

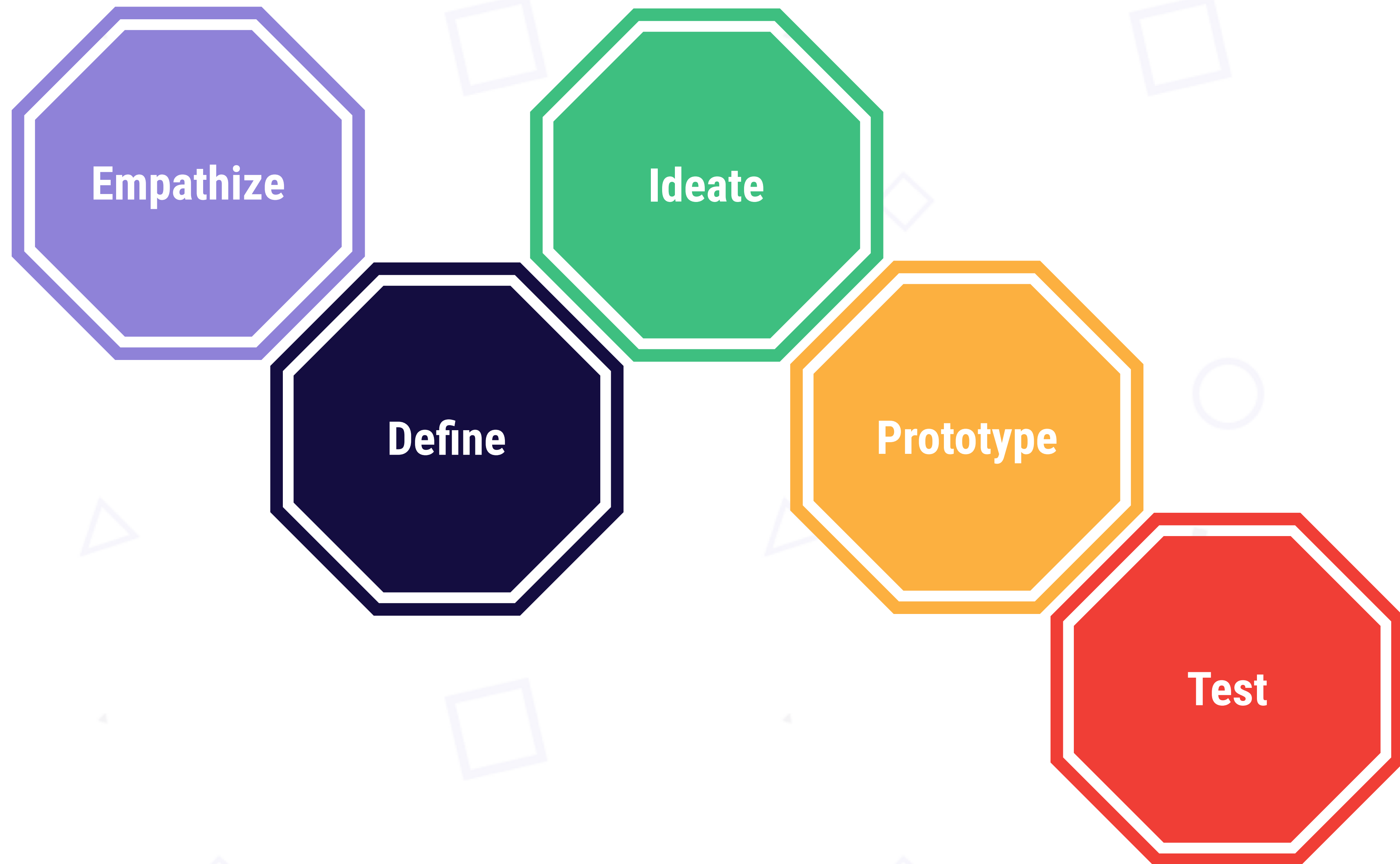
Mission:

Redesign the morning routine

Brief:

How might we improve our partner's morning routine, to
help them feel like their mornings are more impactful
and/or less chaotic.









Learn about the audience you're designing for.

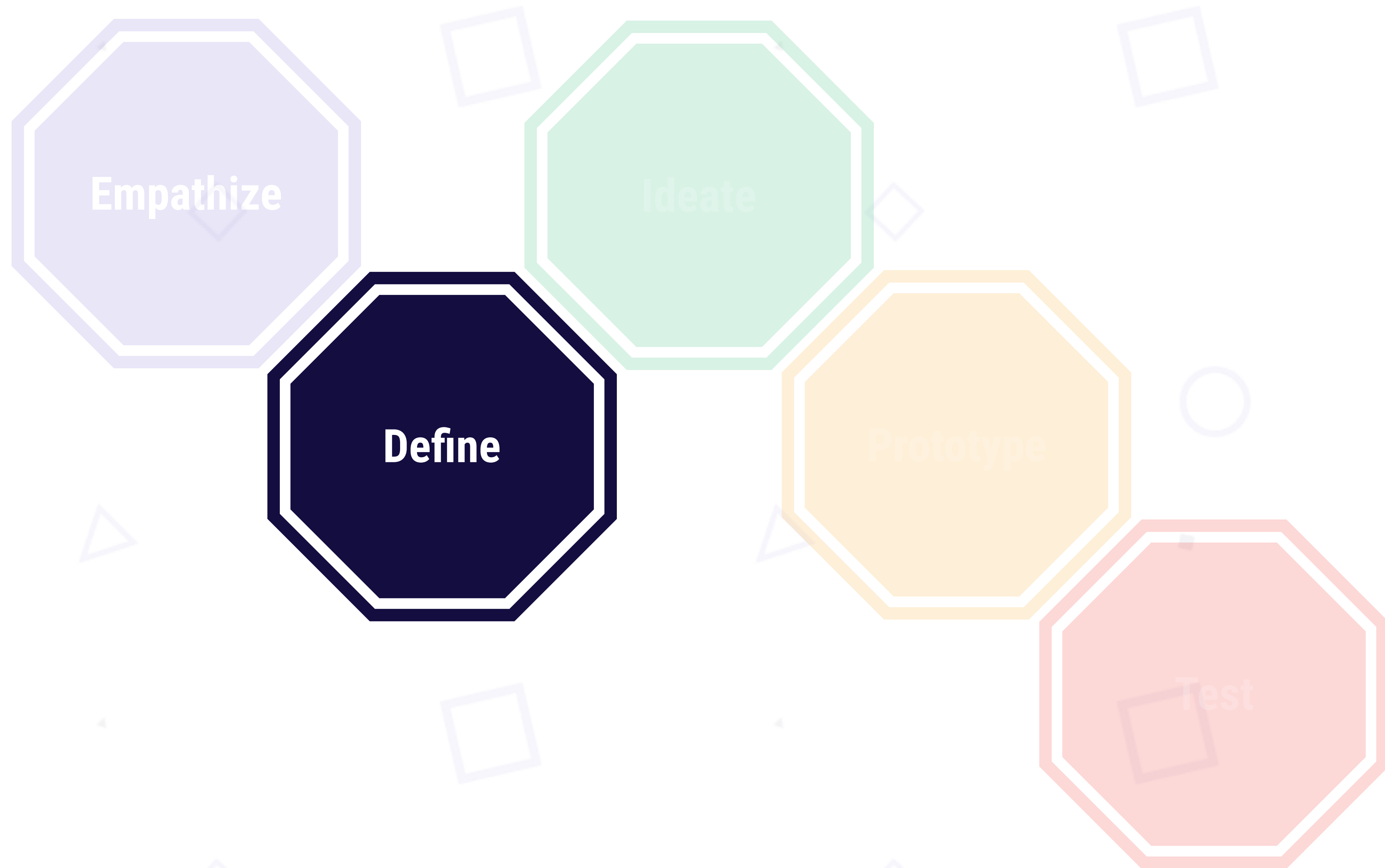
Who is my user?
What matters to that person?

1) Interview

(4 minutes each)

2) Dig Deeper

(4 minutes each)



Create a point of view based on insights.

What does my user need?
What does my user want?



3) Capture Findings

(4 minutes each)

Needs (*things they are trying to do; generally verbs*)

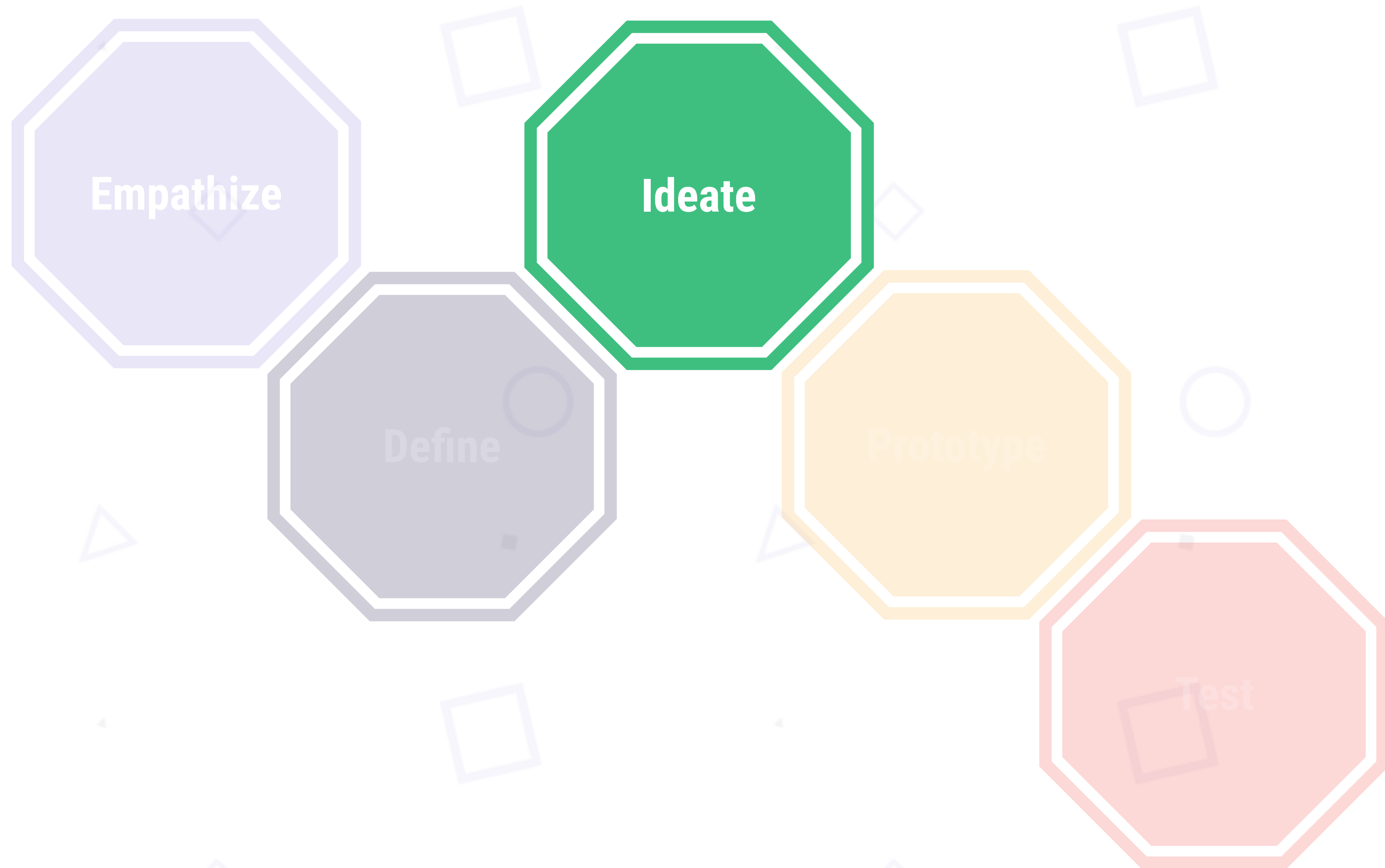
Insights (*unexpected learnings about your partner's feelings/worldview to leverage in your designs*)

4) Define problem statement

(4 minutes each)

Craft a problem statement (User + need + statement)

Redefine into an actionable story (How might we...)



A large green octagonal graphic with a white border, positioned on the left side of the slide.

**Brainstorm to come up with as many
creative solutions as possible.**

Think forward to the future.
Wild ideas are encouraged!

5) Sketch 5+ radical solutions

(5 minutes)

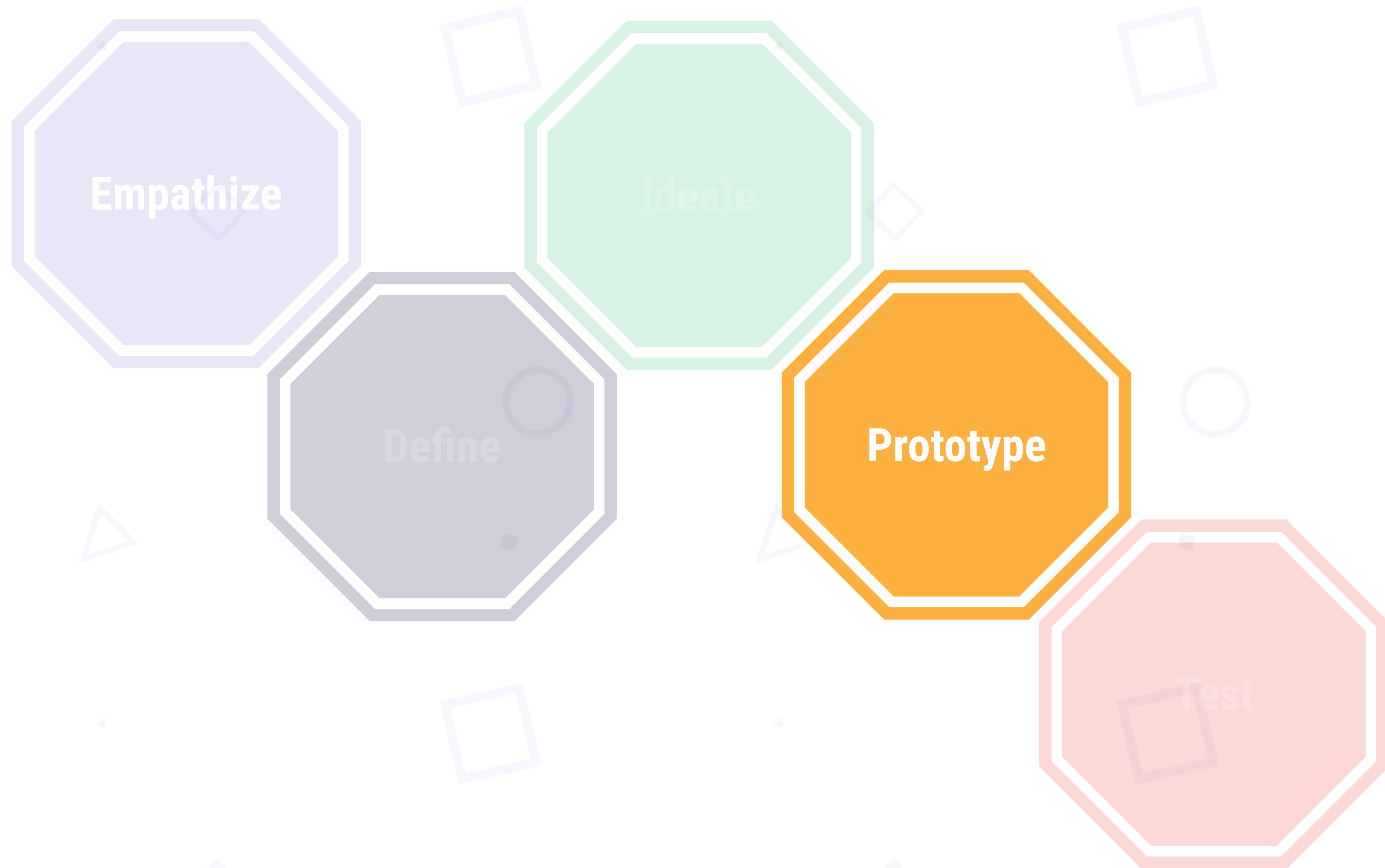
6) Share Solutions & Gather Feedback

(3 minutes each)

My partner thought...

7) Reflect & Sketch A New Solution

(3 minutes)



Build a visual representation of one of your ideas.

How can I show my idea?

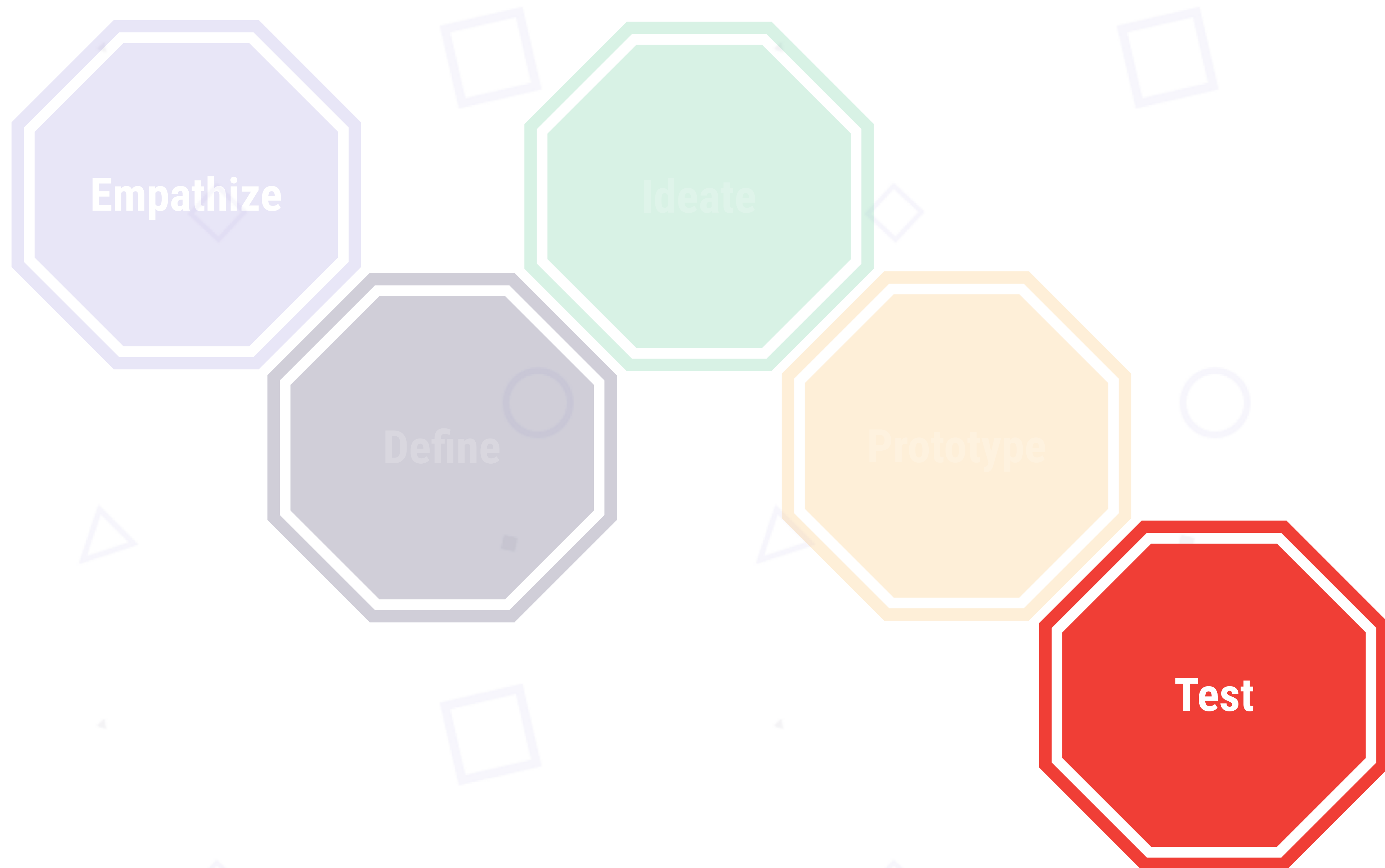
How can I share my idea?




8) Build A Physical Prototype

(10 minutes)







Share your solution & get feedback.

What worked?
What didn't work?

9) Share Your Solution & Get Feedback

(5 minutes each)

<p>What worked...</p>	<p>What can be improved...</p>
<p>Questions...</p>	<p>Ideas...</p>



Next Steps

- Keep getting feedback!
- Define success!
- Measure and evaluate!
- Create a roadmap & pilot.
- <http://www.designkit.org/methods>



Resources

- <http://www.designkit.org/>
- <https://dschool.stanford.edu/resources/>
- <https://www.ideo.com/>
- <https://www.plusacumen.org/courses/introduction-human-centered-design>
- <https://www.plusacumen.org/courses/prototyping>

