An Introduction to Design Thinking

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d.

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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:

00:03

d.

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

Swith roles & repeat Interview 1.

2) Interview 2:

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

NOTES/SKETCHES:

00:03 per person

What surprised you?

INSIGHTS:

00:01 per person

Swith 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.

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

Swith 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

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]

to bring to the next page!

00:02

d.

9) Generate a new SOLUTION

Sketch your big idea, note detail if necessary!

[put problem statement here]

00:03

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

d.

Swith roles & repeat sharing.

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:

collaborate

accept

RADICAL COLLABORATION

BIAS TOWARD ACTION

HUMAN CENTERED

SHOW DON'T TELL

iterate

EMPATHY

synthesize

TEST

DEFINE

stoke

show

PROTOTYPE

IDEATE

select

CULTURE OF PROTOTYPING

MINDFUL of PROCESS

d.

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