The new city experience

An Introduction to Design Thinking
Create a quick interview guide
(with open-ended questions!)

1. **A. Be human: build rapport.**
   Introduce yourself. “How are you today?”
   “Nice to meet you. Tell me about where you’re from.”

2. **B. Seek stories.**
   “Could you tell me a story about a time you . . .
   ( . . . travelled by yourself to a new place?)
   ( . . . had an unexpected adventure in a new city?)

   “What would I find surprising about how you . . .
   ( . . . pack for a long trip?)
   ( . . . navigate a new city?)

   “______________________________?”

   “______________________________?”

3. **C. Talk about feelings. Dig deeper by following up.**
   “How did you feel at that moment, when . . . happened?”

   “______________________________?”

   “______________________________?”

Interview your partner
(just have a conversation!)

Interview notes:

Go deeper into one story: remember to ask “Why?”

2 min

4 min each

Now pair up

1. **Start individually**

2. **Interview your partner**
   ( . . . travelled by yourself to a new place?)
   ( . . . had an unexpected adventure in a new city?)

   ( . . . pack for a long trip?)
   ( . . . navigate a new city?)

   [write more of your own]

   [write more of your own]

   3 min each
What does it mean?

Gain insights by thinking of what might be the deeper meaning behind what you heard. Have fun with it.

Your goal is to take an extreme, inspired stance.

3 Imagine the meaning
(notice something, then infer what the meaning might be)

Imagine possibilities for the following statements:

It’s interesting/surprising/telling that s/he . . .

_______________________________________________________________

One thing that seems to be important to him/her is . . .

_______________________________________________________________

I wonder if this means . . .

[WRITE A COUPLE POSSIBILITIES]

______________________________

4 Create a brainstorming topic
(flip your insight into a question)

First choose a context in a city. Pick one of these that you think might be able to take advantage of what you inferred (in step 3):

A MUSEUM
A LOCAL RESTAURANT
A TRAVEL OR TOUR AGENCY
THE TOURISM BOARD
A NEIGHBORHOOD PARK
A LOCAL UNIVERSITY
A CHARITY
A SHOPPING DISTRICT OR STORE
A HOTEL
A PUB OR BAR
A SPORTS TEAM
THE TRANSIT SYSTEM
A HOST, FRIEND, OR GUIDE
A FESTIVAL ORGANIZER

Then create your brainstorm topic, using this format:

How might _______________________

______________________________

take advantage of

______________________________

Then choose one insight

(In other words, what products/services/experiences could they create/offer that capitalizes on your unique inference?)
New ideas!

Generate a diverse set of concepts in response to your brainstorming questions.
Your goal is to build on the ideas of others.

Share your work, then brainstorm as a team
(recap one story, share one inference and your brainstorm question — then lead a brainstorm)

2 min share,
3 min brainstorm, each
Choose one idea and flesh it out into a product or service
(what is it? how does one use it?)
Let’s get physical, physical

Let me hear your body talk.

Your goal is to test your solution by making it tangible.

Build your solution (to test desirability) 7 min

Test with your partner (get feedback) 4 min each

What’s working?

What could be improved?

New questions

New ideas