

# TRANSFERABLE SKILLS I

## *Design Thinking* Module

2025.2026

lesson 2

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## **2.1 EMERGENCE PHASE**

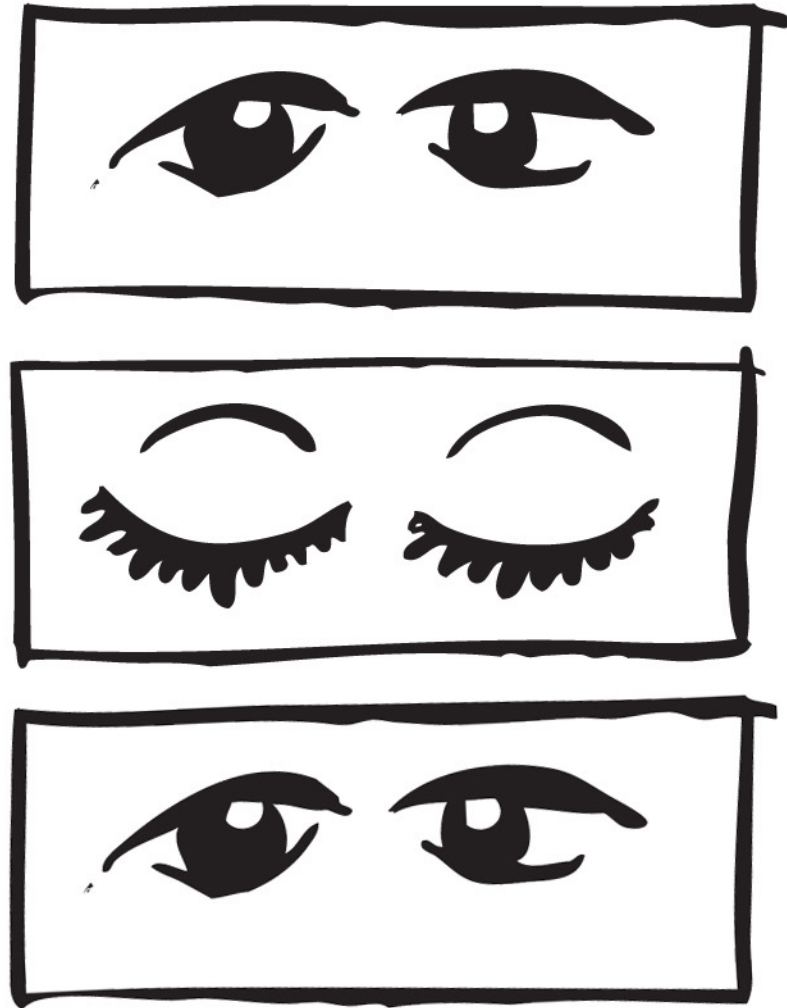
Benchmarking  
Intent Statement

## **2.2 EMPATHY PHASE**

Interviews  
Empathy map

EXERCISE

**how long can you  
hold on  
without blinking?**



A young boy is running through a field of tall grass. He is wearing a red t-shirt, khaki shorts, white socks, and dark sneakers. He has a black aviator helmet with goggles on his head. His arms are outstretched to the sides, and he is looking upwards with a joyful expression. The background is a vast field of green grass under a blue sky with scattered white clouds. A large, semi-transparent orange circle is overlaid on the right side of the image, containing the text "there is no box".

**there is  
no box**

A close-up photograph of a person's hands, wearing white work gloves, operating a red cordless power drill. The drill is positioned horizontally, and its metal drill bit is shown drilling into a light-colored wooden surface. The person's left hand is on the trigger, and their right hand is on the side handle. A black wristband is visible on the right wrist. The background is blurred, showing more of the wooden structure.

**“customers  
don’t want a  
perfect drill,  
they want a  
perfect hole”**



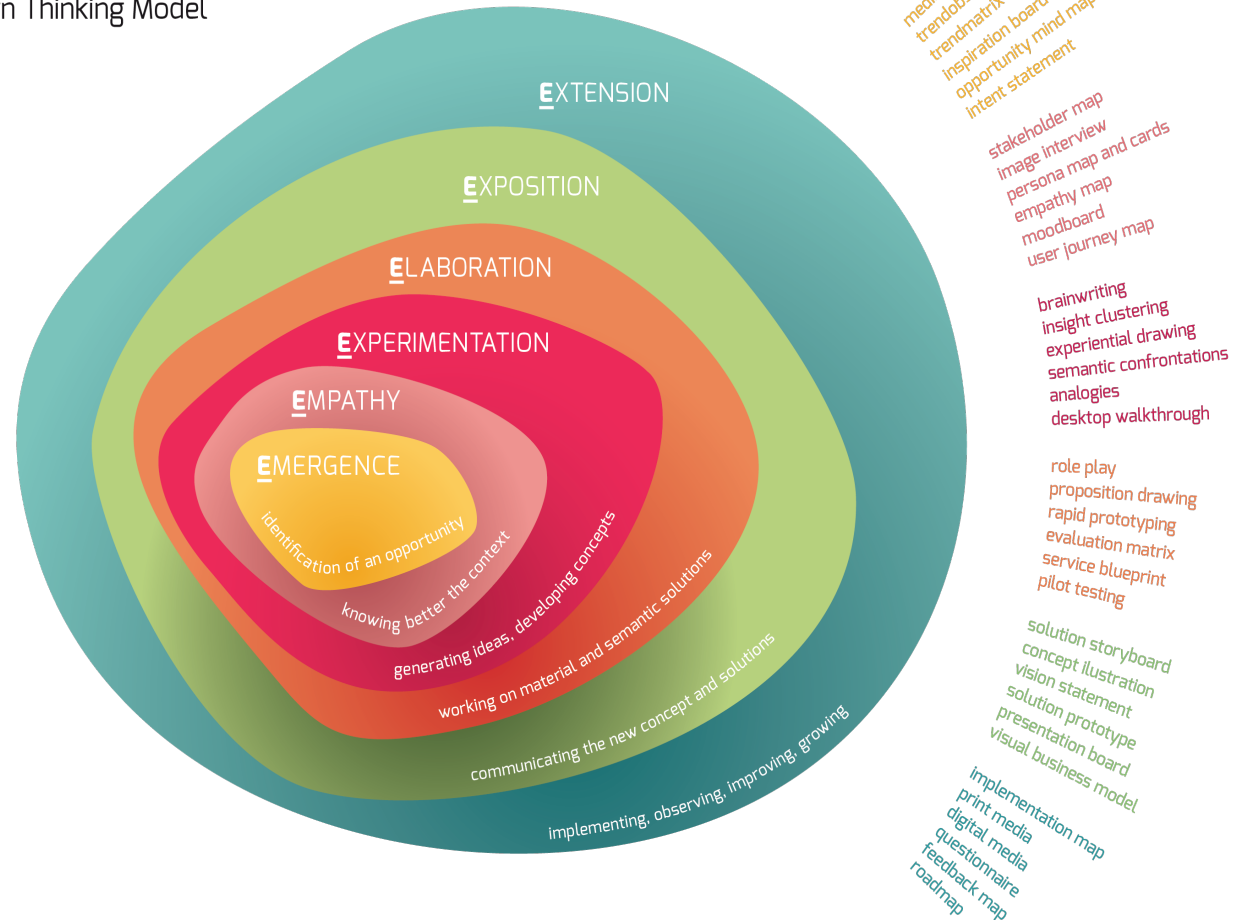
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# DESIGN THINKING MODELS

### E6<sup>2</sup> Model

## EVOLUTION 6<sup>2</sup>

Mindshake Design Thinking Model



**MIND  
SHAKE**

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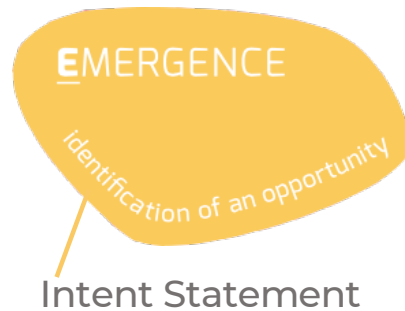


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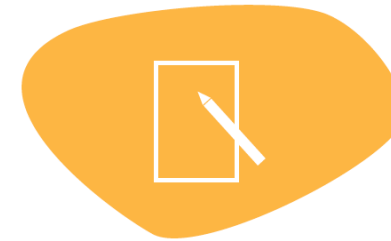
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### E6<sup>2</sup> Model

#### Emergence phase



#### INTENT STATEMENT



*formulation of the  
intention to innovate,  
based on the identification  
of opportunities*

define the starting point of the  
project

give directions to the following  
process

inform stakeholders

EMERGENCE

## Lesson 2

### E6<sup>2</sup> Model

#### Emergence phase

##### EMERGENCE

Identification of an opportunity

Intent Statement

MIND  
SHAKE

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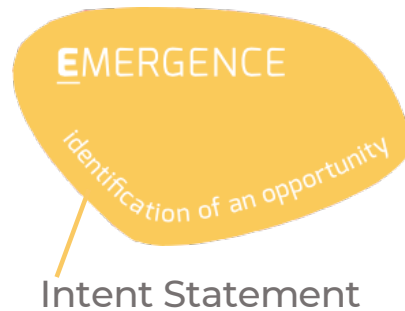




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### E6<sup>2</sup> Model

#### Emergence phase



#### TEMPLATE

**PROBLEM** Change the thinking about and the approach to the violence problem from one of suppression, punishment, and incarceration, to one of changing behavioural and social norms associated with violence

**AUDIENCE** Prioritize not only the high-risk, but also on the low-risk, those whose lives have been directly or indirectly impacted by violence.

**FAILURES** Prior efforts to contain violence have been based on the principal of punishment: incarceration, gun control, dry state, etc.

**NEW VALUE** The idea that violence is a behaviour that can be changed: an interesting parallel between epidemiology and the spread of violence that uses top down as well as bottom up processes to reduce violent incidents.

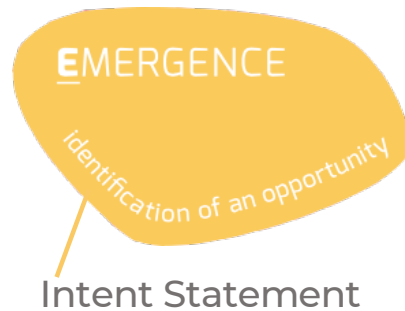
**OPPORTUNITY** Inspire and change behaviour through the use of a unique campaign that communicates a radical ideology by bridging the communication gap between the low-risk and the high-risk groups.

**RISK** The creation of a campaign lacking in energy/ gets a negative media response/unanticipated backlash.

## Lesson 2

### E6<sup>2</sup> Model

#### Emergence phase



#### EXAMPLE

**PROBLEM** Fascism or similar is growing fast

**AUDIENCE** General public? young generation (12-15 years old)? Media & communication platforms?

**FAILURES** lacked coordination? failed to address underlying socio-economic drivers? struggled to counter the speed and scale of modern propaganda?

**NEW VALUE** foster informed participation? strengthen democratic norms? undermine fascist narratives before they gain traction?

**OPPORTUNITY** Digital platforms, ...?

**RISK** initiatives risk becoming isolated projects rather than part of a unified movement? fail to engage marginalized or hard-to-reach communities? platforms censorship or algorithm bias? civic engagement may encounter resistance due to prejudices, distrust, or cultural misunderstandings? insufficient sustained funding and human resources? overemphasis on reactive measures or immediate results can overlook systemic drivers? provoke backlash, amplifying extremist narratives or hardening opposition?

| Initiative   | Approach                            | Target Audience                                  | Key Actions  | Achievements   | Limitations  |
|--|-------------------------------------|--|--|--|--|
| <b>Golden Dawn Trial (Greece, 2015–2020)</b>                         | Legal prosecution                   | Government institutions, citizens, civil society | Criminal investigation, prosecution of far-right leaders, court trials, public mobilization            | Conviction of top leaders; dismantling of Golden Dawn as a formal political force  | Long trial process; rise of underground extremism; need for sustained vigilance          |
| <b>Antifascist Europe Network</b>                                    | Collaborative research & monitoring | Activists, NGOs, journalists, policymakers       | Data collection on far-right networks, publications, collaboration between European antifascist groups | Centralized knowledge hub; strengthened transnational antifascist coordination     | Limited direct action; dependent on volunteer contributions; requires continuous funding |
| <b>Youth Development Programs<br/>Countering Fascist Recruitment</b> | Prevention & education              | Youth at risk, educators, community leaders      | Educational programs, workshops, mentoring, counter-narrative campaigns                                | Reduced fascist recruitment in targeted communities; empowered youth participation | Local scope; requires sustained funding; scaling challenges                              |

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# DESIGN THINKING MODELS

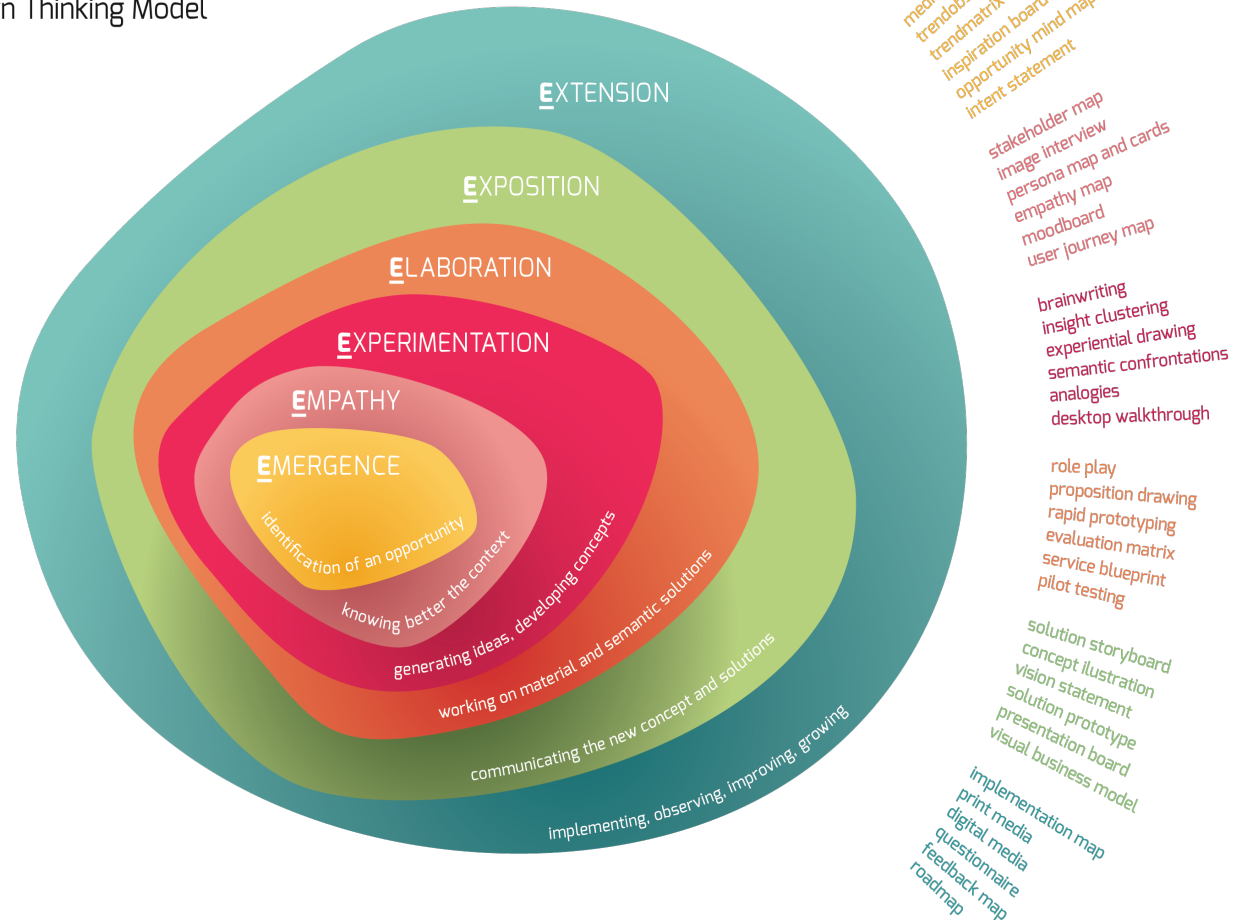
### E6<sup>2</sup> Model

**MIND  
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# EVOLUTION 6<sup>2</sup>

## Mindshake Design Thinking Model



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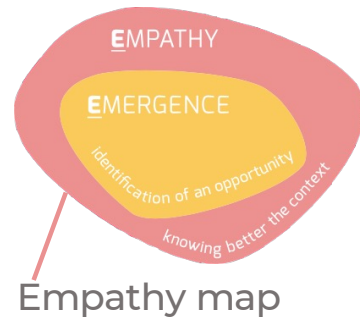


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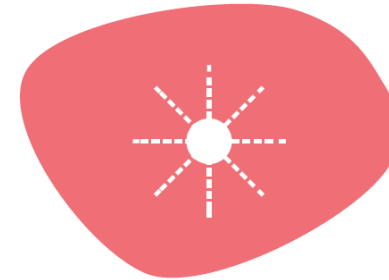
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### E6<sup>2</sup> Model

#### Empathy phase



#### EMPATHY MAP



*developing the profile  
of a typical user*

build empathy

find details about the users'  
behaviour and values

identify patterns

EMPATHY

## START WITH PEOPLE

If you hadn't walked in my shoes, you wouldn't know what they truly felt like.

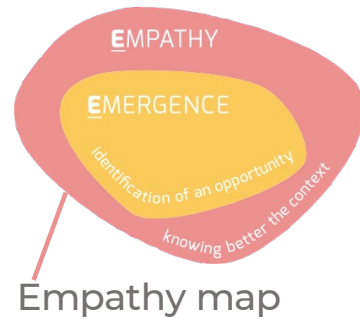




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### E6<sup>2</sup> Model

#### Empathy phase



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### WORK FOR NEXT WEEK



Create an **BENCHMARKING** around the assigned problem containing at least 3 previous projects. Identify failures, limitations, gaps & opportunities.



Formulate the problem by writing the **INTENT STATEMENT**



Interview at least 3 potential users. Summarize users' perceptions into an **EMPATHY MAP**