

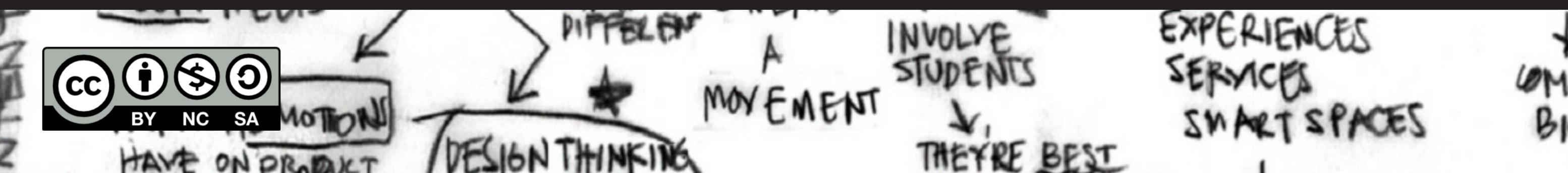


An Introduction to Design Thinking

In One Hour



HASSO PLATTNER
Institute of Design at Stanford



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



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)