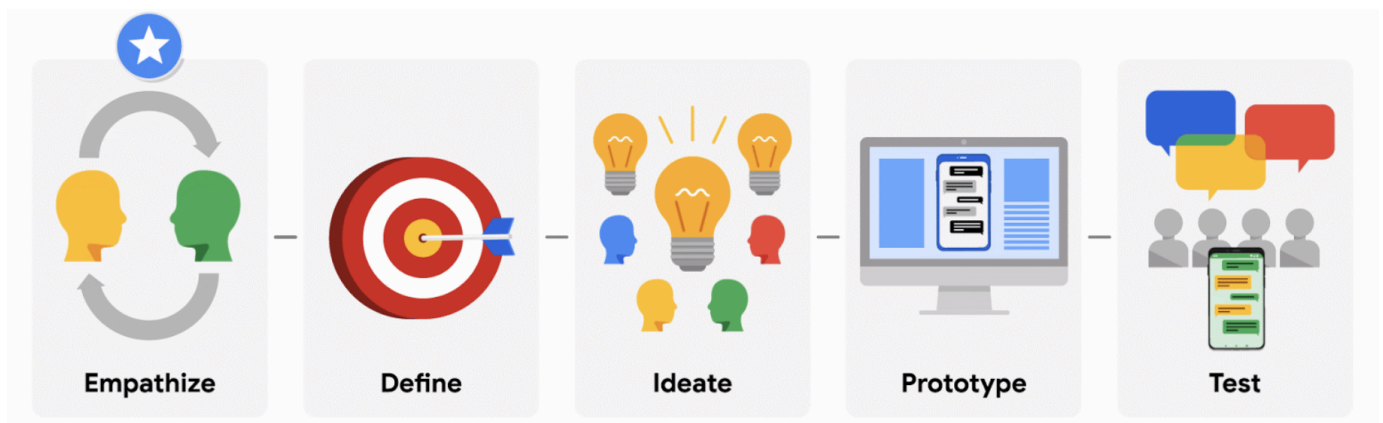


## ≡ Item Navigation

# Learn more about empathizing with users



**Empathize, define, ideate, prototype, and test.** Those are the five phases of the design process that you've followed throughout this certificate program. You're about to start designing a new project to include in your portfolio: a dedicated mobile app and a responsive website focused on social good.

You're ready to begin the design process from the beginning: empathize. Remember, **empathy** is the ability to understand someone else's feelings or thoughts in a situation. As a UX designer, you have to deeply understand users' feelings or thoughts in order to design products that are truly useful, enjoyable, and accessible.

How do you empathize? Well, you need to conduct research and speak with real users to figure out their **pain points**, which are any UX issues that frustrate the user and block the user from getting what they need.

To learn more about empathizing with users, review this video about [empathizing with users](#) [↗](#) and this video about [identifying user pain points](#) [↗](#) from earlier in the certificate program. You can also revisit this reading about [understanding empathy in UX design](#) [↗](#).

If you need a refresher on the five phases of the design process before you begin review this reading about [the five phases of design thinking](#) [↗](#).

**Mark as completed**

