An Introduction to Design Thinking
In One Hour

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

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

<table>
<thead>
<tr>
<th>Notes from your first interview</th>
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### 2 Dig Deeper
6min (2 sessions x 3 minutes each)

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<th>Notes from your second interview</th>
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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

needs a way to

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.**

+ What worked...
- What could be improved...

? Questions...

! Ideas...

8min (2 sessions x 4 minutes each)