EMPATHIZE AND DISCOVER

      Empathy is the foundation of human-centered design. The problems you're trying to solve are rarely your own, they're those of particular users. Build empathy for your users by learning their values. Design thinking is a user-centered design process, and the empathy that comes from observing users enables design thinkers to uncover deep and meaningful needs (both overt & latent). Empathy, by definition, is the intellectual identification with or vicarious experiencing of the feelings, thoughts or attitudes of another. Examples of empathy include sensing someone else's happiness and being genuinely happy for them, imagining yourself in a struggling person's situation, and feeling sadness when they are sad.