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 dentist visit
- redesign airport experience
- redesign gym experience
- redesign commute (e.g. traffic jams)
- redesign trash/recycling disposal

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

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
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)

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

Switch roles & repeat interview

Switch roles & repeat interview

Notes from your first interview

Notes from your second 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

insight

surprisingly / because / but . . . (circle one)
Ideate: generate alternatives to test.

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

write your problem statement here

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

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

9 Share your solution and get feedback.
8 min (4 min each)

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!

- What worked...
- What could be improved...

? Questions...

! Ideas...