

Introduction to Course 2

Empathize with users

- ▶ **Video:** Empathize with users
2 min
- 📖 **Reading:** Understand empathy in UX design
10 min
- ▶ **Video:** Recruiting research participants
8 min
- 📖 **Reading:** Determine research goals and questions
30 min
- 📖 **Practice Quiz:** Activity: Define your research goals and questions
1 question
- 📖 **Reading:** Activity Exemplar: Define your research goals and questions
15 min
- 📖 **Reading:** Optional: Find and recruit interview participants
15 min
- ▶ **Video:** Optional: Prepare for user interviews
2 min
- ▶ **Video:** Optional: Interviewing users
6 min
- 📖 **Reading:** Optional: Conduct user interviews
15 min
- 📖 **Practice Quiz:** Activity: Build empathy with users to inform your research
1 question
- 📖 **Reading:** Activity Exemplar: Build empathy with users to inform your research
15 min

Optional: Learn about empathy maps

Identify user pain points

Create personas

Week 1 review

Activity Exemplar: Build empathy with users to inform your research


Here is a completed exemplar along with an explanation of how the exemplar fulfills the expectations for the previous activity.

To see the completed exemplar for this course item, click the link below and select “Use Template.”

Link to exemplar: [Empathy exercise notes \(Reena\)](#)

OR

If you don't have a Google account, you can download the exemplar directly from the attachment below.

 **Google UX Design Certificate - Reena empathy exercise [Exemplar]**
DOCX File

Note: You should have completed four empathy exercises using the user bios you selected. This example includes just one interview using one of the example bios provided in the activity. The questions are part of a UX research interview for a mobile food ordering app.

Exemplar

Empathy exercise

Reena

Age: 37

Education: College graduate

Hometown: Lakewood, Colorado

Family: Lives mostly alone, has a teenage daughter

Occupation: Paramedic

Reena is a paramedic who lives in Lakewood, Colorado. Reena lives alone but shares custody of their daughter with their ex-partner. Reena works both day and night shifts, and their schedule changes week to week. They are a rock climber who go to the climbing gym a few mornings a week and also drive their daughter to soccer practice a couple of nights a week. Reena has dyslexia, which makes it difficult to read text quickly and process information in fast-paced settings. Reena is health-conscious and budget-conscious.

Question 1: Can you describe your current schedule and how you balance your responsibilities with meal planning?

Response:

- Paramedic - busy and often undefined schedule/doesn't know their schedule weeks in advance
- Climbs at a climbing gym in the mornings
- Takes daughter to soccer practice Tuesday and Thursday nights
- With unpredictable schedule, it can be difficult to coordinate both transportation and meals
- Usually tries to prepare food at home and make healthy meals, but grocery shopping is time consuming so they often resort to takeout or delivery as a faster option

Question 2: How often do you order meals from a restaurant? When you do, what is your motivation for doing so?

Response:

- Orders takeout or delivery 3-4 times a week/usually for dinner
- Daughter loves ordering out, so they usually do so on Tuesdays and Thursdays after soccer practice
- On particularly busy days, they may prefer to get food delivered rather than pick it up
- Lack of time/energy after working long hours, climbing, and driving to and from soccer practice
- Planning a meal and planning what groceries to buy takes time
- Prefers more affordable options and being able to order enough food for a small family within their budget
- They try to opt for healthy meals
- They typically like to order from places that they can pick up from on the way home, without making a huge detour
- Has some favorite restaurants but likes to mix it up once in a while, if they have time to look for a new restaurant

Question 3: What challenges do you face in the ordering process? How does this make you feel?

Response:

- Lack of images (it's hard to read through all the text sometimes, images would be more convenient)
- Hard to scan information, especially on a small phone screen (dyslexia). This might make Reena feel frustrated and even self-conscious about their disability.

How could the needs, challenges, or concerns of this user be resolved?

Someone like Reena could benefit from having a screen reader in the app, especially if it's going to be text-heavy in places. Sites that offer compatibility with screen readers can make the experience more pleasurable and require less effort. If an app can make a user feel included with details like this, it's probably going to keep the user coming back.

Reena, like many working parents, is clearly very busy and doesn't have time to spend browsing for the perfect meal every day. They have favorites they like to order frequently, so having a system in the app where users can "favorite" certain restaurants and then find them easily later, would be useful. They also prioritize healthy options and affordable options. Nutrition facts and a tool where users can filter restaurants by price range could be helpful.

Assessment of exemplar

In this exemplar, the UX researcher consistently referred to the details provided in Reena's bio to create a complete image of Reena's life, making educated guesses about Reena's pain points and features that would be helpful to them in an app.

Compare the exemplar to your own notes.

- Did you base your mock responses as closely as possible on the information presented in your user bios, including their stage in life, their career and their personal priorities?
- Did you get creative and expand on your interview responses enough to create a clear picture of your user and how you might best serve them with your design?

With those questions in mind, ask yourself what you did well and where you can improve. Use your answers to guide you as you continue to progress through the course.

Mark as completed

