



12th February, 2015

Design Thinking

Six Steps-ish

1. Empathize
 - Common ground
 - Similar memories
 - Family/ friends experiences
 - Imagination
 - Drama/Theatre
2. Define
 - Users
 - Problem
 - Possible solutions
 - Context
 - Constraints
3. Research - With rationale
4. Ideate
5. Prototype
6. Test
7. (Repeat)

In steps 1-3 you are learning and in steps 4-6 you are making; using the knowledge you gained in the first three steps.

Everything done is supported by rationale, and rationale is gotten from knowledge.

Quick usefulness

- Ideas are cheap

Take Homes

1. Terms:

Design Insights

Iteration

Rationale

2. Ideas are cheap

Homework

1. For your selected project, conduct your interview with 5-7 real participants

Deliverable:

Your data (Bring it to class)

2. Try to make design insights from your experience

Deliverable:

Email Sam three design insights by Wednesday night.