

EMPATHIZE

Empathy is putting yourself in someone else's shoes.

It is important to understand the people for whom you are designing.

The problems you are trying to solve are rarely your own. In order to design for your users, you must build empathy for who they are and what is important to them.

01. INTERVIEW YOUR NEIGHBOR

Ask questions, listen, and take notes. Try not to make any assumptions.

Keep the conversation going by asking questions.

02. DIG DEEPER

Try scratching a little below the surface. Why have they made certain choices?

Are there any stories attached to anything you heard? What kind of emotions have they felt?

SYNTHESIZE

This is all about making sense of what you saw and heard.

This is where you unpack your empathy findings to uncover compelling needs and insights, and scope a specific and meaningful challenge to design for.

03. LOOK FOR INSIGHTS

Take a moment to reflect on the conversation you just had.

What works well for your partner? What factors contribute to a positive experience?

What doesn't work well? What factors contribute to a negative experience?

What did your partner say that surprised you?

04. FRAME THE PROBLEM STATEMENT

This is where you define what your challenge is. What have you learned from your interview that is a problem to solve or an opportunity to design for?

How might _____ (your partner's name)

have a commuting experience

that _____ (your partner's functional need)

and makes them feel _____? (your partner's functional need)

IDEATE

Ideation is a way of saying brainstorming. It's coming up with a lot of ideas.

You ideate in order to transition from identifying problems into exploring solutions for your user/s. The goal is to explore a wide solution space – both a large quantity of ideas and a diversity among those ideas.

05. GENERATE IDEAS

Sketch 3-4 concepts that meet your partner's needs (sometimes the crazier the better!)



01



02



03



04

06. CAPTURE FEEDBACK

Share these ideas with your partner and capture their honest feedback. What did they like? Did they have suggestions?

PROTOTYPE

Prototyping is creating small versions of your idea to bring it to life.

The goal of this step is the idea of '*building to think*'. By getting our users to interact with rough and rapid prototypes of our ideas, we can gain deeper empathy and insights around our challenge, and inspire new conversations about our vision.

07. MAKE IT REAL

Based on the feedback you received for your idea, try bringing it to life. That means, stop looking at this page and start building something! Your prototype could be anything from a physical object, to a skit or roleplay, to a storyboard, to a brochure, or to any combination of these.

Sketch out the next iteration of your idea taking into consideration the feedback you just got.

Think about : is your solution a product / service / digital experience / other? How do they discover it? What is the most important feature? How does it meet the needs or pain points or enhance your partner's experience?

FEEDBACK & ITERATE

This is about testing your prototype in the real world to learn and get feedback.

This is our chance to get feedback on our ideas in order to refine them and make them better. The design process can go through several iterations of prototyping and testing.

08. CAPTURE FEEDBACK

Capture your partner's honest feedback about your prototype. What worked for them? Did they have concerns? How would they improve what you've made?

What worked?

What didn't work?

What questions came up?

Ideas to improve your prototype!