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USER EXPERIENCE DESIGN METHODS AND EMPATHY
IN INFORMATION TECHNOLOGIES

The Research proposal is about how design playing a most dominant part in Information technology industry and difference between the growth of companies with no User experience and with UX. Here the candidate's main focus about how user experience help any product or company to change its value in the digital market and listing out the main UX methods to enhance any product quality and make client friendly. The second part of research is about "EMPATHY" in information technologies (web or product design). Empathy plays a major role in user experience designing as it considers what clients wants and how they want any product to function.

The clients want any product to function well when company handed over to them but what happens is the product has some problem or the users unable to understand how to use it, then the user experience comes to work by knowing what the client wants and makes the product simple by removing all complications from the product and making it user friendly. The user experience designer uses certain methods and tasks to obtain user empathy which indeed helps to make product more usable.

The main points to discuss in research are the following: user interviews, ethnography, user surveys, contextual inquiry, card sorting, user statistics.

References

1. UX Design Process book by Micheal Tsirakis.
2. https://blog.prototypr.io/a-common-product-ux-designprocess-55af4ab5665e?gi=83a53a199082