

## **Design the IDEAL Personal Webpage**

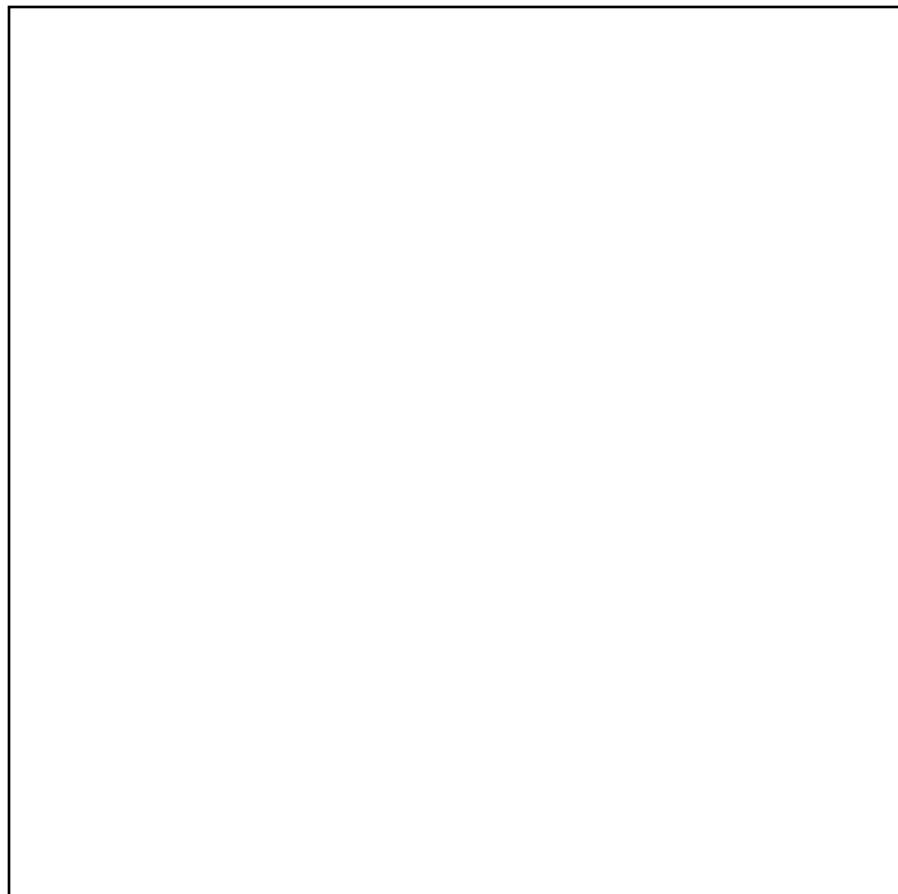
**Draw** (3 mins) – sketch your idea in the box below:



Your NEW Mission: **Design something useful and meaningful for your partner.**

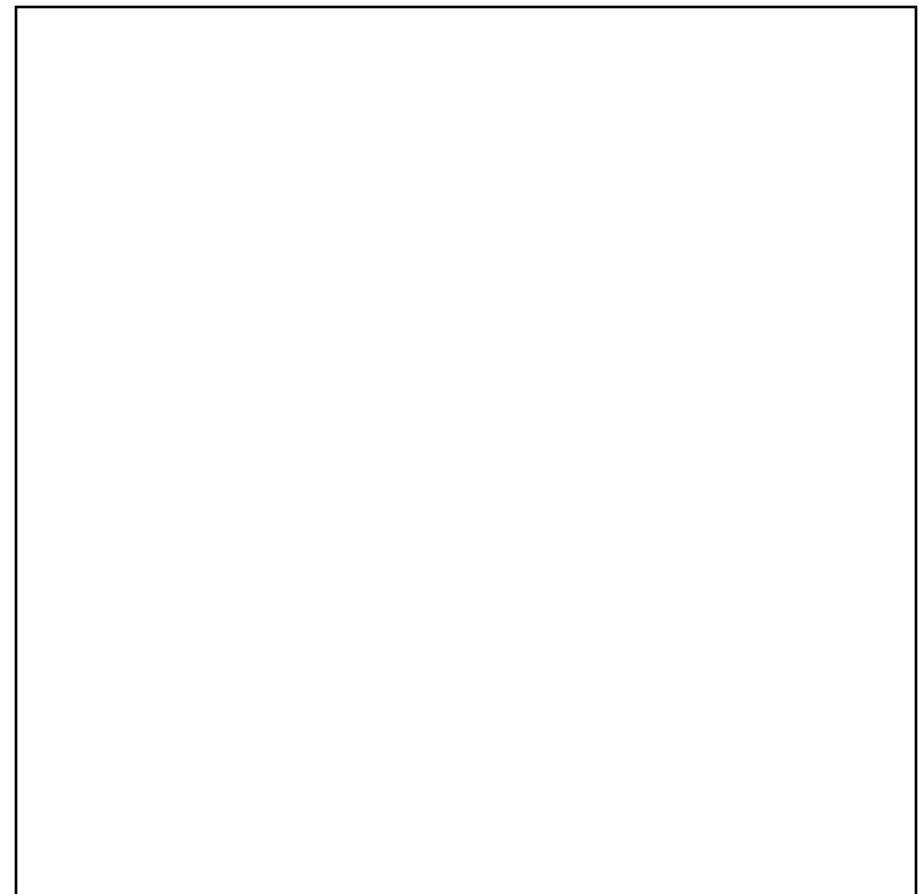
**Start by gaining empathy.**

**1. Interview – 6 mins (2 sessions x 3 mins each)**

A large, empty rectangular box with a thin black border, intended for notes or sketches during the first interview session.

**Switch roles and repeat interviews**

**2. Dig Deeper – 6 mins (2 sessions x 3 mins each)**

A large, empty rectangular box with a thin black border, intended for notes or sketches during the second interview session.

**Switch roles and repeat interviews**

## Reframe the Problem

### 3. Capture Findings – 3 mins

#### **Goals and Wishes:**

What is your partner trying to achieve? Use verbs

**Insights:** New learning about your partner's feelings and motivations. What is something you see about your partner's experience that may be s/he does not see?

\*Make inferences from what you have heard

### 4. Take a Stand with a point of view – 3 mins

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partners name and description

needs a way to \_\_\_\_\_  
user's need

because (or “but...” or “surprisingly...”) \* circle one

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insight

## Ideate: generate alternatives to test.

**5. Sketch at least 4 *radical* ways to meet your user's needs. 5 mins.**

Write your problem statement above

**6. Share your solution and capture feedback. 4 mins (2 sessions x 2 minutes each)**

Notes

Switch roles and repeat sharing

## **Iterate based on feedback.**

**7. Reflect and generate a new solution. 3 mins**

Sketch your big idea, note details if necessary!

## **Build and test.**

### **8. Build your wireframe – 5 mins**

Use a tool to create a wireframe

### **9. Share your solution and get feedback – 6 mins**

(2 sessions x 3 minutes each)

**+ What Worked...**

**- What could be improved...**

**? Questions...**

**! Ideas...**