

An Introduction to Design Thinking



Design the **IDEAL** wallet:

1) Design a **BETTER** wallet:

sketch your best idea here:

00:04

2) Design a ~~BETTER~~ wallet:

sketch a few of your ideas here:

**That was a
Problem Solving approach
to innovation...**

Let's try a
Design Thinking approach
to innovation...

Your Mission: Design something **USEFUL & MEANINGFUL** for your partner. Start by **GAINING EMPATHY:**

(You are NOT designing a wallet.)

1) Interview 1:

Ask your partner to introduce themselves to you by walking you through the contents of their purse or wallet. Ask questions.

NOTES/SKETCHES:

00:05 per person

What stood out to you? What are you curious about?

INSIGHTS:

00:01 per person

Switch roles & repeat Interview 1.

2) Interview 2:

Go deeper. Find out more about your partner. Forget about the wallet and dig for specific stories.

NOTES/SKETCHES:

00:03 per person

What surprised you?

INSIGHTS:

00:01 per person

Switch roles & repeat Interview 2.

Articulate your current **POINT OF VIEW:**

EMPATHY

3) Inventory possible **NEEDS:**

 _____
name

things they are trying to do (**needs**):

ways they want to feel (**insight/meaning**):

00:03

4) **DEFINE** a Problem Statement:

 _____
name

NEEDS A WAY TO _____
user's need

in a way that makes them FEEL

insight/meaning

[my problem statement]

00:03

to bring to the next page!

d. 

Generate alternatives to test:

PROTOTYPING

5) Sketch **3-7** RADICAL ways to meet your user's needs:

[put problem statement here]

00:05

6) SHARE your solutions + **CAPTURE** feedback.

00:03 per person

Switch roles & repeat sharing.

Synthesize Learning:

7) REFLECT to deepen your EMPATHY:

New things I've learned about my partner and his/her **NEEDS**:

New things I've learned about my **SOLUTIONS** and my **APPROACH** to meet my partner's needs:

00:03

FEEDBACK

8) (RE)DEFINE your Problem Statement:



_____ name

NEEDS A WAY TO _____

user's need

in a way that makes them FEEL

_____ insight/meaning

[my problem statement]

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00:02

Iteration #2!

EMPATHY + PROTOTYPING + FEEDBACK

9) Generate a new **SOLUTION**

Sketch your big idea, note detail if necessary!

[put problem statement here]

00:03

RAPID PROTOTYPING + FEEDBACK

10) BUILD your solution.

Make something your partner can interact with!

[not here]

00:08

11) SHARE your solution + **CAPTURE** feedback.

+ [What worked...

- What could be improved...

? Questions...

! Ideas...

00:05 per person

Switch roles & repeat sharing.

d. 

BE MINDFUL of your innovation process:

REFLECT

12) REFLECT on your design thinking process:

1. Was your final design the same or different than your ideal design?

2. Where did you get stuck?

3. When did you get your a-ha's?

4. How did EMPATHY contribute to your design?

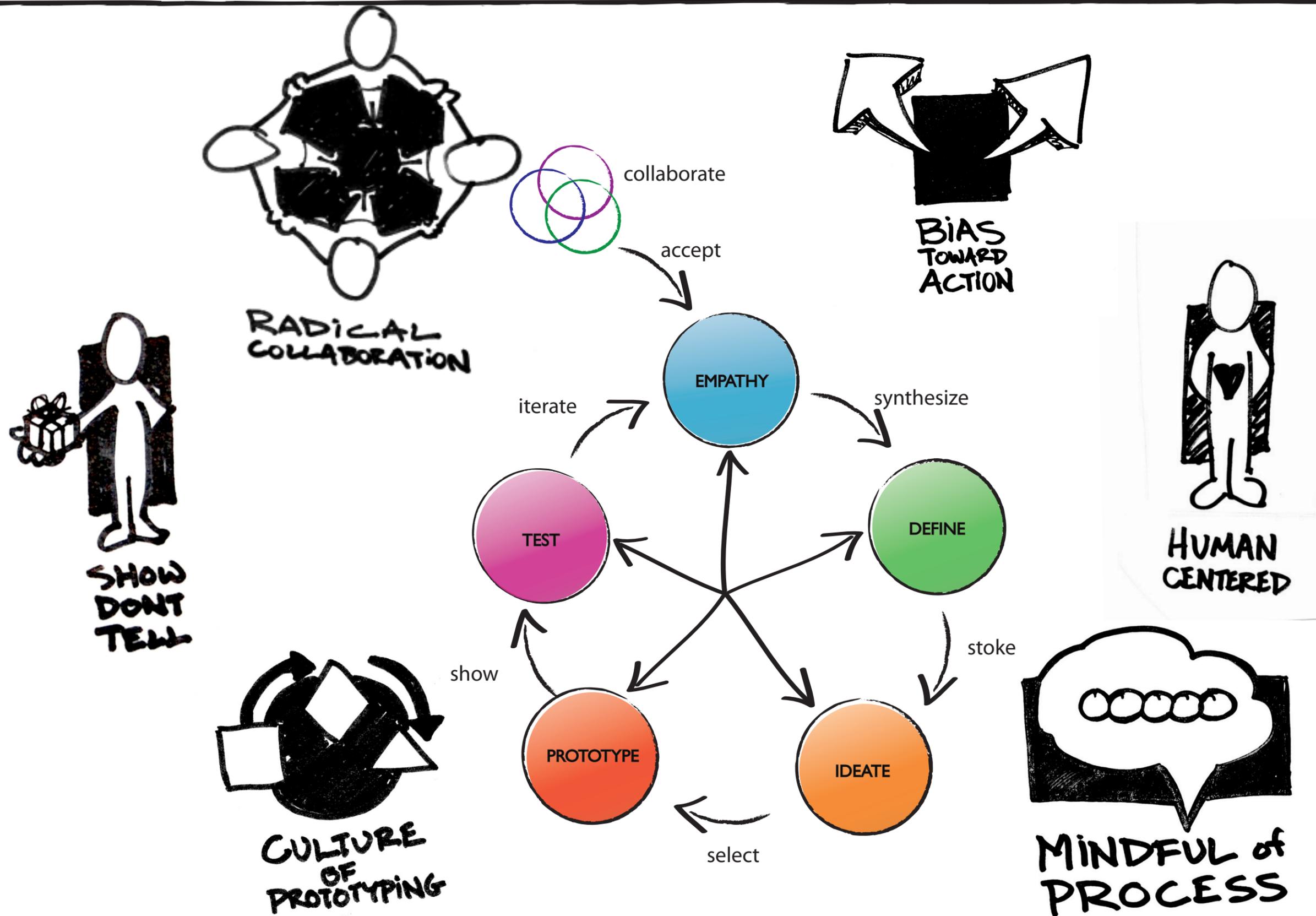
5. How did PROTOTYPING alternatives contribute to your design?

6. How did FEEDBACK contribute to your design?

7. How would you improve your process?

00:05

DESIGN IS A PROCESS:



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