

An Introduction to Design Thinking in One Hour

Participant Guide

Empathize: Redesign the Gift-Giving Experience

01: Interview your partner about a past gift-giving experience

8 minutes / 4 minutes each partner

This is the part of the Design Thinking cycle where you are gathering EMPATHY. In order to design for someone, you need to truly understand their challenges. Remember: you are designing for the gift giving experience, not the gift itself. Have a conversation with your partner; maybe ask them to tell you about the last time they gave a gift. Who was it for? Why was it meaningful (or not)? What challenges did they have in choosing or delivering the gift?

Remember to:

- Write notes here as you engage with your partner
- Partner A interviews Partner B for 4 minutes, then switch!

02: Dig a little deeper — Interview your partner again

6 minutes / 3 minutes each partner

Ask WHY. A lot. Try to find out more about your partner's experience and get to named emotions. Observe your partner's body language, tone of voice, etc. What intrigued them about the experience? What made an impression, positive or negative?

Remember to:

- Write notes here as you engage with your partner
- Partner A interviews Partner B for 3 minutes, then switch!



03: Capture your findings

3 minutes / On your own

Work on identifying your partner's problem. Collect your thoughts about what you have learned and organize them into two groups - Needs (might be goals or wishes) and Insights. These are your partner's needs related to gift giving. Think about both physical and emotional needs. Use VERBS to express the need, goal or wish. An insight will be something you have learned about your partner. Perhaps they think homemade gifts are more meaningful? Maybe they want to set good examples for others?

Partner's Needs (Goals & Wishes):

- From your interviews, what is your partner trying to achieve in giving their gift?
- Use verbs!

Insights:

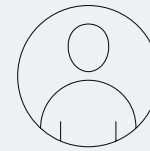
- What new learnings did you discover about your partner's feelings and motivations?
- What do you see about your partner's experience that maybe they don't see?
- It's okay to create insights based on your inferences

04: From your findings, craft a point-of-view/problem statement

3 minutes / On your own

Now you will succinctly DEFINE your partner's problem. Select the most compelling need and the most interesting insight to articulate your problem statement. Be descriptive about who your partner is, and be specific about their challenge. You're going to solve this problem, so it should be one worth tackling!

Example: Janice, a creative mom to four adult children, needs a way to celebrate holidays that feels right for her family because she wants to hold on to tradition but also be unique.



Partner's name/description

Needs a way to...

Partner's need

Because... But... Surprisingly... (circle one)

Insights



05: Sketch at least 5 radical solutions to meet your user's needs

4 minutes / On your own

Now you're in the IDEATE part of the Design Thinking cycle. It's time to create solutions for the problem you have identified. Go for volume here: the ideas can be wild or even impossible to execute at this moment in time. You will have time to evaluate them later, so no self-editing! See if you can come up with more than five ideas—use the back of the page if needed.



(Optional) Point-of-view/problem statement:

Rules: Sketches only! No more lists and no self judging your ideas; challenge yourself to not use any words, sketch as many as you can – run out of room and sketch on the back... stick figures are welcome!

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06: Share your solutions with your partner & capture their feedback

10 minutes / 5 minutes each partner

When sharing with your partner, don't defend or sell any of your ideas. The purpose of sharing is to not only get feedback but also gain more empathy! This is an opportunity to learn. Take notes of your partners likes and dislikes. How does your partner feel about these ideas? Do they generate a reaction? Record it!

*** Remember to write notes here as you engage with your partner!**



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07: Reflect & generate a new solution

3 minutes / On your own

This can be a variation of a sketch or a totally new idea. What will BEST meet your partner's needs? You want to provide as much detail as possible about the experience. What do you need to create to illustrate how the idea will work?

Sketch one big idea below! Consider the whole experience: Think about props, actors, and the environment of your experience. Note details if necessary.



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Prototype & Test: A Life-Sized Solution

08: Build a prototype of your solution

7 minutes / On your own

This is the PROTOTYPING part of the Design Thinking cycle! Use the one idea you sketched in Step 07 as a blueprint for a tangible and physical prototype of your solution. Do not create a scale model of your idea; build something that your partner can interact with and respond to. If your solution is a service, create a scenario that allows your partner to experience it.

Think life-sized! Build a prototyped experience that your partner will be able to interact with!

* Use the provided prototyping supplies, coaches for actors, and surrounding physical space!

09: Test your solution and get feedback

8 minutes / 4 minutes each partner

Time to TEST! Testing your prototype allows you to gain a deeper understanding of your partner's needs. Validation is not the point of testing, it is an artifact that facilitates new, targeted conversations. When you test, let go of your prototype physically and emotionally. It's not precious, but the feedback and insights you gain from it are!

After testing your prototype with your partner, gain their feedback on what worked or didn't work, and their questions or ideas for improvement:

+ What worked...

— What could have been improved...

? Questions...

! Ideas...

