Design Thinking Crash Course
What is design thinking?
Empathize
Define
Ideate
Prototype
Test
House rules
Everything is TIMED
What to Improve:
Learning and interacting with your professor in the classroom experience
Empathize

Define

Ideate

Prototype

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

Notes from your first interview

Empathize
IMPORTANT: PUT YOURSELF IN THEIR SHOES...
Empathize

READY?!!
Empathize

START!!!
Empathize

4 minutes
Empathize

1 minute
Empathize

20 seconds
Empathize

10 seconds
Empathize

5 seconds
Empathize

4 seconds
Empathize

3 seconds
Empathize

2 seconds
Empathize 1 seconds
Empathize

SWITCH!!!
Empathize

4 minutes
Empathize

3 minutes
Empathize

2 minutes
Empathize 30 seconds
Empathize

10 seconds
Empathize

5 seconds
Empathize

4 seconds
Empathize 3 seconds
Empathize

2 seconds
Empathize

1 seconds
Empathize

TIME OUT!!!
2 Dig deeper
8min (2 sessions x 4 minutes each)

Notes from your second interview
1 Interview
8min (2 sessions x 4 minutes each)

Notes from your first interview

2 Dig deeper
8min (2 sessions x 4 minutes each)

Notes from your second interview
2. Dig deeper
8min (2 sessions x 4 minutes each)

Notes from your second interview
Empathize

ASK MORE “WHY?” QUESTIONS
Empathize

READY?!!
Empathize

START!!!
Empathize

3 minutes
Empathize

2 minutes
Empathize

30 seconds
Empathize

20 seconds
Empathize

10 seconds
Empathize

5 seconds
Empathize

4 seconds
Empathize

3 seconds
Empathize 2 seconds
Empathize 1 seconds
Empathize

SWITCH!!!
Empathize

4 minutes
Empathize

3 minutes
Empathize

2 minutes
Empathize

1 minute
Empathize

30 seconds
Empathize

20 seconds
Empathize 10 seconds
Empathize

5 seconds
Empathize

4 seconds
Empathize

3 seconds
Empathize

2 seconds
Empathize

1 seconds
Empathize TIME OUT!!!
3 Capture findings 3min

**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
2 Dig deeper
8min (2 sessions x 4 minutes each)

Notes from your second interview

3 Capture findings 3min

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
Define

NEEDS = VERBS
Define

Insights are “A-Ha!” Moments
2 Dig deeper
8min (2 sessions x 4 minutes each)

Notes from your second interview

3 Capture findings 3min

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
3 Capture findings 3min

**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
Define

READY?!!
Define

3 minutes
Define

2 minutes
Define

1 minute
DEFINE 30 seconds
Define 20 seconds
Define 10 seconds
Define 5 seconds
Define

4 seconds
Define

3 seconds
Define 2 seconds
Define 1 seconds
Define

TIME OUT!!!
4 Define problem statement 3min

- partner name/description

needs a way to ___________________________ user's need

Surprisingly // because // but...
[circle one]

__________________________________________

__________________________________________ insight
3 Capture findings 3min

**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 problem statement 3min

<table>
<thead>
<tr>
<th>partner name/description</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>needs a way to</th>
<th>user’s need</th>
</tr>
</thead>
</table>

**Surprisingly // because // but...**
[circle one]

<table>
<thead>
<tr>
<th>insight</th>
</tr>
</thead>
</table>
Define problem statement

Partner name/description

needs a way to user’s need

Surprisingly // because // but...
[circle one]

[ ]

[ ]

[ ]

[ ]

Insight
Define READY?!?
Define 3 minutes
Define

2 minutes
Define

1 minute
Define 30 seconds
Define 20 seconds
Define 10 seconds
Define 5 seconds
Define

4 seconds
Define 3 seconds
Define 2 seconds
Define

1 seconds
Define

TIME OUT!!!
Ideate
IdeaTE

5 Sketch at least 5 radical ways to meet your user's needs. 4min

Write your problem statement above

[Blank spaces for sketches]
Define problem statement 3min

needs a way to user's need

Surprisingly // because // but ...

(circle one)

insight

Sketch at least 5 radical ways to meet your user's needs. 4min
Ideate

5 Sketch at least 5 radical ways to meet your user's needs. 4min
Ideate

No Alphanumeric Characters
Ideate

SKETCH AND DRAW!!!
Ready?!!
Ideate

START!!!
Ideate

6 minutes
Ideate
5 minutes
Ideate 3 minutes
Ideate

2 minutes
Ideate

1 minute
Ideate 30 seconds
Ideate 10 seconds
Ideate

5 seconds
Ideate

4 seconds
Ideate

3 seconds
Ideate

1 seconds
IDEATE

TIME OUT!!!
6 Share your solutions & capture feedback. 8min (2 sessions x 4 minutes each)

Notes
5 Sketch at least 5 radical ways to meet your user’s needs. 4 min

6 Share your solutions & capture feedback. 8 min (2 sessions x 4 minutes each)

Notes
6 Share your solutions & capture feedback. 8min (2 sessions x 4 minutes each)
RESIST THE URGE TO DEFEND!!!
Ideate

START!!!
Ideate
5 minutes
Ideate

3 minutes
Ideate - 2 minutes
Ideate

1 minute
Ideate 30 seconds
10 seconds
Ideate 5 seconds
4 seconds
Ideate 3 seconds
Ideate 2 seconds
SWITCH!!!
Ideate

5 minutes
Ideate 4 minutes
IdeaTE

3 minutes
Ideate 2 minutes
Ideate 1 minute
Ideate 10 seconds
IDEATE

5 seconds
Ideate 3 seconds
Ideate 2 seconds
Ideate

TIME OUT!!!
7 Reflect & generate a new solution. 3min
Sketch your big idea, note details if necessary!
6 Share your solutions & capture feedback. 8min (3 sessions x 4 minutes each)

Notes

7 Reflect & generate a new solution. 3min

Sketch your big idea, note details if necessary!
7 Reflect & generate a new solution. 3min

Sketch your big idea, note details if necessary!
IDEATE

SKETCH AND DRAW!!!
IDEATE

START!!!
Ideate

3 minutes
Ideate

2 minutes
Ideate

1 minute
Ideate 30 seconds
Ideate

10 seconds
Ideate 3 seconds
Ideate 2 seconds
Ideate 1 seconds
TIME OUT!!!

Ideate
Prototype

8 Build your solution.
7 Reflect & generate a new solution. 3min

Sketch your big idea, note details if necessary!

8 Build your solution.
Prototype 8 Build your solution.
Prototype

Art materials are at the center!
Prototype

START!!!
Prototype 10 minutes
Prototype  5 minutes
Prototype 4 minutes
Prototype 2 minutes
Prototype

1 minute
Prototype 30 seconds
Prototype 10 seconds
Prototype

5 seconds
Prototype 4 seconds
Prototype 3 seconds
Prototype 2 seconds
Prototype

TIME OUT!!!
Test
9 Share your solution and get feedback.

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

? Questions...
! Ideas...

8min (2 sessions x 4 minutes each)
Test READY?!!
Test

4 minutes
Test 3 minutes
Test 2 minutes
Test

1 minute
Test 30 seconds
Test 10 seconds
Test 5 seconds
Test 4 seconds
Test 3 seconds
Test 2 seconds
Test 1 seconds
Test

SWITCH!!!
Test 3 minutes
Test

1 minute
Test 5 seconds
Test

4 seconds
TIME OUT!!!

Test
Reflection
How did engaging with a real person, testing with a real person, change the direction your prototype took?

What was it like showing unfinished work to another person?

How did the pace feel? Quick, iterative cycles -- how did that feel relative to how you normally work?
Design thinking is an iterative, self-directed process. Based on what you learned -- what would you go back and do next? What would you do over again?

What principle or tool would you infuse into your project this semester?
Shared Reflection
Who had a partner who created something that you really like?
Who sees something they are curious to learn more about?
Who wants to share their experience?
What part of the process felt most uncomfortable to you?
What part of the process felt most natural?
How did the time pressure impact your work?
How did it feel to show someone else unfinished work / work in such a low-resolution?
As a USER, how did you interact with your partner’s lowly-resolved prototype; how did the level of resolution impact your experience as a user?
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