

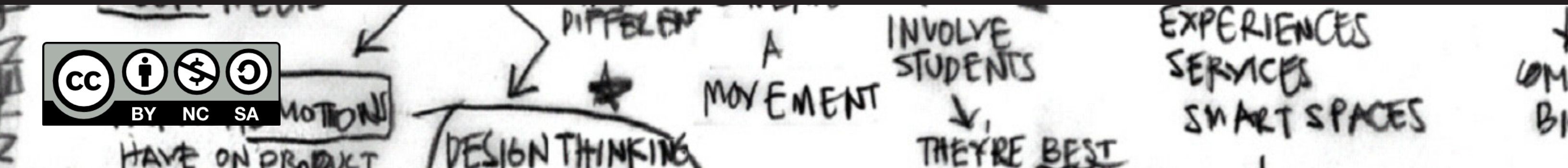


# An Introduction to Design Thinking

In One Hour



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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

Switch roles & repeat Interview

## 2 Dig Deeper

6min (2 sessions x 3 minutes each)

Notes from your second interview

Switch roles & repeat Interview

# Reframe the problem.

## 3 Capture findings 3min

**Goals and Wishes:** what is your partner trying to achieve through gift-giving?

\*use verbs

**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

## 4 Take a stand with a point-of-view 3min



\_\_\_\_\_ partner's name/description

needs a way to \_\_\_\_\_

user's need


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

[circle one]

\_\_\_\_\_ insight

# Ideate: generate alternatives to test.

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



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write your problem statement above

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

Notes

# Iterate based on feedback.

## **7 Reflect & generate a new solution.** 3min

Sketch your big idea, note details if necessary!

# 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)