

Hello.

ŽIVILĖ

MARKEVIČIŪTĖ

UI/UX DESIGNER // TIGNUM

Hel

**WE ARE
HIRING**

ŽIVILĖ

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UI/UX DESIGNER // TIGNUM

Hel

WE ARE HIRING

- _Lead Mobile Developer
- _Senior iOS Dev
- _Java Frontend Architect
- _Data Scientist

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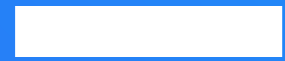
Twitter @ladiesthatuxBER
FCB /ltuxber



_empathy in design

- _what is empathy?
- _where do I use it?
- _why?
- _how?

_empathy



‘It is observation of the users with a goal to identify their latent needs to be able to create products they didn’t know they desire.’

HENRY FORD

“If I’d asked people
what they’d wanted,
they’d have said a
faster horse’

_Walk a mile in their
shoes.



...and don't forget to
take your own shoes
off...



80959616

—

UX before
digital era

_corner bakery
_shoe shop
_local restaurant
etc





On TripAdvisor,
50%
of all bad reviews
are a result of
poor service.

*source www.telegraph.co.uk

58%

of consumers are willing to **spend more** on companies that provide **excellent customer service**

*source American Express

70%

of buying experiences
are based on how the
customer feels they
are being treated

*McKinsey research



—

_what happened?

_where are failing?

_who's failing?...

TODAY'S CHALLENGE



_human replaced by a
machine



TODAY'S CHALLENGE

_human replaced by
machine

_technology is amazing!...

TODAY'S CHALLENGE



- _human is replaced by machine
- _technology is amazing!...
- _going global

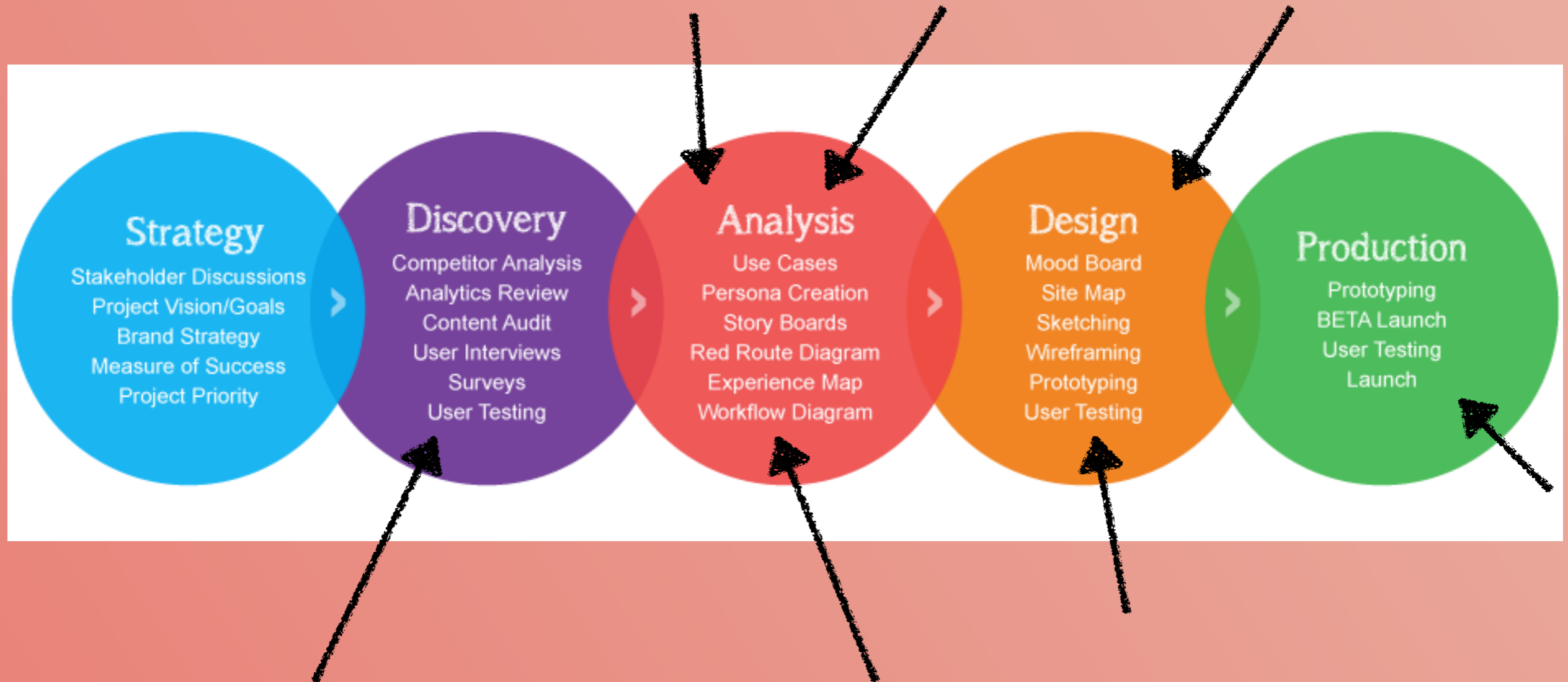
TODAY'S CHALLENGE



- _human is replaced by machine
- _technology is amazing!...
- _going global
- _everyone is learning

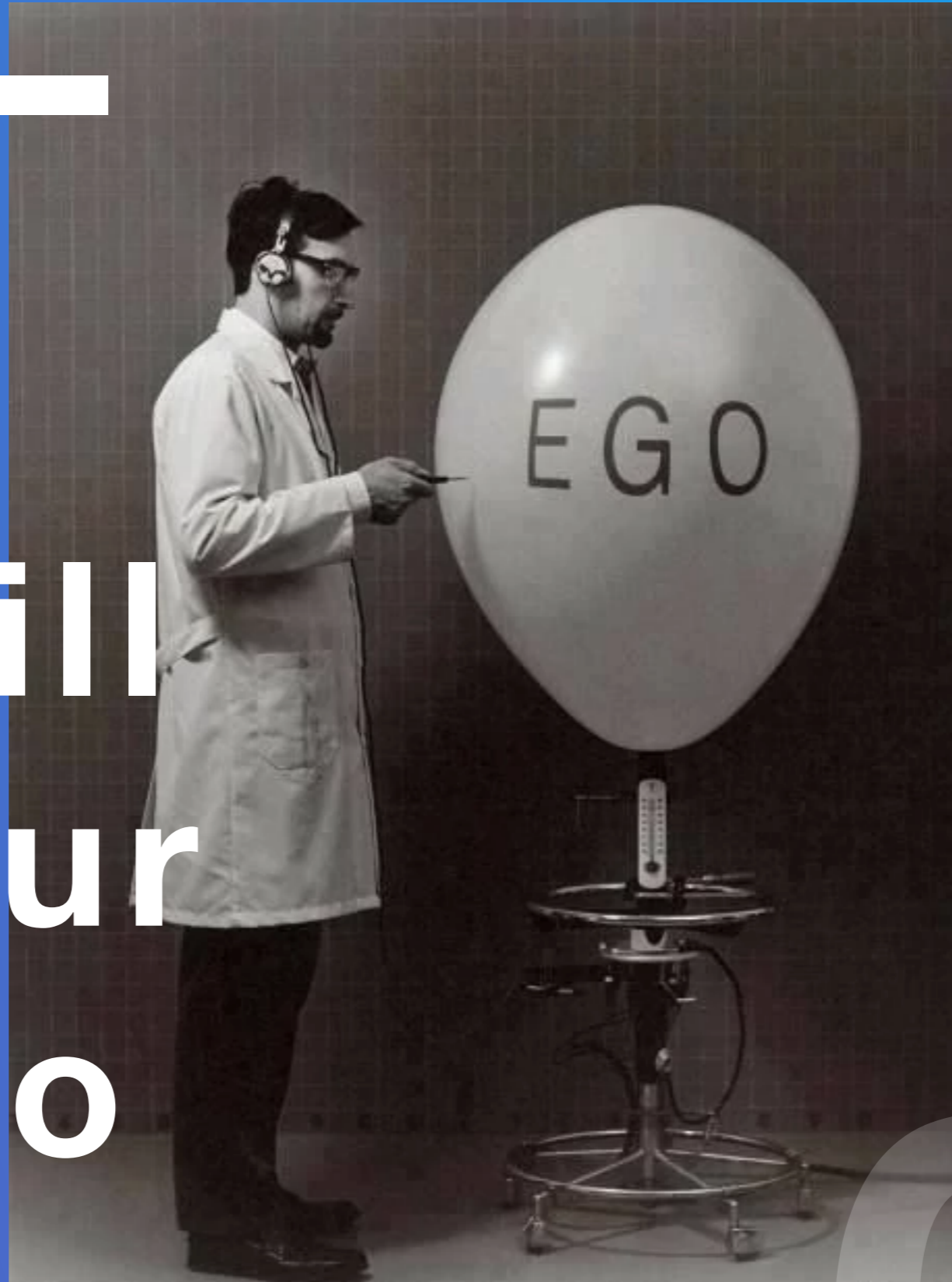
**_so where, how
and when do
we use that
empathy in UX?**

_ux process



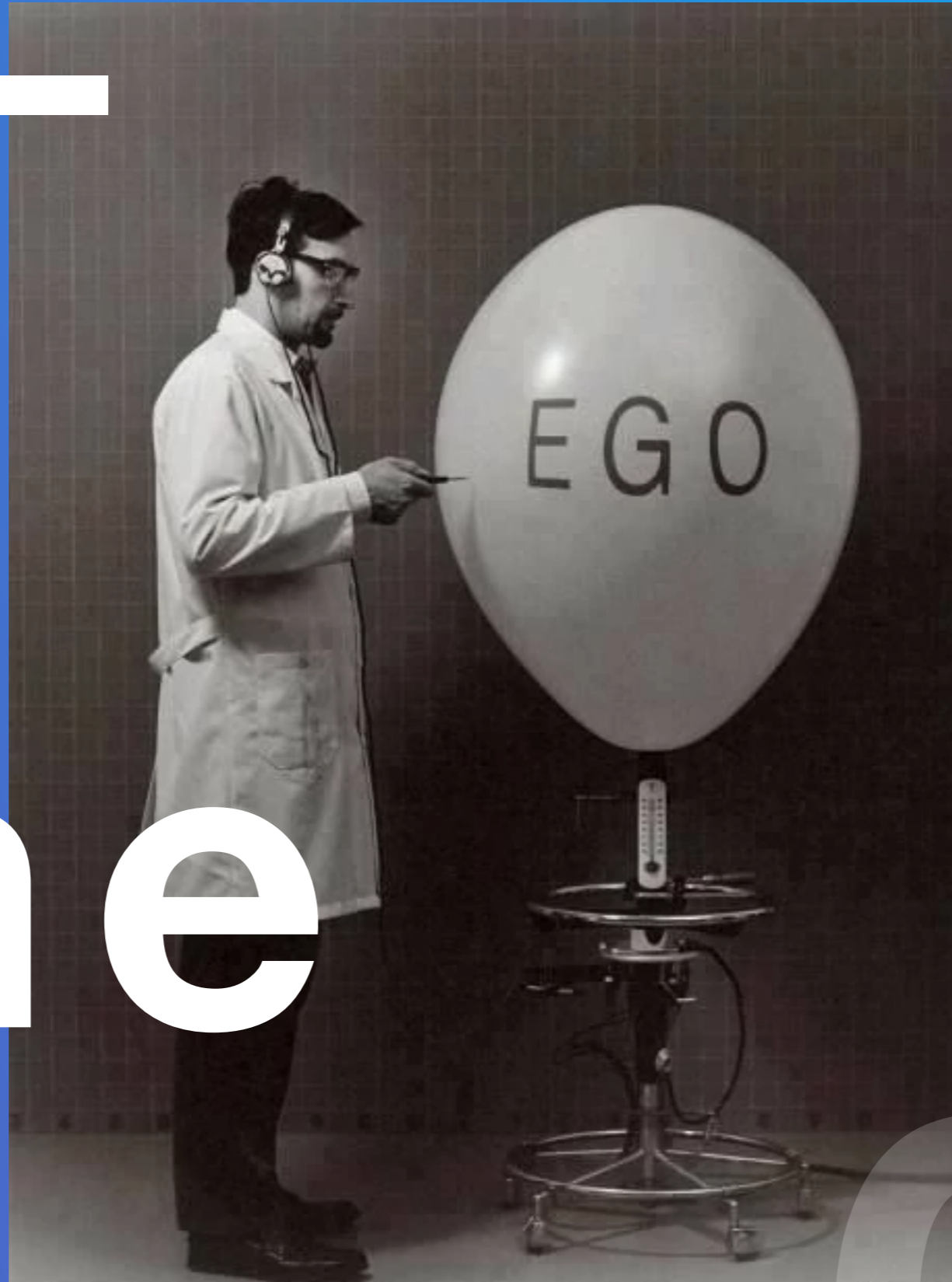
**_tips &
tricks**

—
_kill
your
ego



01

me



01



_listen,
observe
and be
curious

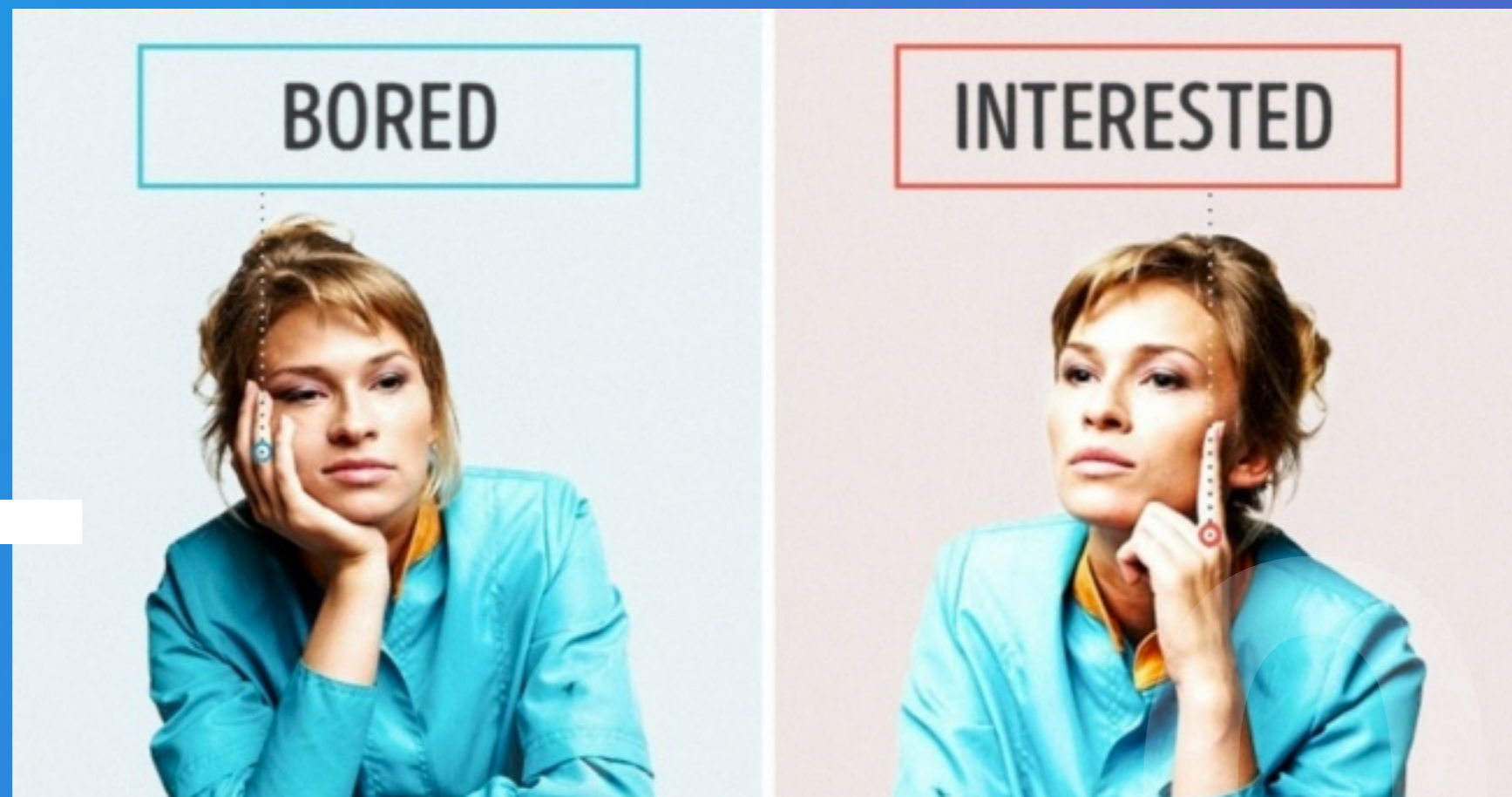
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02

_their body language



_your body language



_reality check

‘What would
a human do?’ – Eric Meyer

05

_question
the status quo

06

_thank you



/zivile-ma



/zivilema3



/@zivilema