DESIGN THINKING + RAPID PROTOTYPING

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SKETCH YOUR IDEA. 5 MINUTES.

INTERVIEWS. 4 MINUTES EACH.

List major activities, behaviors, and pain-points in your partner's experience.

DIG DEEPER. 3 MINUTES EACH.

Ask "why." Go for story. Understand your partner's underlying motivations.

GENERATE POINT-OF-VIEW STATEMENTS. 3 MINUTES.

As many as you can.

partner:

needs a way to:

because (or "but" or "surprisingly"):

SKETCH AT LEAST FIVE RADICAL WAYS TO MEET YOUR PARTNER'S NEED. 5 MINUTES.

Your problem statement:

Radical solutions:

GET FEEDBACK. 5 MINUTES EACH.

Get feedback from your partner on your sketched out design ideas.

GET FEEDBACK. FOUR MINUTES EACH.

What's working?

What could be improved?

New questions:

New ideas to explore:

BRAINSTORM WAYS TO IMPLEMENT DESIGN THINKING IN THE NEXT 2 MONTHS.

If I had a billion dollar budget I would…

Who else should be involved?

For very little budget I could….

What should I do to get started?

THANKS!

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