An Introduction to Design Thinking
In One Hour
Your Mission:
Redesign the gift-giving experience … for your partner. Start by gaining empathy.

1 Interview
8 minutes (2 sessions x 4 minutes each)

Notes from your first interview

2 Dig Deeper
6 minutes (2 sessions x 3 minutes each)

Switch roles & repeat Interview 1.

Switch roles & repeat Interview 2.

Notes from your second interview
Reframe the problem.

3 Infer Insights
3 minutes

What did you learn about your partner's feelings, motivations, and objectives? Move from what was said to your interpretation. What's something you see about your partner's experience that maybe she doesn't realize herself?

4 Take a stand with a point-of-view
3 minutes

I talked to . . .

__________

partner's name-description

I realized . . .

__________________________

choose one insight from the left

It would be game-changing to . . .

__________________________

frame up an inspired challenge for yourself. don't dictate the solution.

Stuck?
What tensions, contradictions, and surprises did you notice?
Ideate: generate alternatives to test.

5 Sketch at least 5 radical ways to meet your user’s needs 5 min

write your problem statement above

6 Share your solutions & capture feedback 10 min (2 sessions x 5 min each)

Notes

Switch roles & repeat sharing.
Iterate based on feedback.

7 Reflect & generate a new solution.  3 minutes

Sketch your big idea! Note details if necessary.
Build and test.

8 Build your solution

Make something your partner can interact with!

7 minutes

9 Share your solution & get feedback

+ What worked...

- What could be improved...

? Questions...

! New Ideas...

8 minutes (2 sessions x 4 minutes each)
Communicate your story.

10 Create a story arc to share your project** 5 minutes

I talked to . . .

I realized . . .

It would be game-changing to . . .

We could create . . .

But, it’s really about . . .

YOUR PARTNER

AN INSIGHT

YOUR AMBITION

A SOLUTION

THE MEANING