

## DESIGN THINKING WARM-UP

Pair up and put on your design thinking hat! Your mission is to redesign your partner's experience with a common – but sometimes uncomfortable – process.

Choose one of the following experiences as your mission, or pick your own to redesign (the key for an authentic redesign is to pick an experience your partner has experienced him/herself):

- redesign how flu vaccine is administered
- redesign gym experience
- redesign dentist visit
- redesign commute (e.g. traffic jams)
- redesign airport experience
- redesign trash/recycling disposal

Below is an overview of the steps before you get started on the next page.

- Understand & Frame
- 1 Interview 8 min (4 min per partner)
  - 2 Dig deeper 6 min (3 min per partner)
  - 3 Capture findings 3 min
  - 4 Define problem statement 3 min
- Ideate & Prototype  
Test & Refine
- 5 Sketch ideas 5 min
  - 6 Share your solutions & capture feedback 10 min (5 min per partner)
  - 7 Reflect & generate a new solution 3 min
  - 8 Build your solution 7 min
  - 9 Share your solution 8 min (4 min per partner)

### THE DESIGN THINKING PROCESS:

It is a process of deeply understanding a need from the point of view of the user, and then going through rapid cycles of building and testing until you create a solution that works and meets the need of your user.

Some design thinking principles:

- solution-agnostic at early stages
- assumption-free
- step-wise
- user-centric
- need-centric
- iterative
- fail fast and fail often
- test, don't debate!

Your Mission:

Start by understanding the need.

**1** Interview. 8 min (4 min each)

Notes from your first interview

Switch roles & repeat interview

**2** Dig deeper. 6 min (3 min each)

Notes from your second interview

Switch roles & repeat interview

## Reframe the problem.

### 3 Capture findings. 3 min

**needs:** what they are trying to accomplish and pain points they are experiencing

**insights:** new learnings about your partner's feelings/worldview to leverage your design (make inferences from what you heard)

### 4 Define problem statement. 3 min



\_\_\_\_\_ partner name/description

needs a way to \_\_\_\_\_ partner's need

surprisingly / because / but. . . (circle one)

\_\_\_\_\_ insight

**Ideate: generate alternatives to test.**

**5** Sketch at least 4 radical ways to meet your partner's needs. 5 min

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write your problem statement here

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**6** Share your solutions & capture feedback. 10 min (5 min each)

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Switch roles & repeat sharing

Iterate and refine based on feedback.

7 Reflect & generate a refined solution. 3 min

Sketch your big idea, note details if necessary!

## Build and test.

### 8 Build your solution.

7 min

Make something your partner can interact with!

Use office supplies – post-its, tape, cardstock paper, pens, markers, paper clips, etc. – and anything readily accessible to build a rough prototype of your solution. Be creative and have fun!

### 9 Share your solution and get feedback.

8 min (4 min each)

+ What worked...

- What could be improved...

? Questions...

! Ideas...