An Introduction to Design Thinking

In One Hour

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Redesign the gift-giving experience ... for your partner. Start by gaining empathy.

**Your Mission:**

1 Interview
8min (2 sessions x 4 minutes each)

Notes from your first interview

2 Dig Deeper
6min (2 sessions x 3 minutes each)

Notes from your second interview

Switch roles & repeat 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

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

Notes

Switch roles & repeat sharing.
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!

### 7min

## 9 Share your solution and get feedback.

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<tr>
<th>+ What worked...</th>
<th>- What could be improved...</th>
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8min (2 sessions x 4 minutes each)