#### **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.

Interview 8 min (4 min per partner)

Dig deeper 6 min (3 min per partner) 0

Capture findings 3 min

Define problem statement 3 min 4

Sketch ideas 5 min

Share your solutions & capture feedback 10 min (5 min per partner) 0

Reflect & generate a new solution 3 min

Build your solution 7 min

Share your solution 8 min (4 min per partner) 9

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:

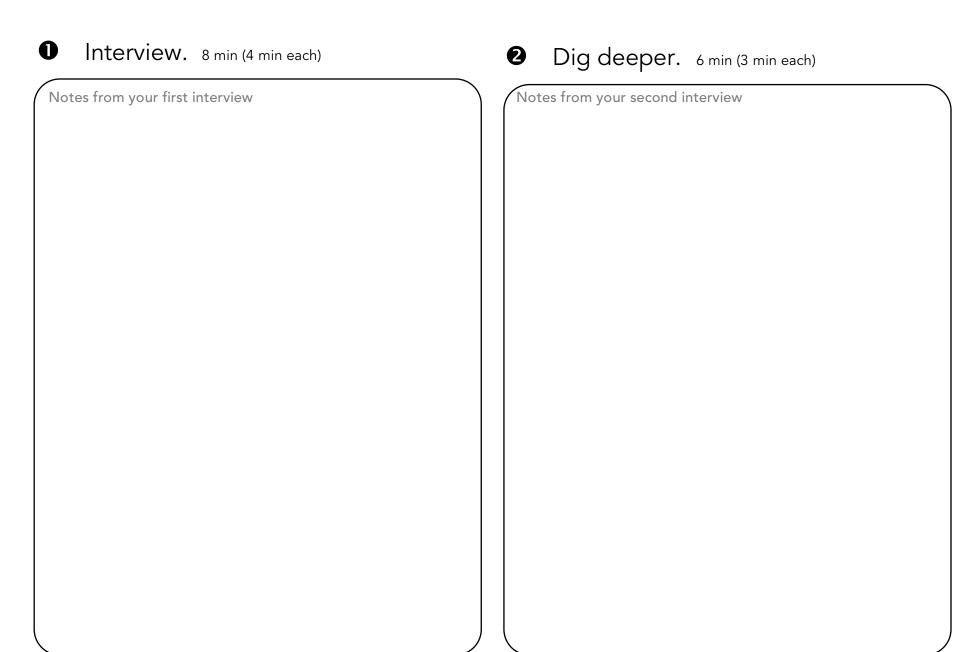
- solution-agnostic at early stages
- assumption-free
- step-wise
- user-centric
- need-centric
- iterative
- fail fast and fail often
- test, don't debate!

**Jnderstand & Frame** 

Ideate & Protoype

Test & Refine

#### Start by <u>understanding</u> the need.



## Reframe the problem.

# 3 Capture findings. 3 min

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

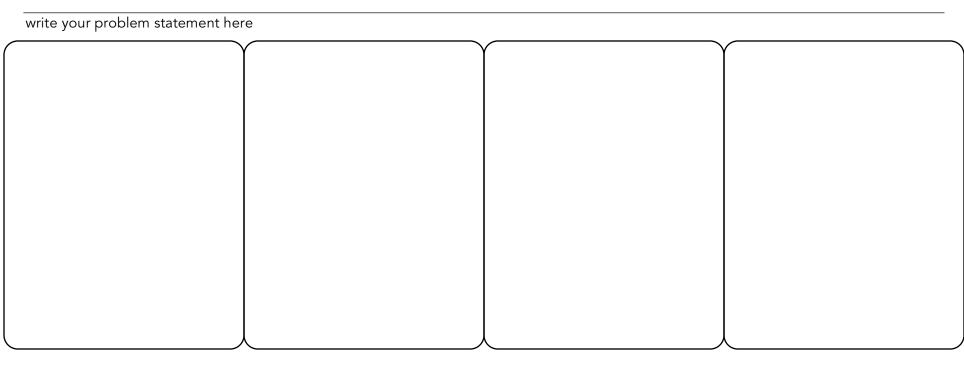
insights: new learnings about your partner's feelings/ worldview to leverage your design (make inferences from what you heard)

## 4 Define problem statement. 3 min

<b>y</b> 10	partner name/description
needs a way to	
needs a way to	partner's need
surprisingly / bed	cause / but (circle one)
	insight

<u>Ideate</u>: generate alternatives to test.

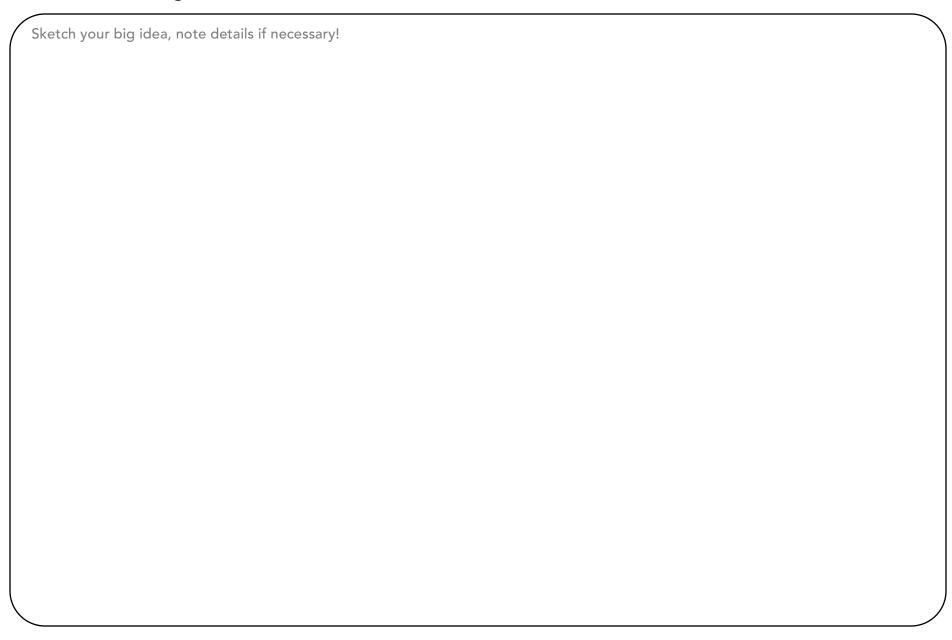
Sketch at least 4 radical ways to meet your partner's needs. 5 min



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

Iterate	and	<u>refine</u>	based	on	feedback.

Reflect & generate a refined solution. 3 min



# Build and test.

8 Build your solution. 7 min	Share your solution a 8 min (4 min each)	d get feedback.	
Make something your partner can interact with!  Use office supplies – post-its, tape, cardstock	+ What worked	■ What could be improved	
paper, pens, markers, paper clips, etc. – and anything readily accessible to build a rough prototype of your solution. Be creative and have fun!	? Questions	Ideas	