

Draw

Sketch your idea here!

Start by gaining **empathy**.

1 Interview

Notes from your first interview

Switch roles & repeat Interview

2 Dig deeper

Notes from your second interview

Switch roles & repeat Interview

Reframe the problem.

3 Capture findings

needs: things they are trying to do*
*use verbs

insights: new learnings about your partner's feelings/
worldview to leverage in your design*
*make inferences from what you heard

4 Define problem statement

 _____
name

needs a way to _____ .
user's need

Unexpectedly, in his/her world,

insight

Ideate: generate alternatives to test.

5 Sketch 3-5 *radical* ways to meet your user’s needs.



write your problem statement above

6 Share your solutions & capture feedback.

Notes

Iterate based on feedback.

7 Reflect & generate a new solution.

Sketch your big idea, note details if necessary!

Build and test.

8 Build your solution.

Make something your partner can interact with!

[not here]

9 Share your solution and get feedback.

+ What worked...

- What could be improved...

? Questions...

! Ideas...