

An Introduction to Design Thinking

In One Hour

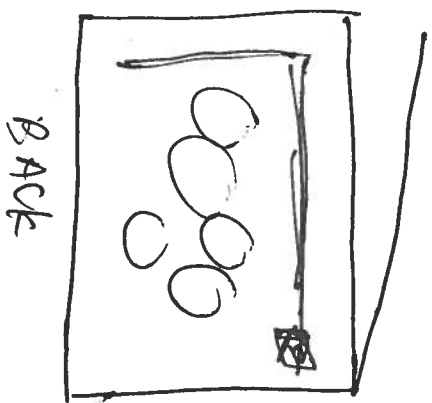
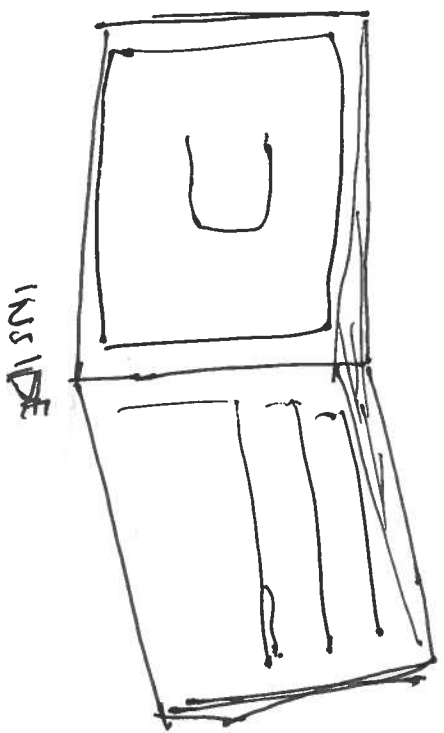
EXPLOIT EMOTION
 IMPACT
 HAVE ON OR DAY
 DECISION THINKING
 MOVEMENT
 INVOLVE STUDENTS
 CAREER SERVICES
 SMART SPACES
 THEY'RE BEST



Design the IDEAL wallet.

Draw 3min

Sketch your idea here!



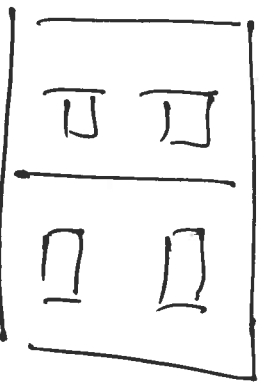
Your ^{NEW} mission: **Design something useful and meaningful for your partner.**
Start by gaining empathy.

1 Interview

8min (2 sessions x 4 minutes each)

Notes from your first interview

- likes lightweight, thin, durable
- prefer this over pockets.
- currently has 4 pens
- doesn't necessarily need all to be exposed
- Some cards can be hidden, don't need to access them directly
- Maybe would like a clear pocket to show cards for convenience



2 Dig Deeper

6min (2 sessions x 3 minutes each)

Notes from your second interview

- comfort is important
- never liked carrying a wallet
- likes carrying as little as possible

Switch roles & repeat Interview

Switch roles & repeat Interview

Reframe the problem.

3 Capture findings 3min

needs: things they are trying to do*

*use verbs

- be responsible (WWM: (insurance card, AAA))
- feel comfortable!
- keep track of their belongings (badge is safest in the wallet)

insights: new learnings about your partner's feelings and motivations. what's something you see about your partner's experience that maybe s/he doesn't see?*

*make inferences from what you heard

- how the wallet feels connects to feeling secure (comfortable about appearance)
- needs to feel in charge of certain things : checks 1,-5 , everything is in place
- * feels like this is responsibility / being an adult

4 Take a stand

with a point-of-view 3min



GCS

partner's name/description

needs a way to feel comfortable and efficient

user's need

because (or "but..." or "Surprisingly...")

[circle one]

his wallet is somewhat awkwardly sized and his friend fr

look at cards / things he doesn't "need" but feels obligated to carry

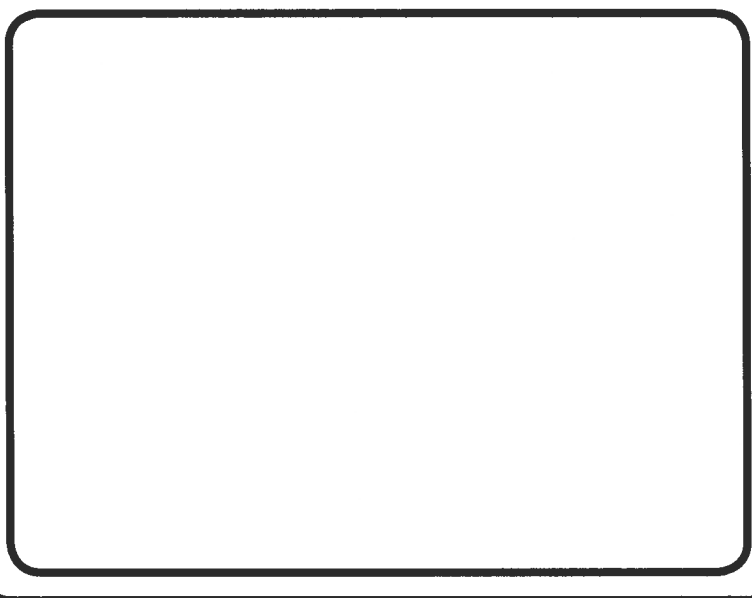
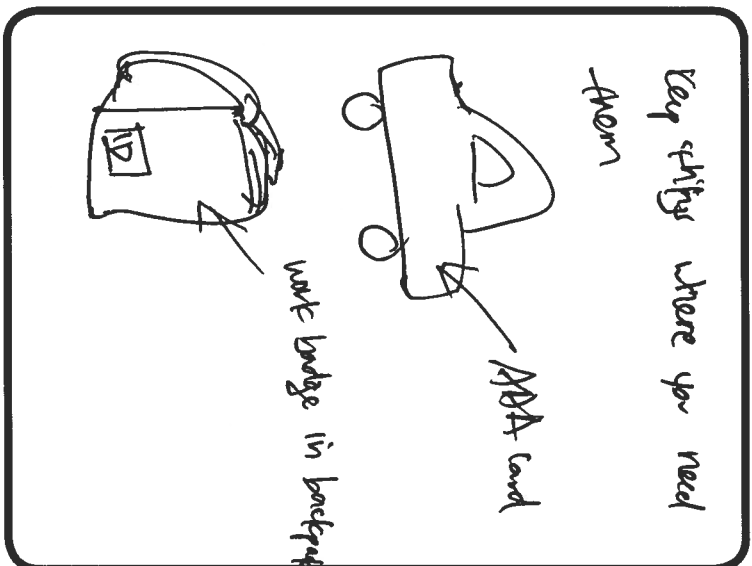
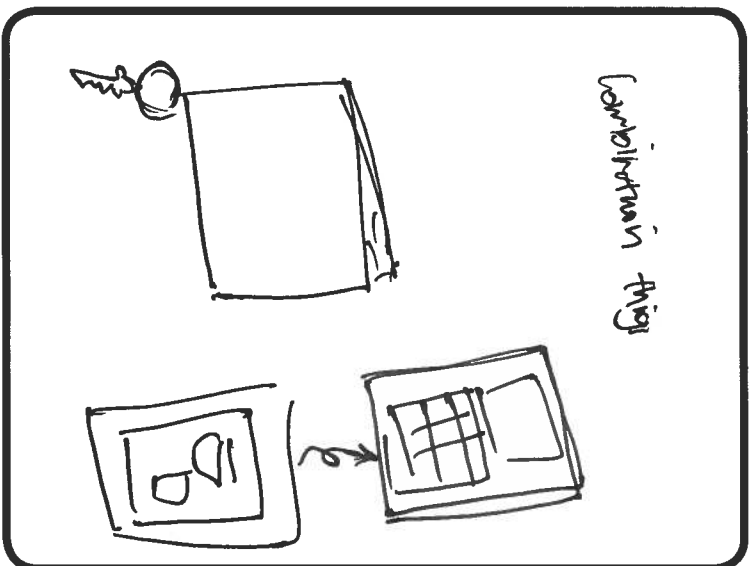
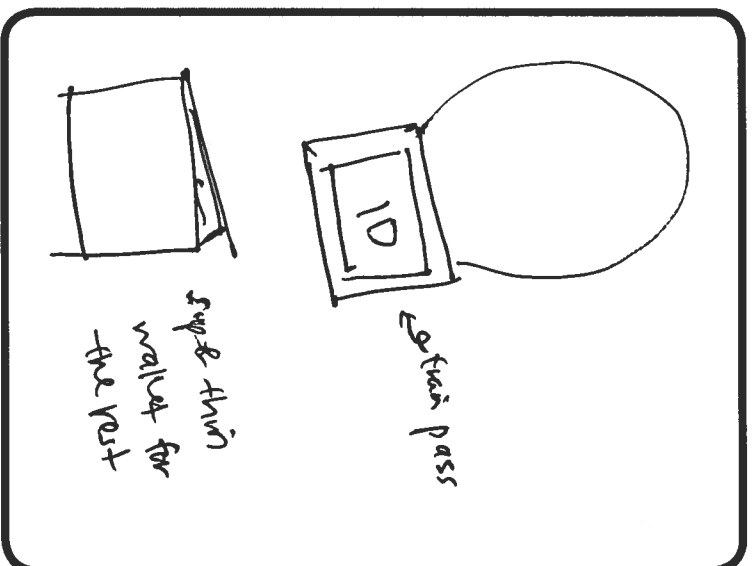
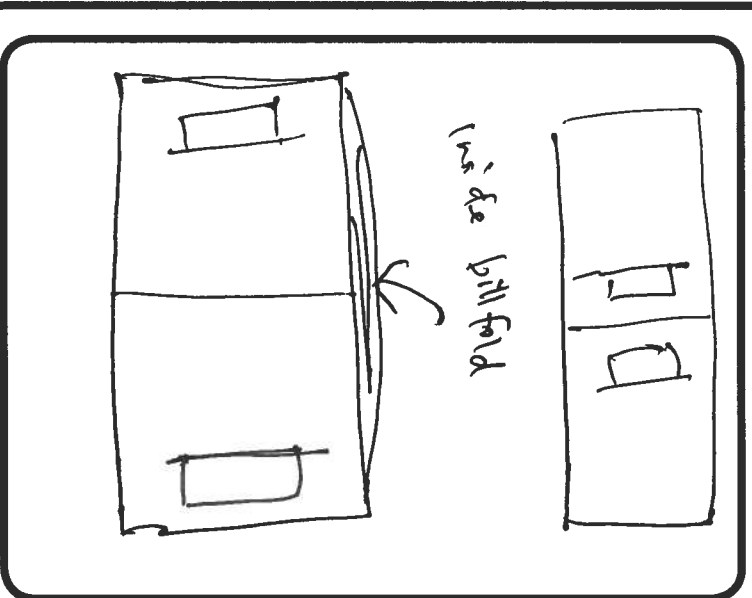
insight

Ideate: generate alternatives to test.

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

⚡ wants
comfort/efficiency → still needed, expires unneeded info

write your problem statement above



6 Share your solutions & capture feedback. 10min (2 sessions x 5 minutes each)

Notes

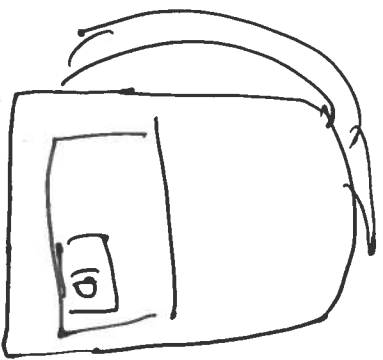
- We thought about a lot of these ideas in the past
- Some wallets cards don't really bother him, fine if its better for the form factor/efficiency

Iterate based on feedback.

7 Reflect & generate a new solution. 3min

Sketch your big idea, note details if necessary!

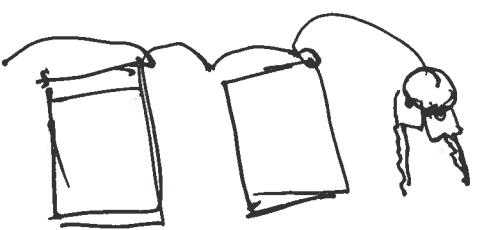
• put things where you need them



work bag / backpack
w/ dedicated clear
compartment for work badge



• special dashboard / overhead
AAA compartment.
keep w/ car stuff



put the license
credit cards
clear pocket for main pass
-silver- stuff

Build and test.

8 Build your solution.

Make something your partner can interact with!

[not here]

7min

9 Share your solution and get feedback.

+ What worked...

- What could be improved...

? Questions...

! Ideas...

8min (2 sessions x 4 minutes each)