

Empathize (10 min)

LEARN ABOUT THE USERS: (5 MIN)



NAME: Ram narayana  
Age : 27

GAIN INSIGHTS (5 minutes; group discussion + documentation)

What are their biggest pain points?

What do they need to accomplish / what is their goal?

What insight can YOU bring to the user experience, based on your experience / role?

Define (5 min)

WHAT IS OUR GUIDING QUESTION? (5 min; discussion + worksmith)

Remember: keep it open-ended and don't include your solution in the statement

How might we...

Explore (15 min)

PROBLEM TO SOLVE:

HOW MIGHT WE SOLVE THE ABOVE PROBLEM? (5 minute individual brainstorm)

Remember to think big and don't evaluate yet!

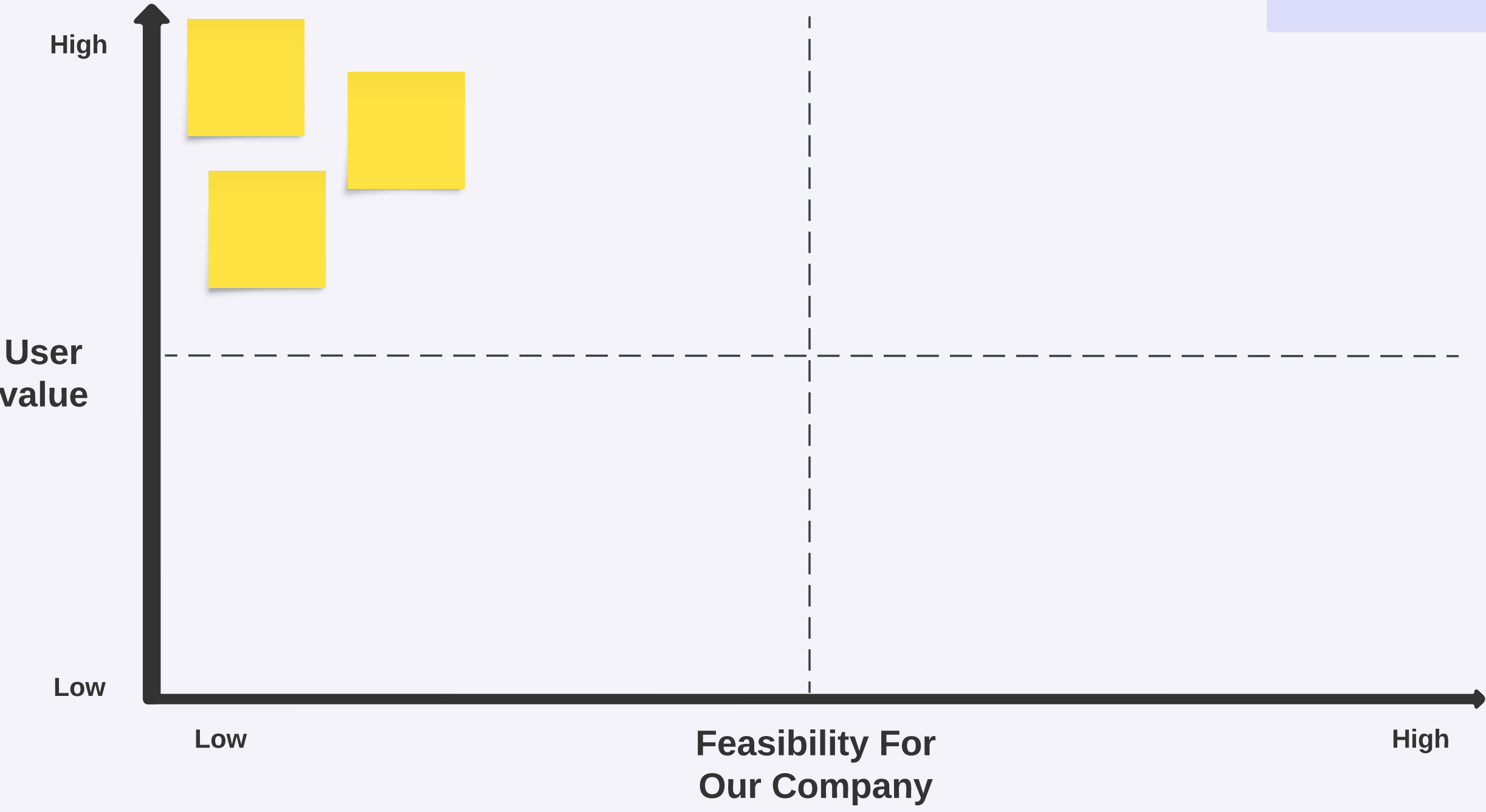


PUSH YOUR THINKING (5 minute individual brainstorm)

What if your assumptions changed? What if you didn't have any limitations?



PRIORITIZE YOUR IDEAS. CHOOSE A HIGH-VALUE IDEA TO PROTOTYPE (5 min)

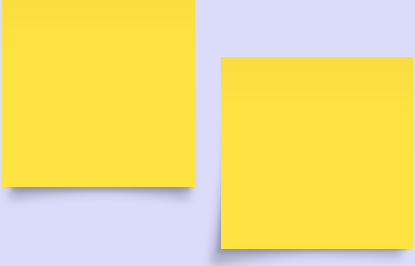


Chosen idea to prototype:

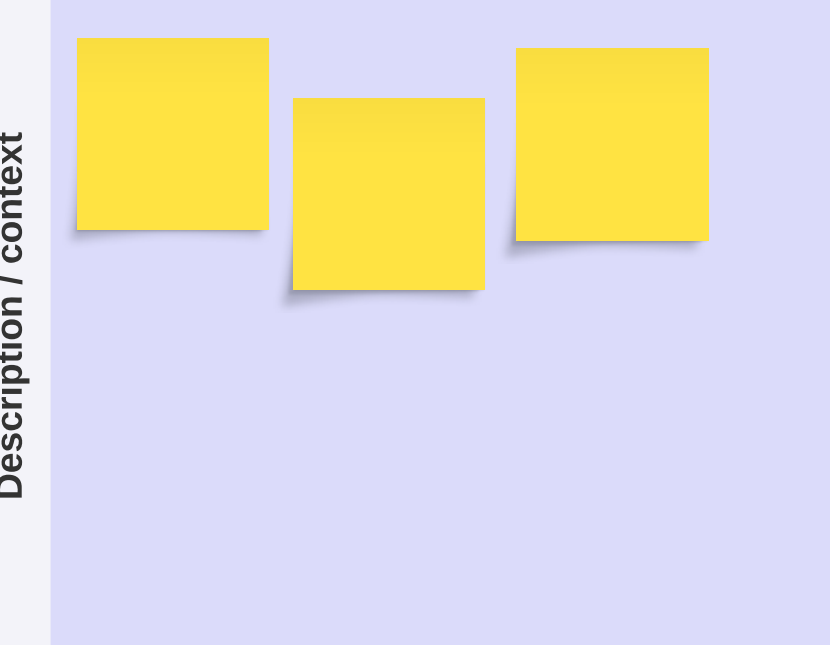
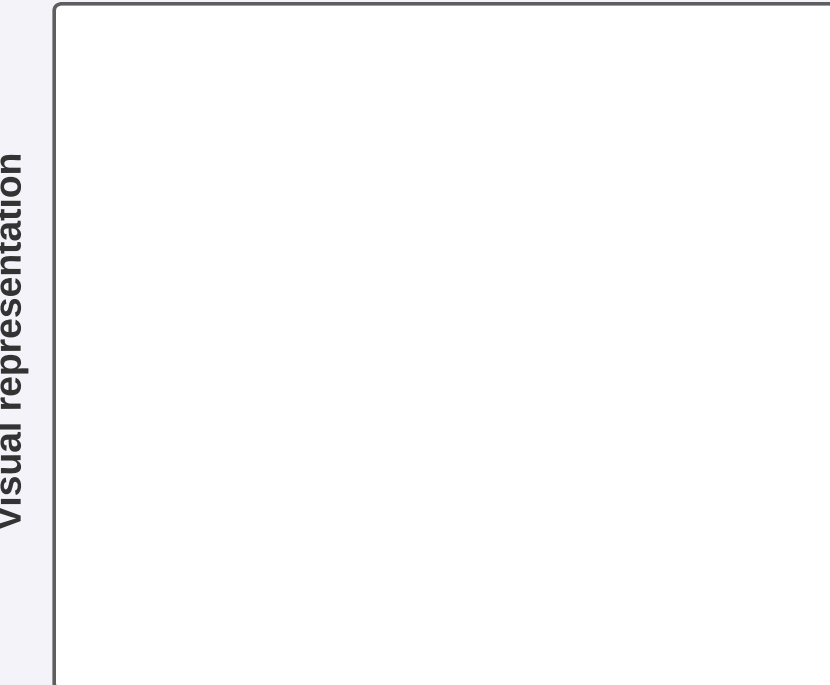
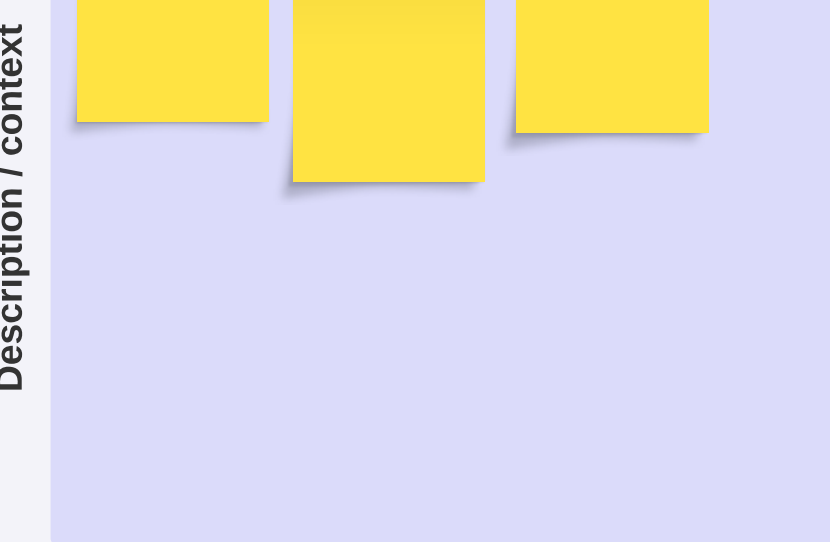
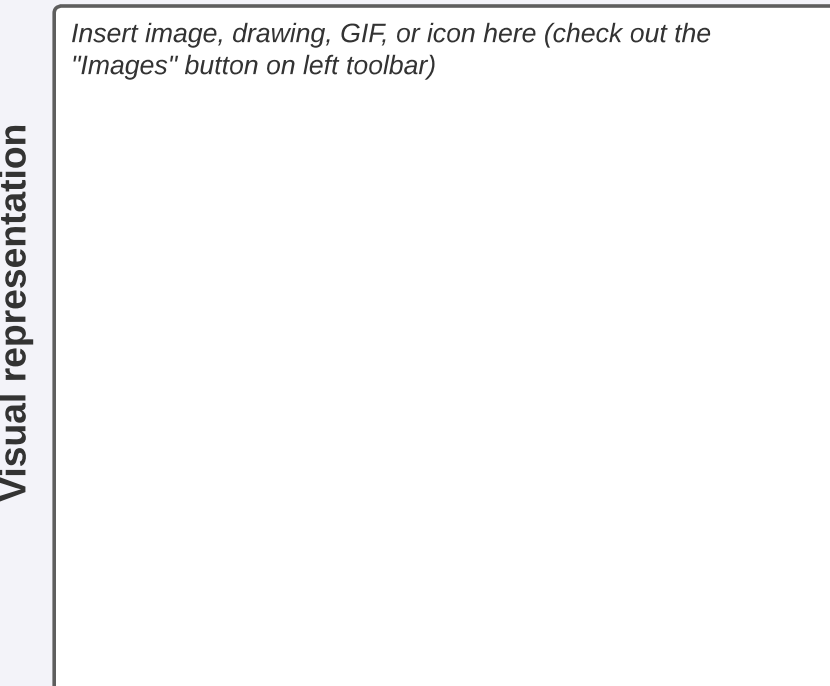
IDEA TO PROTOTYPE:

Prototype Round 1 (10 min)

Description of the idea / key points to include in prototype:



WHAT DOES IT LOOK LIKE IN ACTION?



Test (15 min)

PRESENT YOUR IDEA TO ANOTHER TEAM

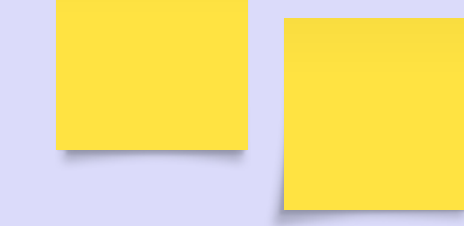
(6 min each team; 2 min for "pitch"; 4 min for feedback)

WHAT FEEDBACK DID THEY HAVE?

Prototype Round 2 (10 min)

IMPLEMENT THE FEEDBACK. PROTOTYPE AGAIN.

Description of the idea / key points to include in prototype:



WHAT DOES IT LOOK LIKE IN ACTION?

