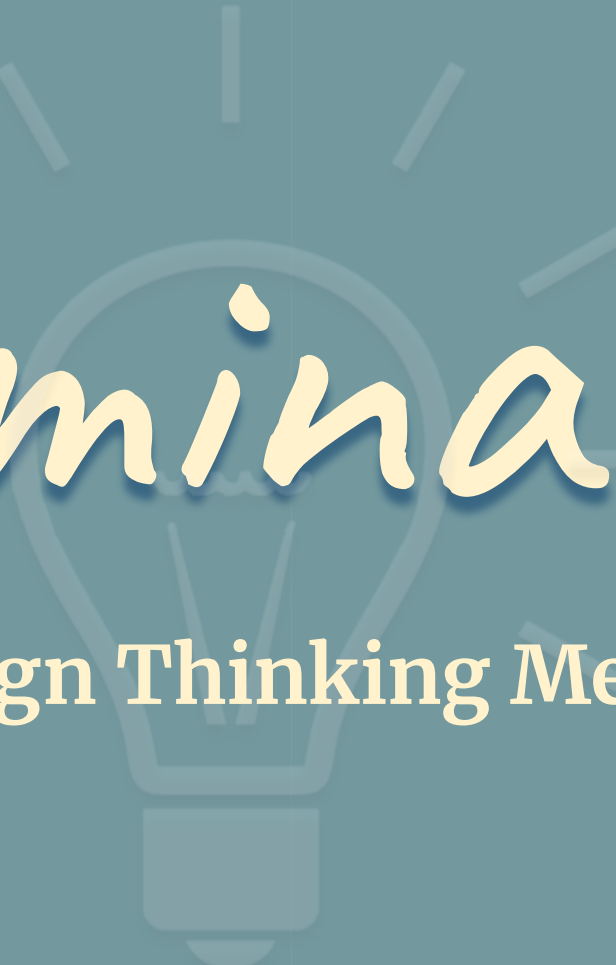
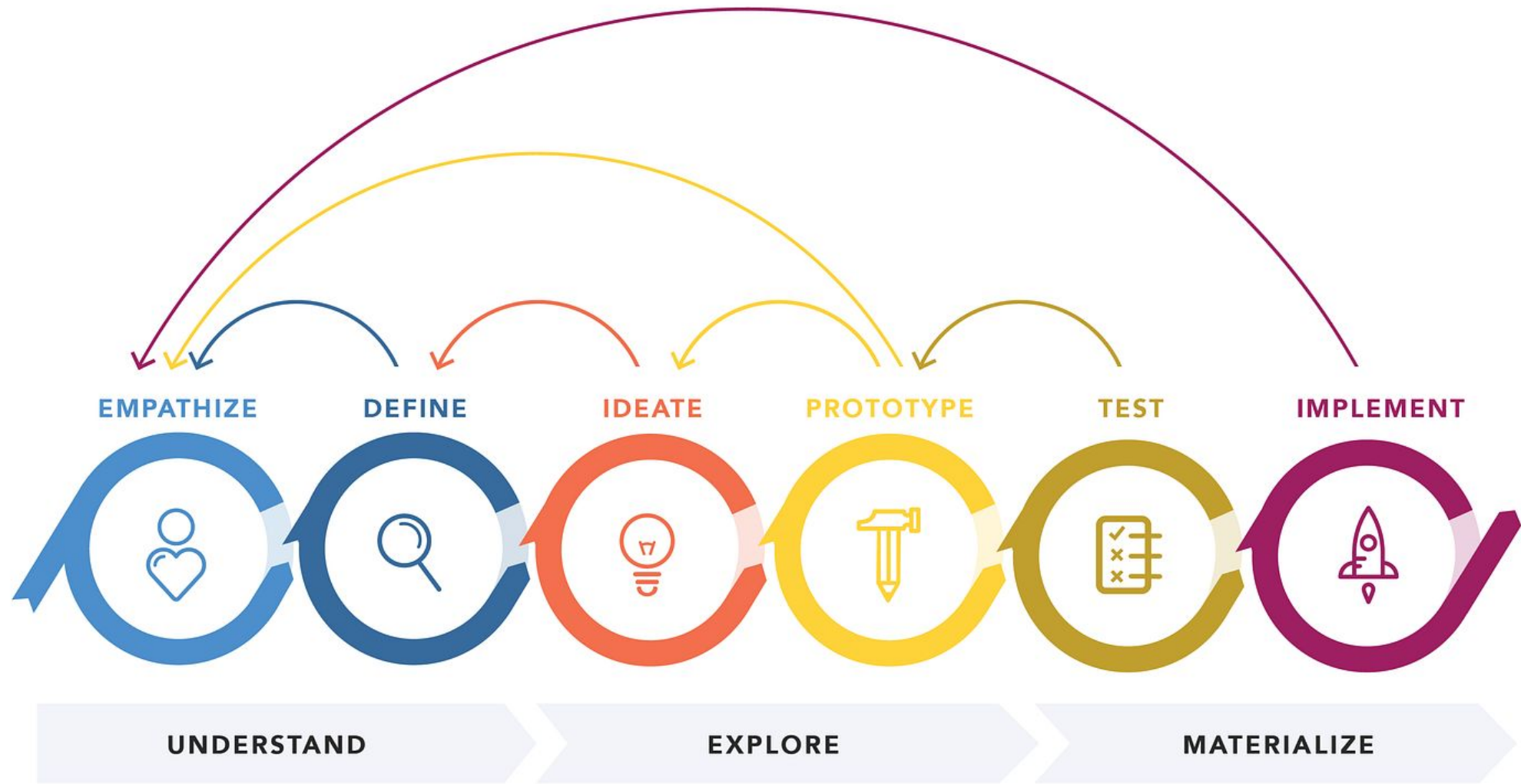


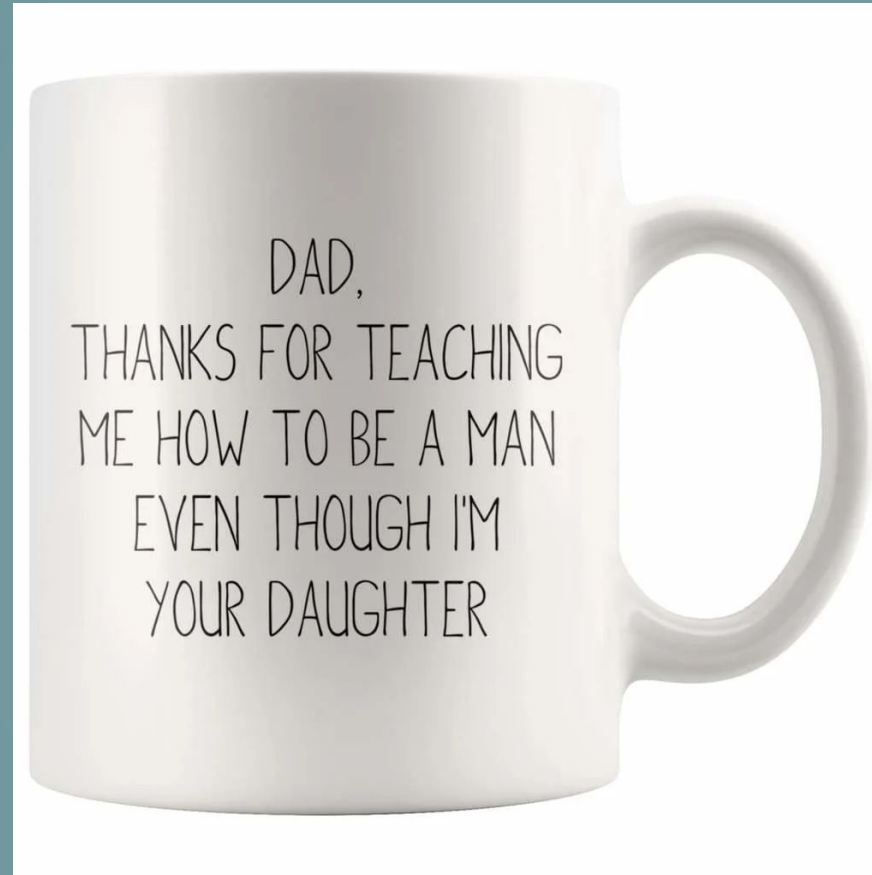


illuminate

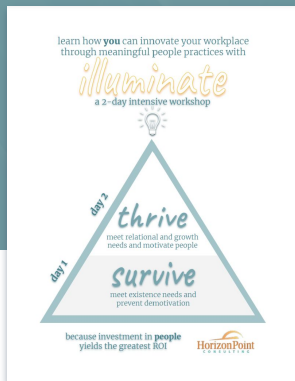
The Design Thinking Method



Redesigning the Gift Giving Experience



practice: design thinking



Your mission: **Redesign the gift-giving experience ...for your partner.**
Start by gaining empathy.

1 Interview

8min (2 sessions x 4 minutes each)

Notes from your first interview

d.

Switch roles & repeat Interview 1.

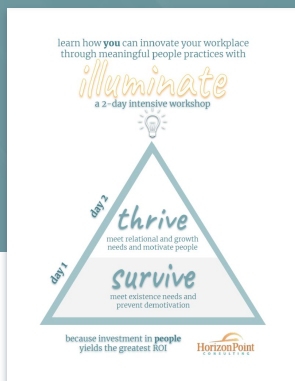
2 Dig deeper

8min (2 sessions x 4 minutes each)

Notes from your second interview

Switch roles & repeat Interview 2.

practice: design thinking



Reframe the problem.

3 Capture findings 3min

needs: things they are trying to do*
*use verbs

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

d. 

4 Define problem statement 3min



_____ partner name/description

needs a way to _____

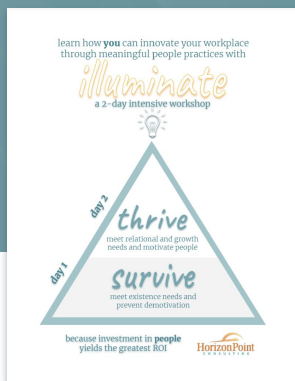
user's need

Surprisingly // because // but...

[circle one]

_____ insight

practice: design thinking



Ideate: generate alternatives to test.

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

 _____
write your problem statement above

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6 Share your solutions & capture feedback. 8min (2 sessions x 4 minutes each)

Notes

d. 

Switch roles & repeat sharing.

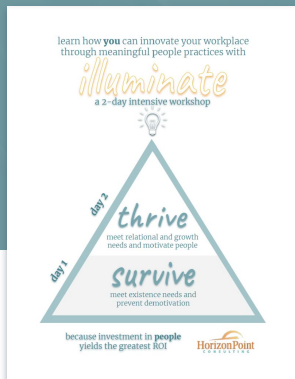
practice: design thinking

Iterate based on feedback.

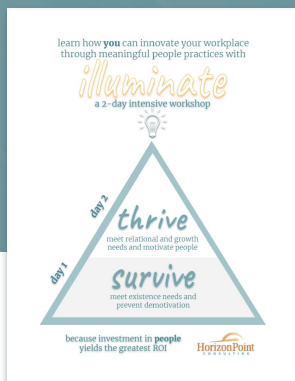
7 Reflect & generate a new solution. 3min

Sketch your big idea, note details if necessary!

d. 



practice: design thinking



Build and test.

8 Build your solution.

Make something your partner can interact with!

[not here]

10min



9 Share your solution and get feedback.

+ What worked...

- What could be improved...

? Questions...

! Ideas...

8min (2 sessions x 4 minutes each)

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thank you

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