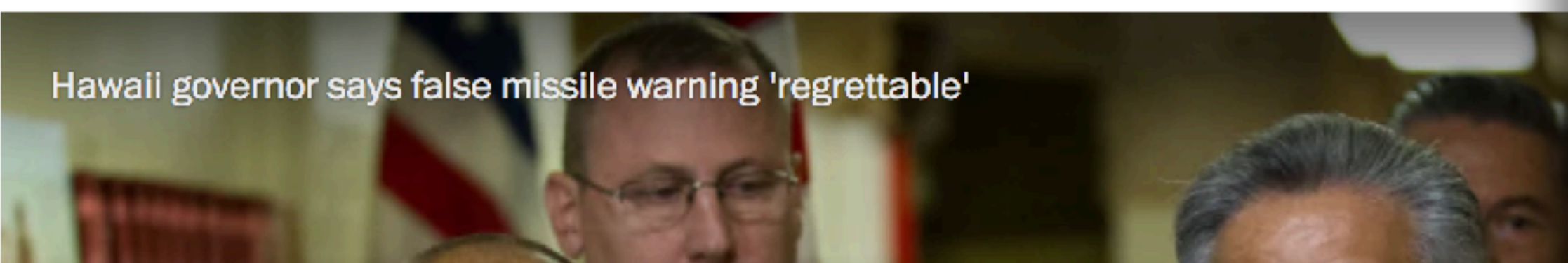
USER


NO EMPATHY

Post Nation

Hawaii missile alert: How one employee ‘pushed the wrong button’ and caused a wave of panic

By Amy B Wang January 14 at 4:15 PM





Don Norman

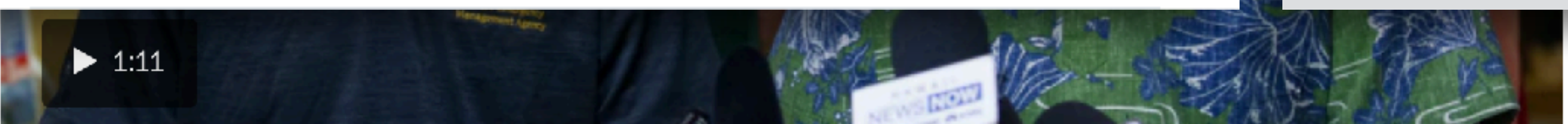
@jnd1er

Follow

Fake missile attack warning? Human error? Nonsense. It's incompetent design. One wrong click terrorizes the entire state? Why is it possible? I have a book they need to read.

10:43 AM - 14 Jan 2018

Around 8:05 a.m., the Hawaii emergency employee initiated the internal test, according to a timeline released by the state. From a drop-down menu on a computer program, he saw two options: “Test missile alert” and “Missile alert.” He was supposed to choose the former; as much of the world now knows, he chose the latter, an initiation of a real-life missile alert.





VORTEX
PULL
24 HR DOOR
SERVICE
LOCKS • GLASS
800
69-VORTEX
(800) 898-6783
Vortex Industries, Inc.
Lynch, VA 27705

APM.636



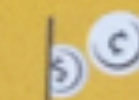
Instructions

1. Insert parking ticket
 2. Press **RECEIPT** button during payment if a receipt/tax invoice is required
 3. Insert payment:
notes, coins or credit cards accepted
 4. Collect ticket
 5. Collect change and receipt if requested
- If you require assistance, please press the **HELP** button

SHORTterm
PARKING

Parking Rates

Up to		5 hours	\$12.00
10 min	FREE	6 hours	\$13.00
30 min	\$4.00	7 hours	\$14.00
1 hour	\$5.60	8 hours	\$15.00
2 hours	\$9.00	Daily Rate	
3 hours	\$10.00	1 day	\$36.00
4 hours	\$11.00	Per day thereafter	\$36.00



← Coins

10c, 20c, 50c, \$1, \$2



← Help

Press for 24 hour assistance

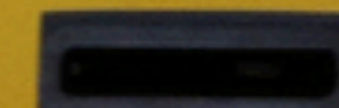
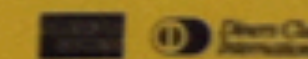


↑ Ticket



↑ Authorised parking cards

VISA



↑ Credit Card



↑ Notes

Coca-Cola

STUCK IN TUTORIAL?

PRESS ←

FOR WATER ↓

PRESS SELECTION LIGHTLY

Coca-Cola freestyle.

Español

all
drinks

low/no
calorie

caffeine
free

fruit
flavored

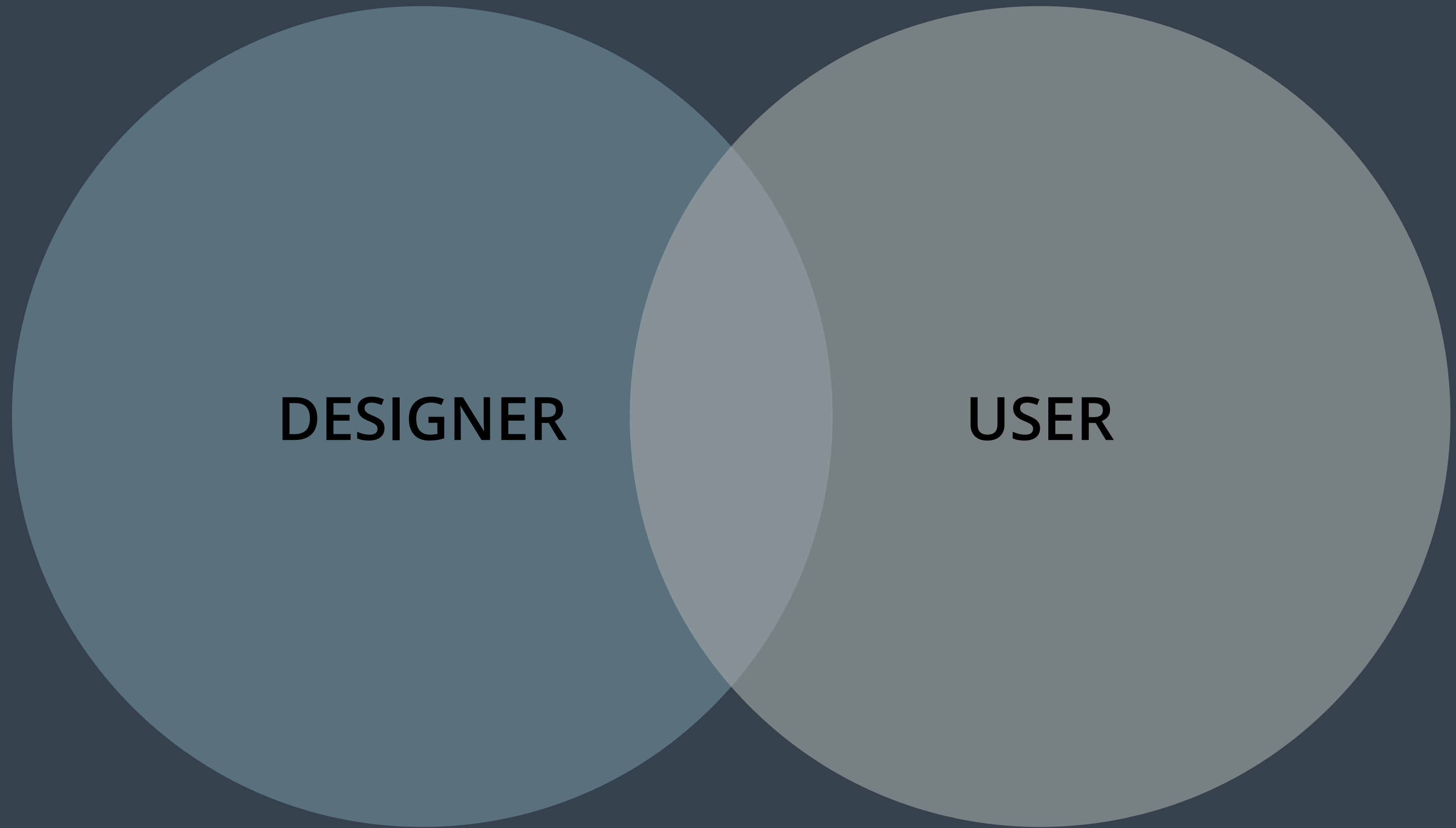
water

WATER →→→

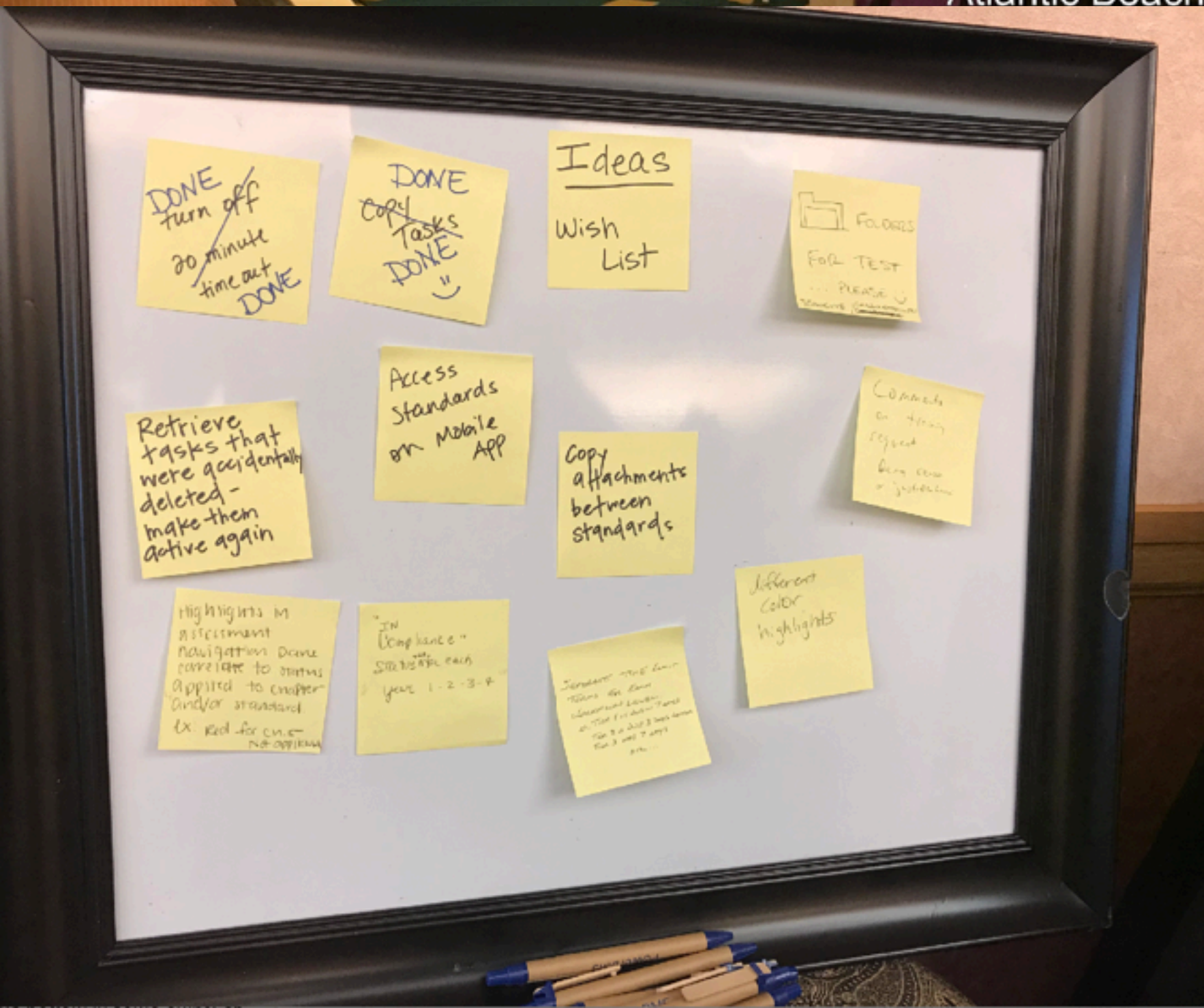
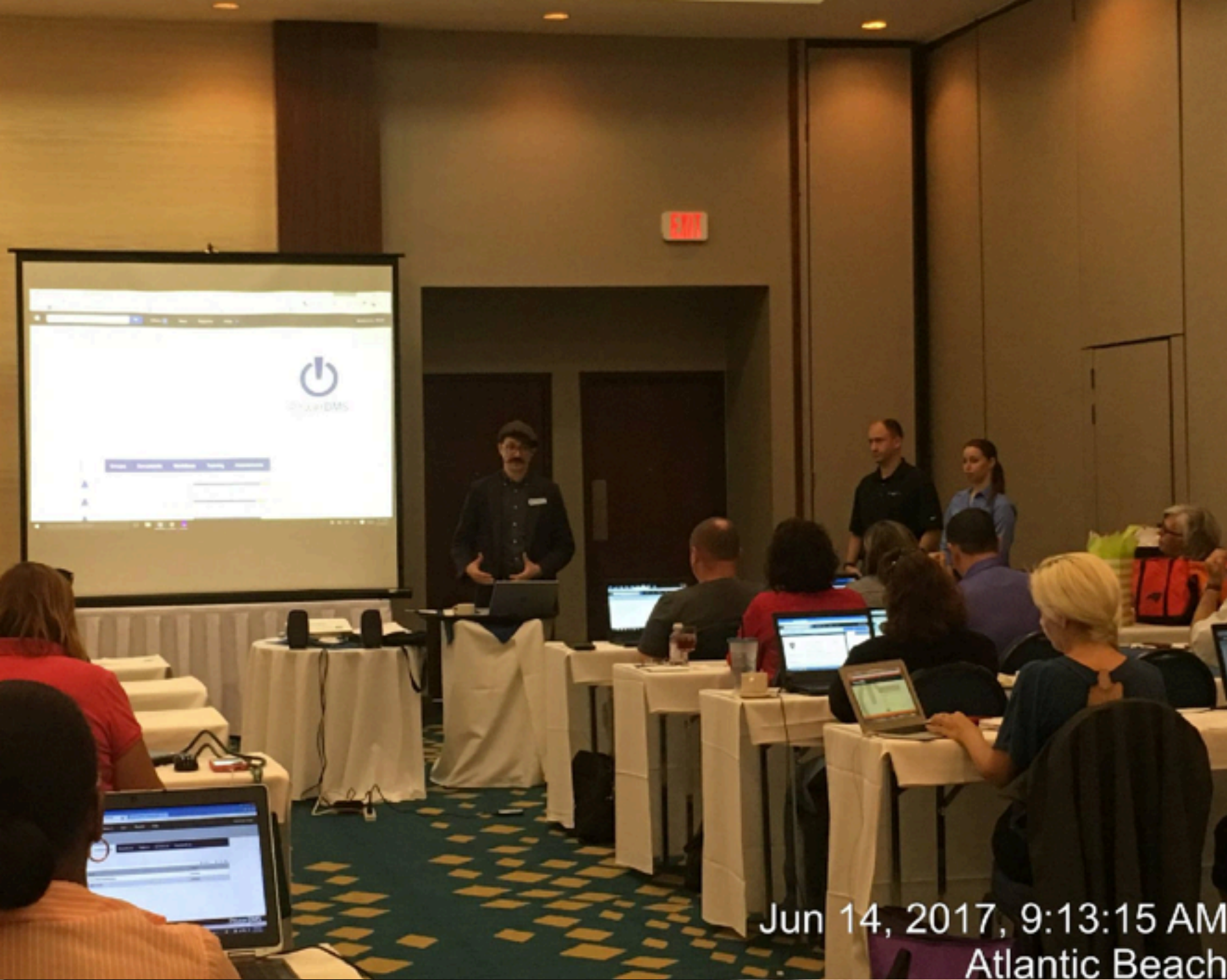
WATER ↑↑↑

PUSH





EMPATHY



WHAT DOES SHE **THINK AND FEEL?**

What really matters to her?
What occupies her thinking?
What worries and aspirations does she have?



WHAT DOES SHE **HEAR?**

What are friends, family and other influencers saying to her that impacts her thinking?

WHAT DOES SHE **SEE?**

What things her environment influence her?
What competitors is she seeing?
What is she seeing friends do?

WHAT DOES SHE **SAY AND DO?**

What is her attitude towards others?
What does she do in public?
How has her behaviour changed?

PAIN

What fears, frustrations or obstacles is she facing?

GAIN

What is she hoping to get? What does success look like?

Empathy Map Activity

Your Work Environment



-ANDRE-
DEVELOPER



-ELIZA-
PR MANAGER

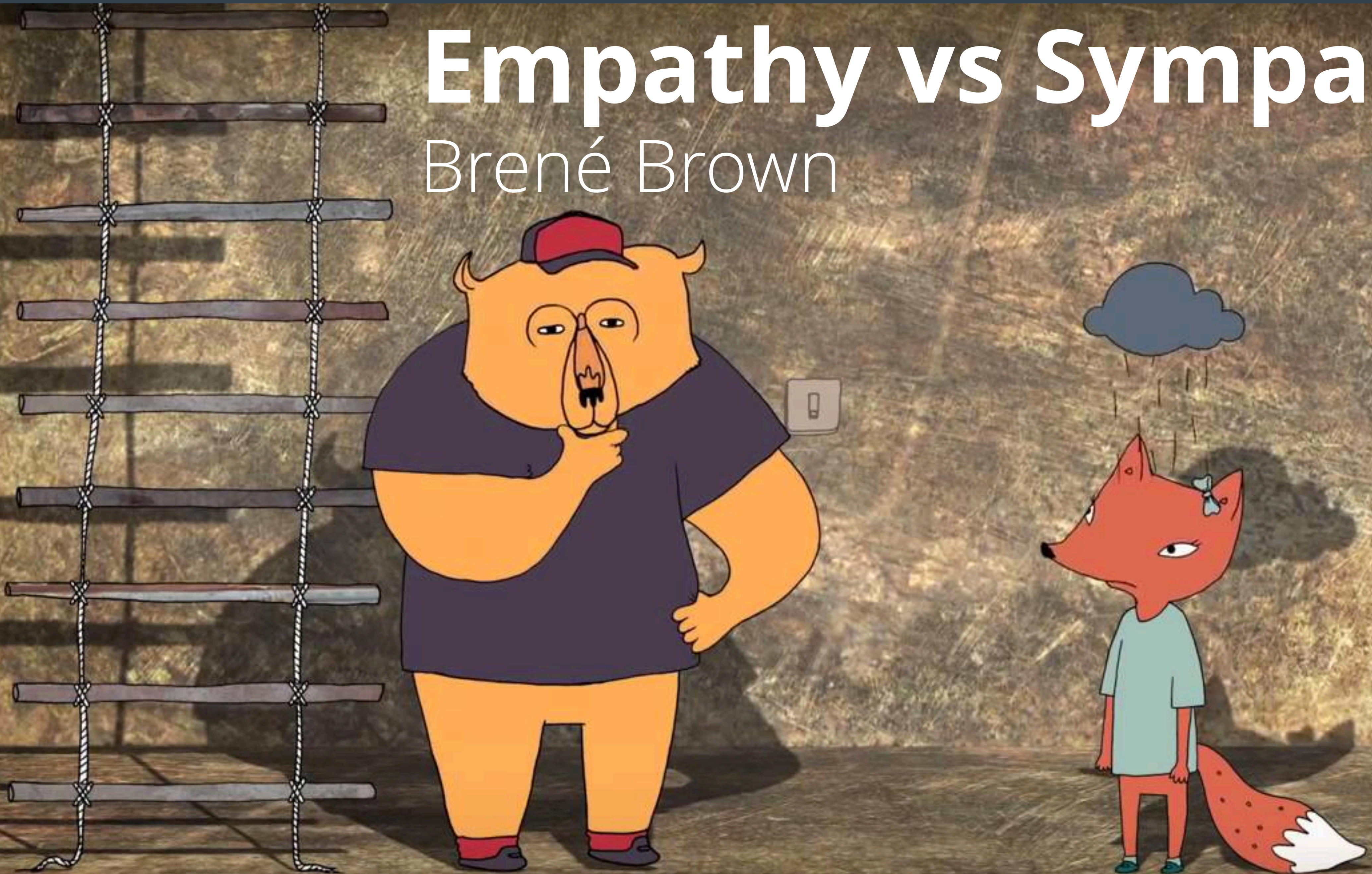


-MARIO-
STUDIO CONSULTANT



Empathy vs Sympathy

Brené Brown



<https://youtu.be/1Ewwgu369Jw>

Theresa Wiseman's 4 Attributes of Empathy



To be able to see the world as others see it. This requires putting our assumptions aside to see the situation through the eyes of the other person.

Judging another person's situation discounts the experience and is an attempt to protect ourselves from the pain of the situation

Just like the empathy map, we have to listen to not just our users' words, but their emotion, the context, the scenario, to understand their feelings.

Empathy isn't just something we observe, it's a conversation. We have to repeat back what we thought we observed to validate our assumptions.

Cultivate Empathy

- Spend time with your users
- Use your own product
- Shadow or help support
- Intentionally degrade your own testing experience



PADDINGTON 2

PG, 1 hr 43 min



100%
Rotten Tomatoes™

★★★★★
Fans

RATE

FULL SYNOPSIS

VIP SPECIAL OFFER

BONUS OFFER Get 'Paddington' (2014) for just \$2.99.

MOVIE TIMES

CAST + INFO

VIDEOS

TODAY
JAN
13

SUN
JAN
14

MON
JAN
15

TUE
JAN
16

WED
JAN
17

LOCATION 32803

Touch to return to call 22:35



Status: Searching

Searching for an available agent

You are currently number 10 in the queue. We apologize for the delay. We will assign you to an agent as soon as one is available. The average amount of time a customer has to wait is 06:37.

Leave

Touch to return to call 38:43



Status: Searching

Searching for an available agent

You are currently number 2 in the queue. We apologize for the delay. We will assign you to an agent as soon as one is available. The average amount of time a customer has to wait is 11:50.

Leave

Touch to return to call 41:55



Status: Disconnected

Aldith: Thank you for contacting Fandango Customer Support. My name is Aldith. How may I assist you today?
Aldith: Are you there Jason?
Aldith: If you need anything else, we can be reached Monday-Sunday 6am to 10pm PST. Thank you for making Fandango your choice for online movie tickets. Have a great day!
Aldith has disconnected.

Done

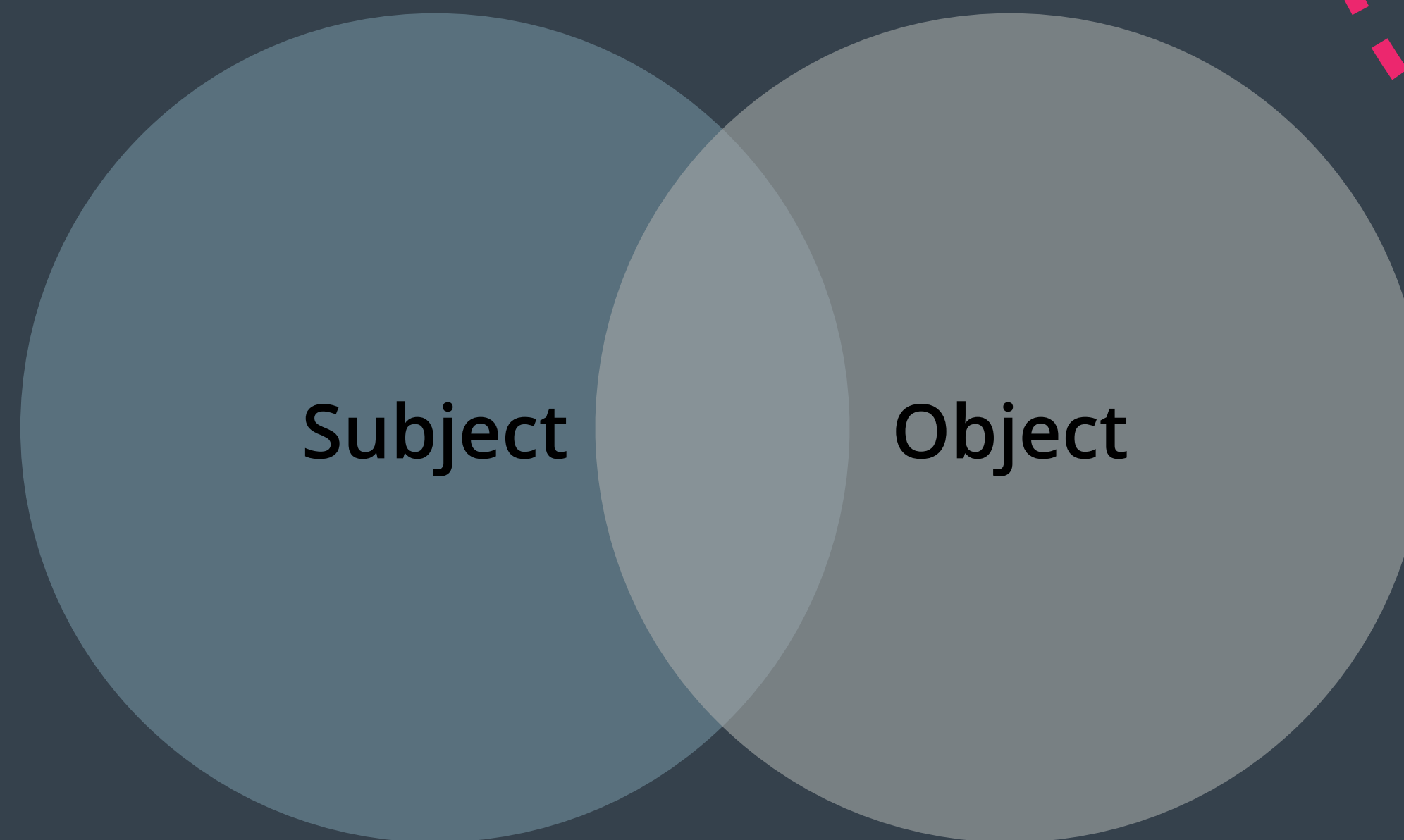


Subject



Object

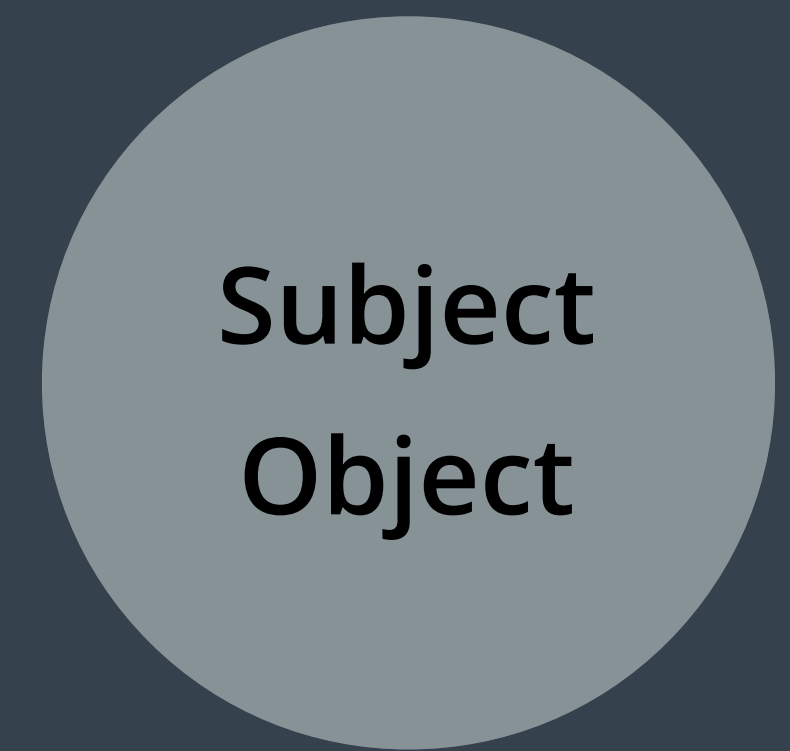
NOT EMPATHIZING



Subject

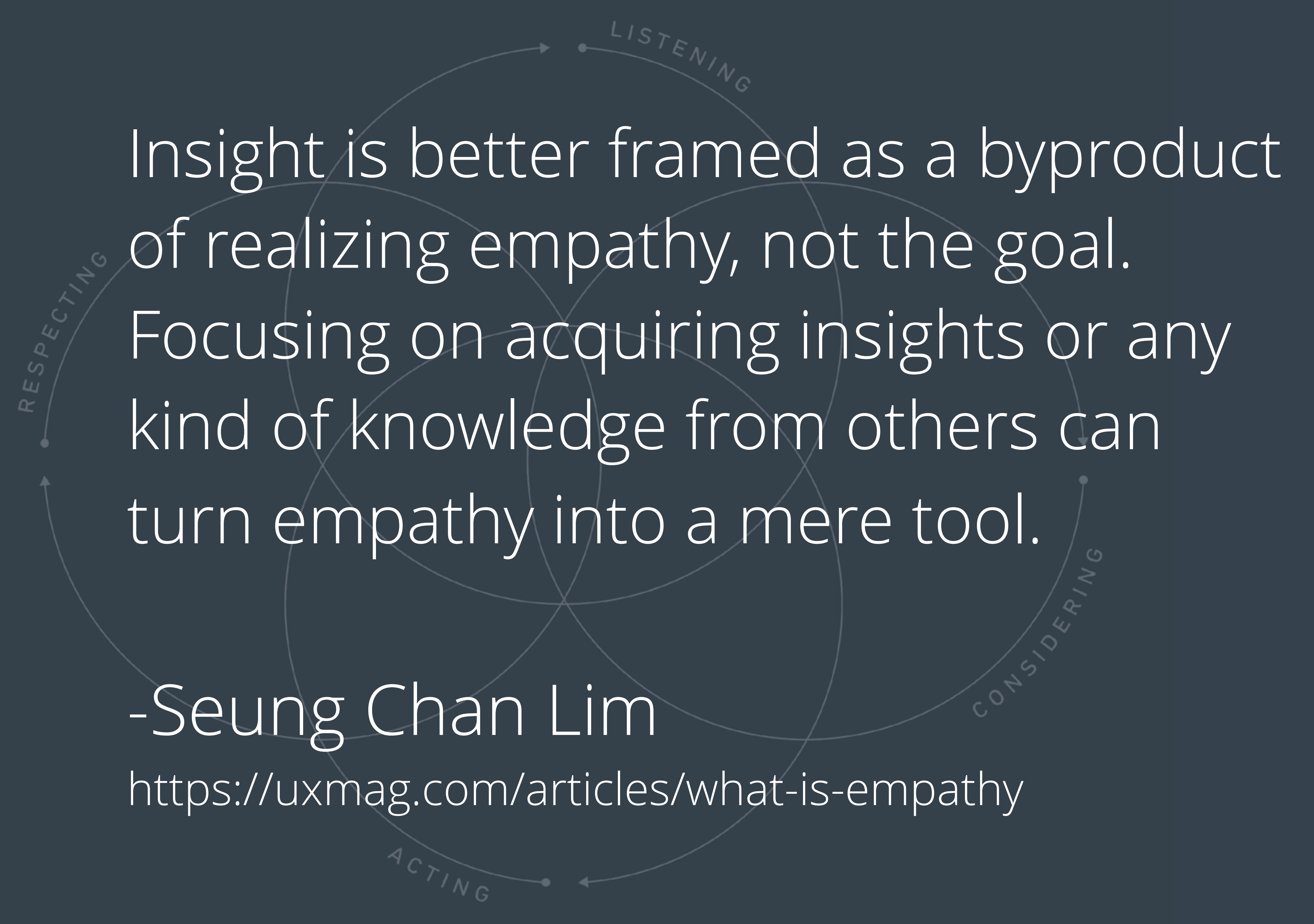
Object

EMPATHIZING



Subject
Object

FALSE/OVER EMPATHIZING



Insight is better framed as a byproduct of realizing empathy, not the goal. Focusing on acquiring insights or any kind of knowledge from others can turn empathy into a mere tool.

-Seung Chan Lim

<https://uxmag.com/articles/what-is-empathy>

Thank You!

Jason Beaird

@jasongraphix

jason@jasongraphix.com