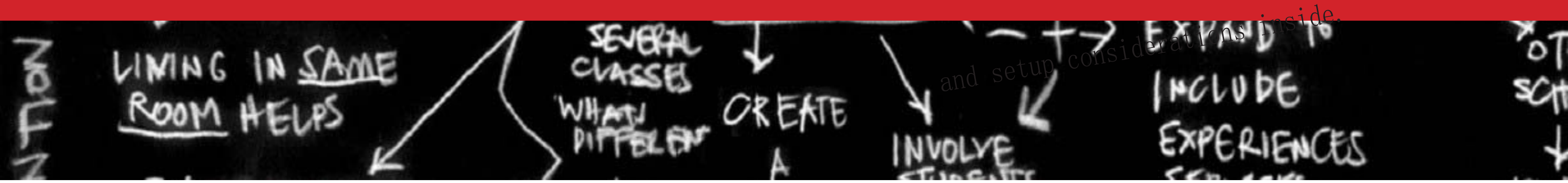# An Introduction to Design

Design the IDEAL ………..

Sketch your idea here!

d.

Your NEW mission: Design something useful and meaningful for your partner. Start by gaining _empathy_.

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

d.

<u>Reframe</u> the problem.

3 Capture findings 3min

Goals and Wishes:
What is your partner trying to achieve?
*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

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

Notes

<u>Iterate</u> 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)

d.