

# UX EMPATHIZER

## playbook

Reflective Worksheet Playbook

Build better products by slowing down, just long enough to listen

UX EMPATHIZER

# Purpose



## Why Reflect?

In the fast pace of shipping features, it's easy to forget the human side of what we build. This worksheet is designed to ground your product decisions in thoughtful reflection. Use it solo or as a team activity. You don't need hours, just a few focused moments of honest observation.

## Reflective Worksheet Playbook

# Who Is Your Product Really For?

### PROMPT

Who is your product really for? Not just your buyer persona, but the real, lived experience of your user

### YOUR TURN

Describe this user in a few sentences. Include their goals, frustrations, and motivations

### REFLECTION TIPS



Think of one actual person who has used your product recently



What pressures are they under?



What are they really trying to accomplish, not just in your UI, but in their world?



## Reflective Worksheet Playbook

# What's the Most Frustrating Part of Your Product Today?

### PROMPT

If you could wave a magic wand and fix just one thing that annoys your users, what would it be?

### REFLECTION TIPS



Consider areas that cause repeated confusion, support tickets, or feature drop-offs.



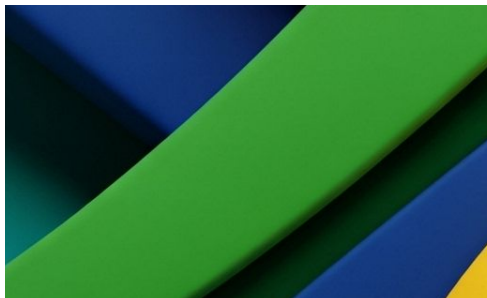
Be honest about where UX debt has piled up.



Ask your team or support reps, what do users complain about most?

### YOUR TURN

Write down the top UX frustration and how it shows up for users



## Reflective Worksheet Playbook

# When Did You Last Observe Someone Using It?

### PROMPT

When's the last time you saw someone actually use your product... live, unfiltered?

### YOUR TURN

Note the last time you observed a user.  
What surprised you? What confused them?

### REFLECTION TIPS



Observing real usage reveals blind spots that analytics miss



If it's been over a month, that's a signal



Usability testing, support calls, screen recordings, even informal shadowing counts



## Reflective Worksheet Playbook

# What's One Small Change You Could Make This Week?

### PROMPT

What's one low-effort, high-empathy change you could make this week?

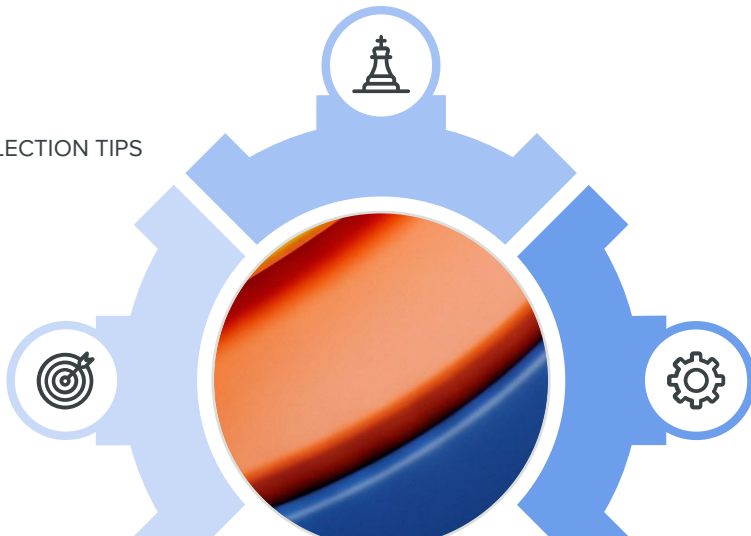
It could be a microcopy update, button placement tweak, or removing a step in a process.

### YOUR TURN

Commit to one change.  
Outline what it is, and who it helps.

### REFLECTION TIPS

Don't aim for perfection. Look for a small improvement in clarity, flow, or tone



Consider: "What would make this feel more human?"

# Wrap-Up & Next Steps

You Just Did UX Work.

Share your answers  
with your team

Turn your “one small  
change” into a ticket  
/ action item

Empathy isn't a stage,  
it's a practice.  
And now you've practiced it.

This wasn't theory. This was hands-on reflection  
grounded in user empathy. The best teams  
return to these questions often, not once a  
quarter, but continuously.

Revisit this worksheet at  
the start of each sprint

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## Want More?

Explore the rest of the UX Empathizer Toolkit Series, including

- *Lean Usability Testing Toolkit*
- *UX Signals Tracker + Prioritization Matrix*
- Weekly UX Sync Template
- Opportunity Storyboarding Kit





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