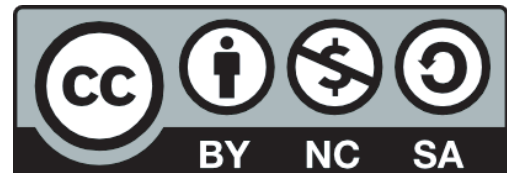


# An Introduction to Design Thinking

In One Hour



# Design the IDEAL story with regards to news trust.

Draw 3min

Sketch your idea here!

Your NEW mission: Design something useful and meaningful for your partner.  
Start by gaining empathy.

## 1 Interview

8min (2 sessions x 4 minutes each)

Notes from your first interview

Switch roles & repeat Interview

## 2 Dig Deeper

6min (2 sessions x 3 minutes each)

Notes from your second interview

Switch roles & repeat Interview

# Reframe the problem.

3 Capture findings 3min

Goals and Wishes:

What is your partner trying to achieve?

\*use verbs

Insights: New learnings about your partner’s feelings and motivations. What’s something you see about your partner’s experience that maybe s/he doesn’t see?\*

\*make inferences from what you heard

4 Take a stand  
with a point-of-view 3min



partner’s name/description

needs a way to

user’s need

because (or “but . . .” or “Surprisingly . . .”)

[circle one]

insight

Ideate: generate alternatives to test.

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



write your problem statement above

6 Share your solutions & capture feedback. 10min (2 sessions x 5 minutes each)

Notes

Iterate based on feedback.

7 Reflect & generate a new solution. 3min

Sketch your big idea, note details if necessary!

# Build and test.

## 8 Build your solution.

Draw something your partner can react to!

7min

## 9 Share your solution and get feedback.

+ What worked...

- What could be improved...

? Questions...

! Ideas...

8min (2 sessions x 4 minutes each)