

Your Mission: Redesign the gift-giving experience ...for your **partner**, start by gaining empathy

1 INTERVIEW

8 min (2 rounds x 4 minutes each)

Notes from your first interview

Switch roles and repeat interview

2 DIG DEEPER

8 min (2 rounds x 4 minutes each)

Notes from your second interview

Switch roles and repeat interview

Reframe the problem

3 CAPTURE FINDINGS - 3 MINUTES

NEEDS: things they are trying to do - use verbs

INSIGHTS: new learnings about your partner's feelings/worldview to leverage in your design

*make inferences from what you heard

4 DEFINE THE PROBLEM STATEMENT - 3 MINUTES

Notes from your second interview

Partner name/description

Needs a way to -----
(User's need)

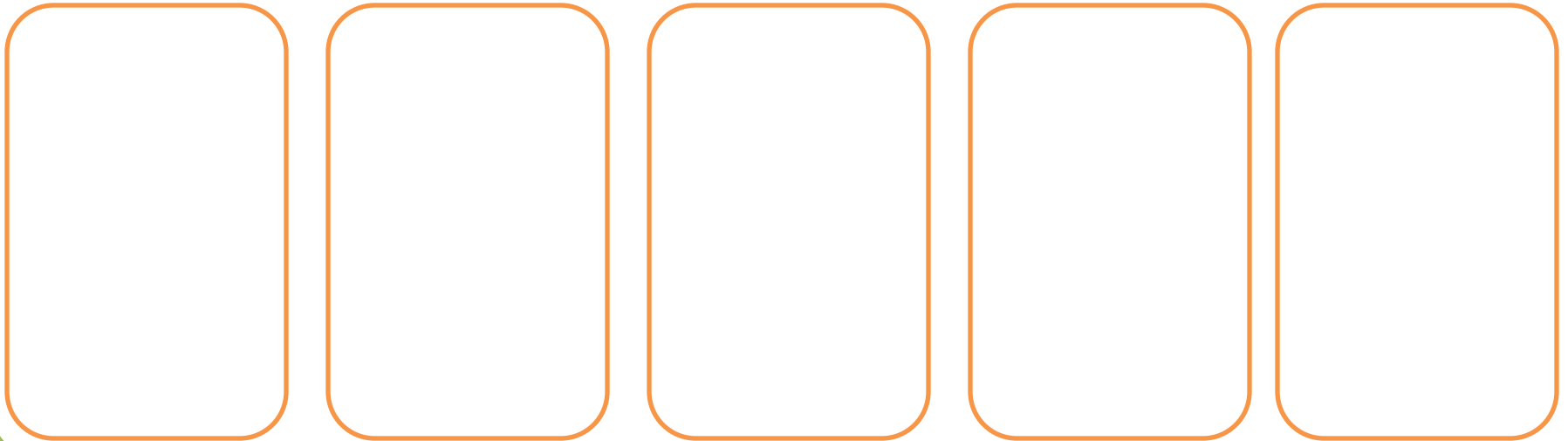
Surprisingly// Because // but
(circle one)

insight

IDEATE: generate alternatives to test.

5 SKETCH AT LEAST 5 RADICAL WAYS TO MEET YOUR USER NEEDS. 5 MINUTES

Write your problem statement above

A large rounded rectangular container with a green border contains five smaller rounded rectangular boxes with orange borders, arranged horizontally. These boxes are intended for sketching radical solutions to the problem statement.

6 SHARE YOUR SOLUTIONS AND CAPTURE FEEDBACK. 8 minutes (2 rounds x 4 minutes each)

Switch roles and repeat sharing

ITERATE: based on feedback

7 REFLECT & GENERATE A NEW SOLUTION. 3 MINUTES

Sketch your big idea, note details if necessary

IDEATE: generate alternatives to test.

8 BUILD YOUR SOLUTION

Make something your partner
can interact with

10 MINUTES

9 SHARE YOUR SOLUTION AND GET FEEDBACK

+ What worked

- What could be improved

? Questions

! Ideas

8 minutes (2 rounds x 4 minutes each)