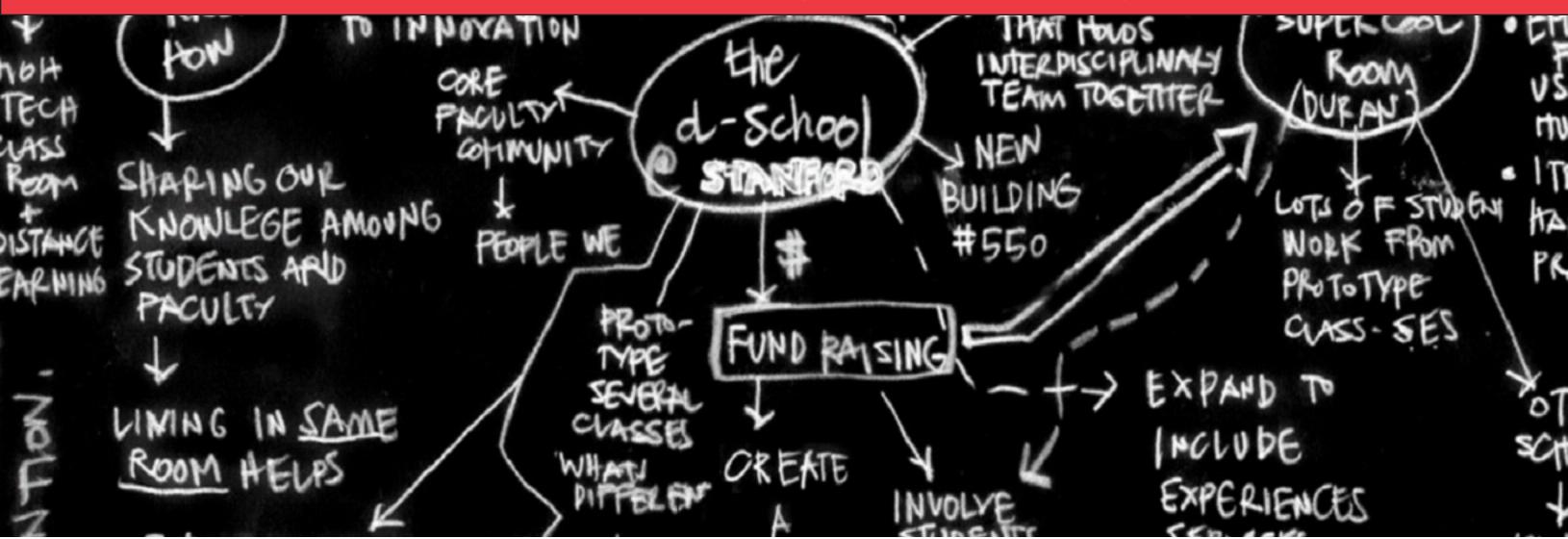


An Introduction to Design Thinking



Design the IDEAL wallet:

1) Design a **BETTER** wallet:

sketch your best idea here:

2) Design a BETTER wallet:

sketch α few of your ideas here:

00:03

d.0000

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

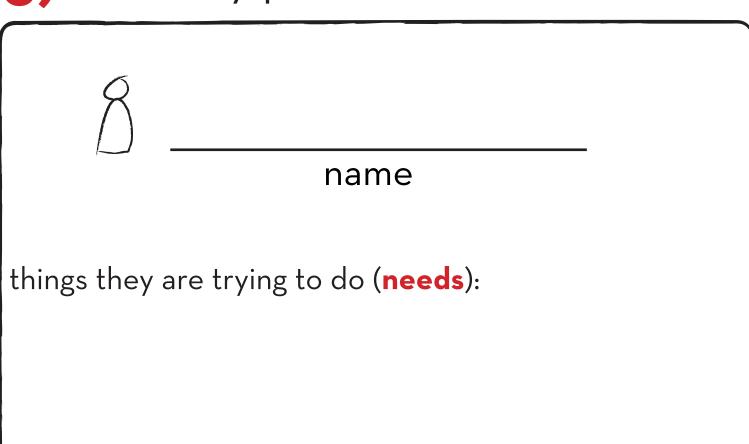
Swith roles & repeat Interview 2.

Articulate your current POINT OF VIEW:

EMPATHY

3) Inventory possible NEEDS:

4) DEFINE a Problem Statement:



ways they want to feel (insight/meaning):



00:03

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

Swith roles & repeat sharing.

Synthesize Learning:

FEEDBACK

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:

8) (RE)DEFINE your Problem Statement:

	<u> </u>	
	name	
NEEDS A	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	Y 🥹	* (a) (b) (*)

Iteration #2!

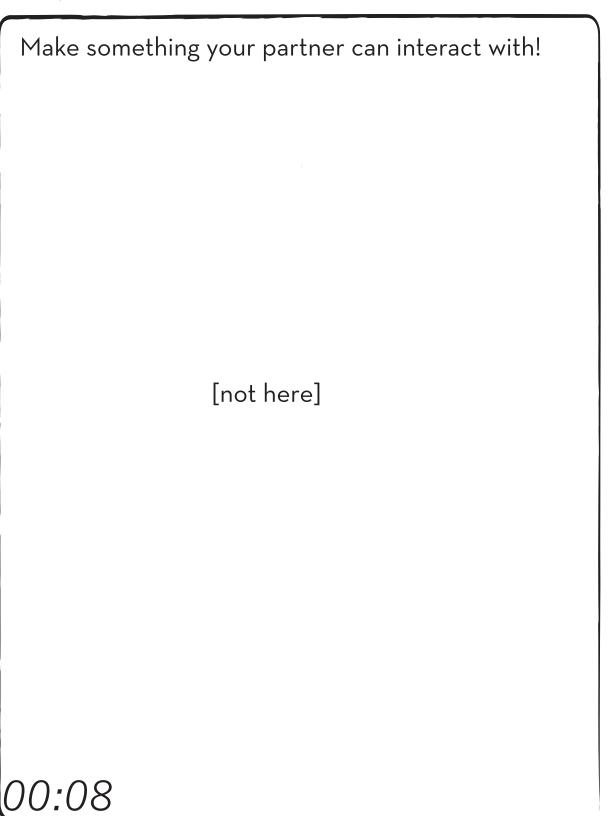
EMPATHY + PROTOTYPING + FEEDBACK

9) Generate a new SOLUTION

Sketch your big idea, note detail if necessary! [put problem statement here]

RAPID PROTOTYPING + FEEDBACK

10) BUILD your solution.



11) SHARE your solution + CAPTURE feedback.

■ [What worked	■ What could be improved
Questions	I Ideas
00:05 per person	d. © * * * * * * * * * * * * * * * * * *

Swith roles & repeat sharing.

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?

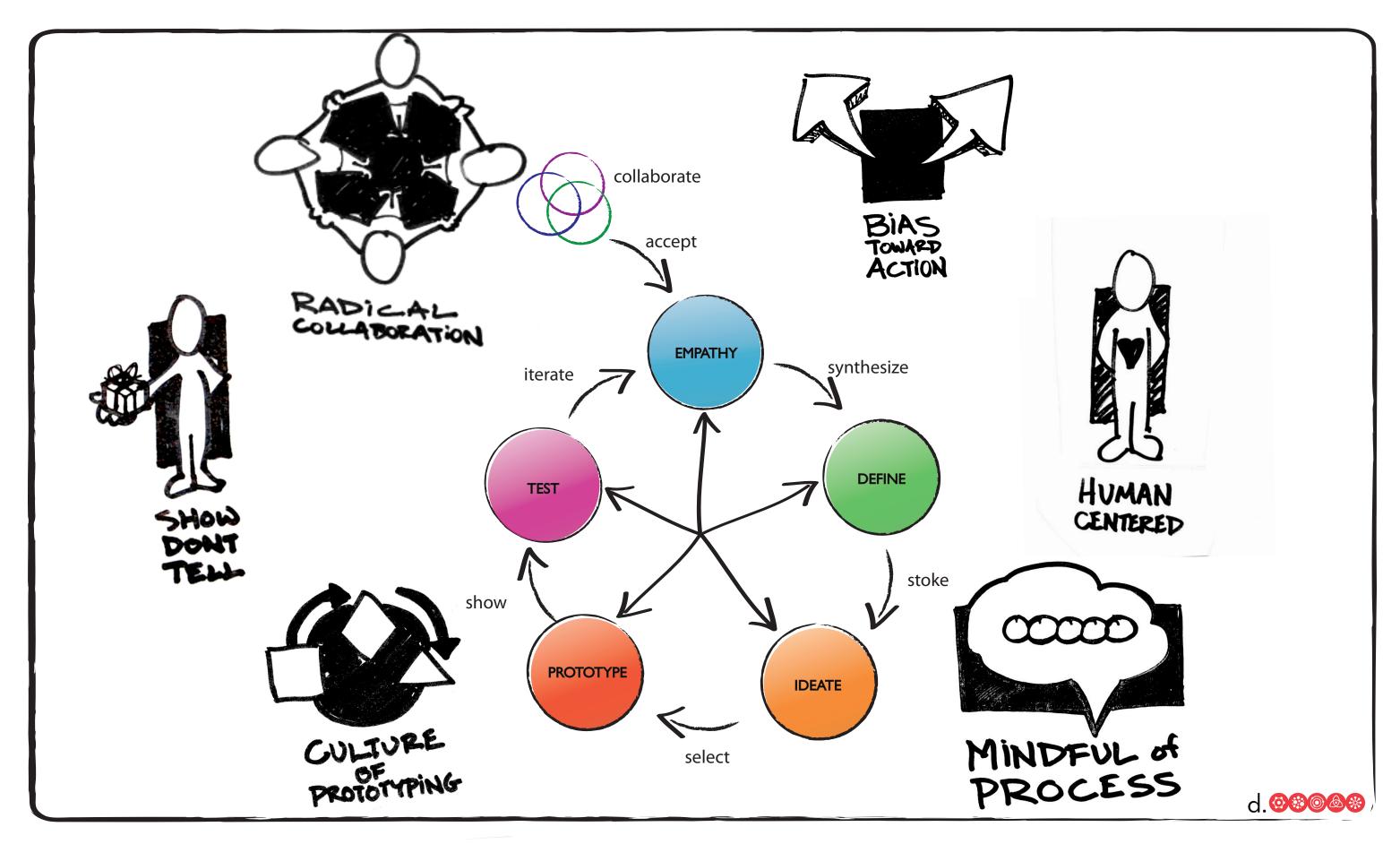
5. How did PROTOTYPING alternatives contribute to your design?

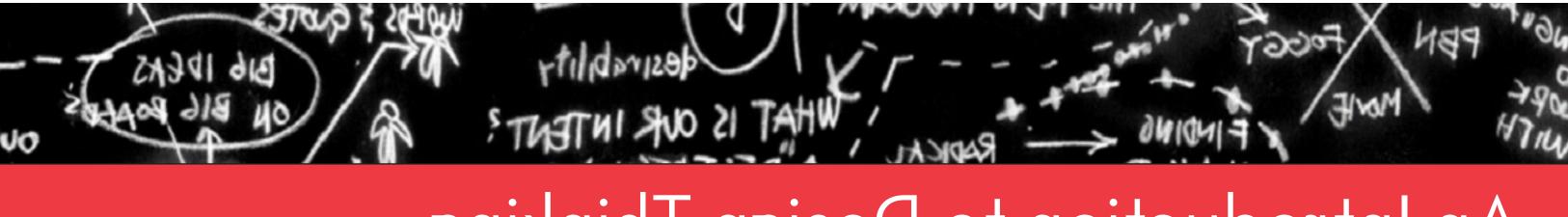
6. How did FEEDBACK contribute to your design?

7. How would you improve your process?

00:05

DESIGN IS A PROCESS:





An Introduction to Design Thinking

