

# Session 01

## Introduction to Design Thinking : The Ideal Wallet

### Session Overview

In this session, students will gain an understanding of the importance of design thinking and learn how to approach complex problems by applying it. They will further explore the human-centred design thinking approach to develop a new wallet design that meets the needs and preferences of its users. We will start by defining the problem, understanding the user's needs, brainstorming ideas, and prototyping the design.

### Session Objectives

1. Understand the principles of design thinking methodology and how it can be applied to develop innovative solutions for real-world problems.
2. Identify the needs and preferences of users and using empathy to create a wallet design that meets their needs.
3. Develop critical thinking and problem-solving skills by brainstorming and prototyping various design concepts.
4. Enhance creativity and collaboration skills by working in teams to develop the ideal wallet design.
5. Improve presentation and communication skills by effectively communicating the design concept and its benefits to others.
6. Learn how to receive and provide constructive feedback on the wallet design, which helps to improve the design and refine ideas

### Session Introduction

Design thinking is a problem-solving approach that focuses on understanding the needs and desires of the end user to create innovative and user-centric solutions. Applying design thinking principles to the creation of a wallet involves empathizing with the users, defining their needs, ideating possible solutions, prototyping and testing them, and iterating based on user feedback.

### Warm Up

- » Divide the class into pairs. You have two minutes...introduce yourself to your partner.
- » Now, introduce your partner to the group by sharing one interesting fact they told you.
- » SWITCH

## What you will need?

1. Paper and pens for taking notes and sketching out design ideas.
2. Sticky notes for organizing thoughts and ideas during brainstorming sessions.
3. Markers, coloured pencils, or crayons for sketching and prototyping the wallet design.
4. Cardboard, foam board, or other lightweight materials for creating physical prototypes of the wallet.
5. Sustainable and eco-friendly materials such as recycled paper and fabric.
6. Beads, ribbons and other decorative materials for incorporating different textures and designs.
7. Rulers, scissors and rotary cutters for precise cutting and measuring.



You will be provided with a space to sketch out your ideal wallet design. Use your imagination to come up with a design that is not only functional but also stylish and convenient to use.

### ● Sketch Your Ideas Here!



### How was this Experience? What were the challenges?



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**Were you confused or stuck? Do you think the one you have sketched is the ideal wallet that will be liked by everyone?**

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That was a typical problem-solving approach, taking on a given problem, working using your own opinions and experience to guide you, and with a solution in mind to be designed.

Let's try something else—a human-centred design thinking approach. Quickly pair-up with a partner and continue the activity.

**Design something useful and meaningful for your partner.**  
**Start by gaining empathy.**

### **1. Interview**

**10 min** (2 rounds of 5 min each)

Your challenge is to design something useful and meaningful to your partner. The most important part of designing for someone is to gain empathy for that person. One way to do this is to have a good conversation.

Here is what you will do!

Partner A will have four minutes to interview Partner B, and then you will switch and Partner B will interview Partner A for four minutes.

Hints:

As a starting point, ask your partner to walk you through the contents of their wallet.

When do they carry their wallet? Why do they have a particular card in there? What do the things in their wallet tell you about their life?

Try asking questions not just to understand the need but also to know the likes and dislikes in general.

● Record your interview notes here!



*Switch roles after 5 min and repeat the interview*

## 2. Dig deeper

**6 min** (2 rounds of 3 min each)

Now, it's time to follow up on things that intrigued you during the first interview. Try to dig for stories, feelings, and emotions.

Ask 'WHY?' often – at least for four consecutive answers. For a moment, forget about the wallet, and find out what's important to your partner.

*Why does he/she still carry a picture of him/her? When was a time he/she carried a lot of cash? What does he/she remember most about his/her first paying job?*

● Record your interview notes here!



*Switch roles after 5 min and repeat the interview*

## Reframe the problem.

### 3. Capture Findings

4 min

Now, gather your learning into two groups: your partner's goals and wishes, and insights you discovered.

Use verbs to express the goals and wishes. These are his/her needs related to the wallet and life. Think about both physical and emotional needs.

For example: maybe your partner needs to minimize the number of things he/she carries or he/she is a travel enthusiast and might want a wallet/handbag that has more space to accommodate things.

Insights' are discoveries that you might be able to leverage when creating solutions.

*For example, you might have discovered the insight that your partner uses UPI payment a lot and uses a wallet only to carry cards. Or, that he/she sees a wallet as a reminder and organizing system, not a carrying device. These insights help you to plan and ideate the right kind of design even though your partner didn't explicitly mention it.*



#### Goals and Wishes:

#### What's 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 she/he doesn't see?\**

*\*make inferences from what you heard*



#### 4. Take a stand with a point-of-view

5 min

This is your point of view. Take a stand by specifically stating the meaningful challenge you are going to take on. This is the statement that you're going to address with your design, so make sure it's actionable! It should feel like a problem worth tackling!

You may use the format given below!

\_\_\_\_\_ needs a way to  
(Partner's name)

\_\_\_\_\_ (User's Need)

because (or "but . . ." or "Surprisingly . . .")  
(circle one)

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

(Insight)

Read the following example: James needs a way to secure all this stuff in his bag while travelling because he is afraid of losing or forgetting them while he is on a trip.



## 5. Draft a problem statement

5 min

Rewrite the problem statement in your own words. Remember problem statement should have three things!

1. The User
2. User's Need
3. Insight.

 **Write Here!**

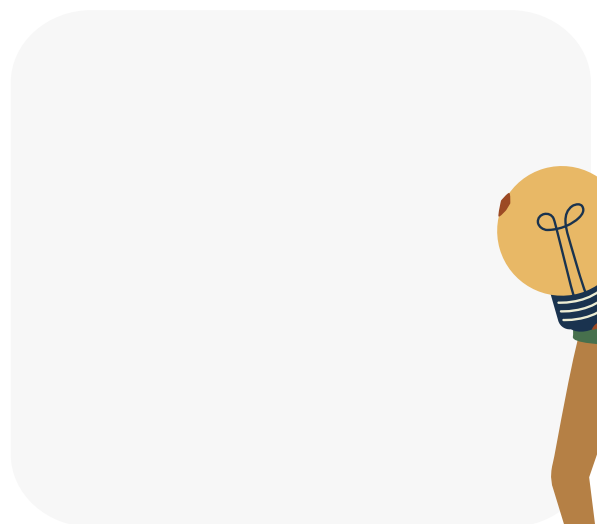
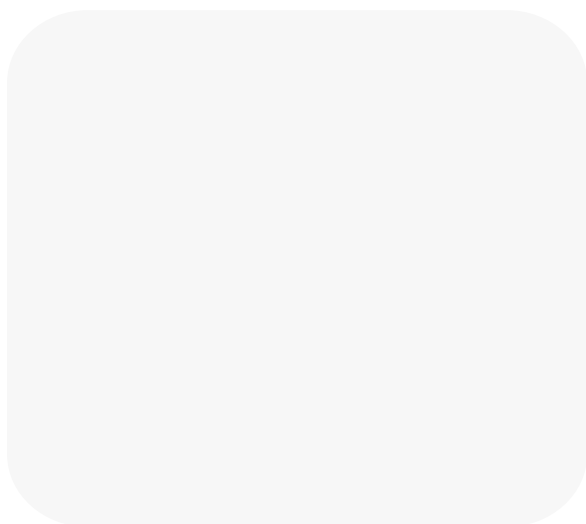
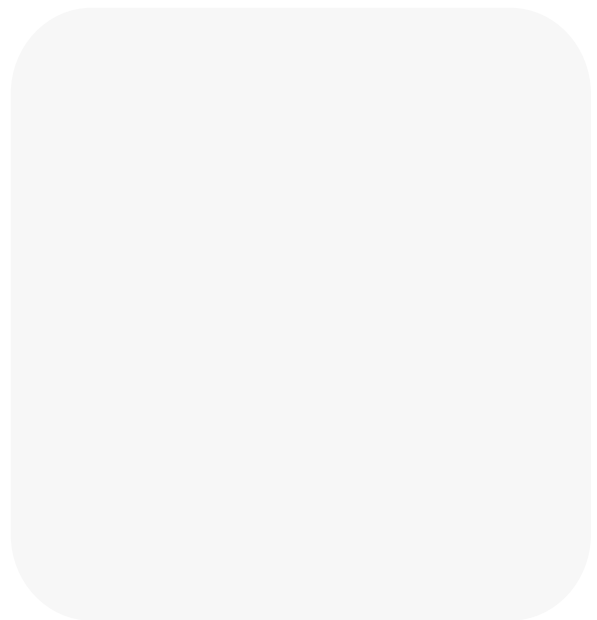
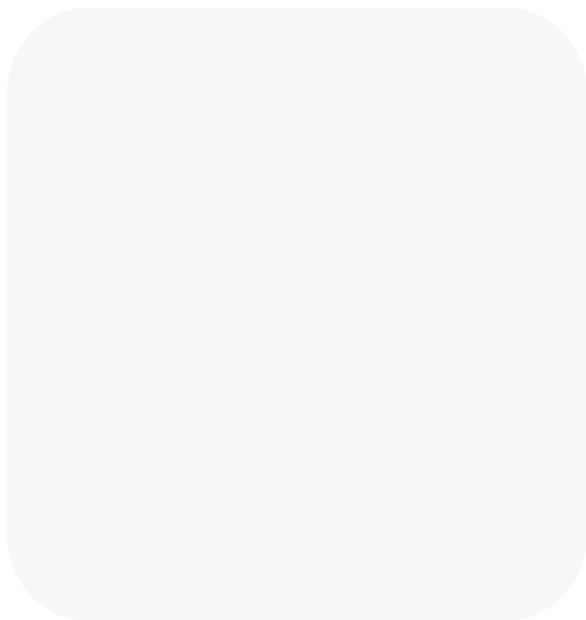
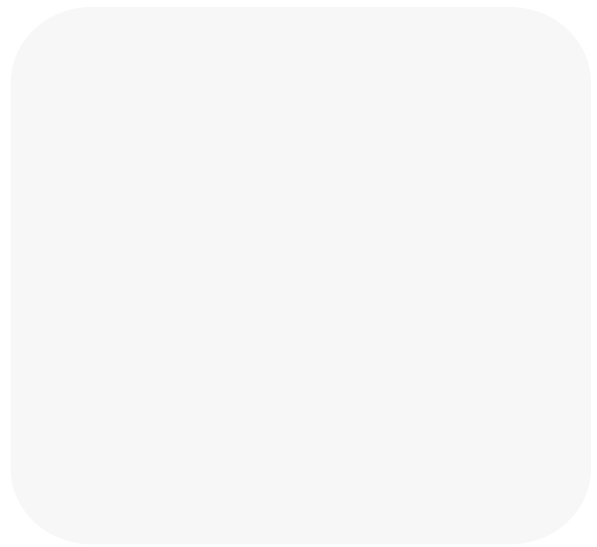
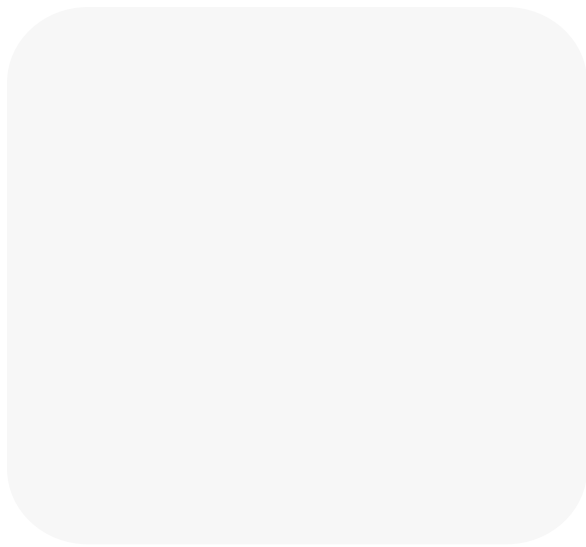
## Ideate: Generate alternatives to test

### 6. Sketch at least 6 radical ways to meet your user's needs.

10 min

This is time for idea generation, not evaluation—you can evaluate your ideas later.







## 7. Share your solutions & capture feedback.

**10 min (2 sessions of 5 min each)**

Now it's time to share your sketches with your partner!

Partner A, should share your sketches with Partner B first, and then switch after 5 minutes."

Note down the likes/dislikes and builds on the idea, and also listen for new insights. Spend the time listening to your partner's reactions and questions.

This is not just about validating your ideas. Fight the urge to explain and defend your ideas. This is another opportunity to learn more about your partner's feelings and motivations.

● **Write Here!**



## Iterate based on feedback.

### 8. Reflect and generate a new solution

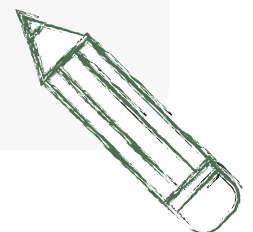
10 min

Now, take a moment to consider what you have learned both about your partner and about the solutions you generated. From this new understanding of your partner and his or her needs, sketch a new idea. Try to provide as much detail and colour around your idea as possible.

How might this solution fit into the context of your partner's life?

When and how might they handle or encounter your solution?

#### ● Sketch Your Big Idea, and Note Details if Necessary



## Build and Test.

### 9. Build your solution.

20 min

Create a physical prototype of your solution. MAKE something that your partner can engage and interact with. If your solution is a service or a system, create a scenario that allows your partner to experience this innovation. Use whatever materials are available to you—including space!

### 10. Share your solution and get feedback.

10 min

Now you're going to have the opportunity to share your prototype with your partner. Validation of the prototype is not the point—it should be an artefact that facilitates a new, targeted conversation.

When you test, LET GO of your prototype, physically and emotionally. Your prototype is NOT PRECIOUS, but the feedback and new insights it draws out are! Jot down things their partner liked and didn't like about the idea, as well as questions that emerged and new ideas that came up.

● What Worked?



● What Could be Improved?



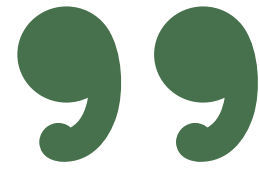
● Questions



● Ideas!



# Design Thinking is a Human-Centred Approach to Problem-Solving



## Design Cycle Stages

### 01 Define



I have a challenge.  
How do I approach it?

- » Understand the Challenges
- » Prepare Research
- » Gather Inspiration

### 02 Ideate



I see an opportunity  
What all I can create?

- » Generate Ideas
- » Refine Ideas

### 03 Prototype



I have an idea.  
How do I build it?

- » Make Prototypes
- » Test Prototypes

### 04 Evaluate



I tried something new  
How do I evaluate it?

- » Get Feedback

### 05 Reflect



I learnt something!  
How do I apply that learning?

- » Track Learning
- » Move Forward



# Remember, You are a Designer!

Become more intentional about your design process

Be confident in your creative abilities

Be strategic about what needs attention first

Let yourself learn

Be willing to experiment

Be ok with not having the right answer

Trust that you will find one



## Reflection

1. How did you feel when you first heard about the activity? Were you excited, nervous, or unsure about what to expect?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
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- \_\_\_\_\_
- \_\_\_\_\_

2. What emotions did you experience during the brainstorming and prototyping phases of the activity? Did you feel more creative, challenged, frustrated, or inspired?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
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3. How did you feel about working in a team to develop the ideal wallet design? Did you find it helpful to have different perspectives and ideas, or did it make the process more difficult?

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4. How do you feel about presenting your ideal wallet design to your partner? Are you excited to share your work, or do you feel nervous about receiving feedback?

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5. Overall, how did you feel about the Ideal Wallet Design Thinking Activity? Did it challenge you creatively and intellectually? Did you enjoy the process, and would you be interested in participating in similar activities in the future?

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## Take Home Activity:

List nearby businesses and their customers. What are their expenses and profit margins? What social benefits do they provide to the community?

Here's a step-by-step guide on how you can approach this activity:

1. **Research nearby businesses:** Start by identifying a list of businesses in your local area. Think about grocery stores, restaurants, retail shops, service providers, or any other relevant establishments. Brainstorm and compile a diverse range of businesses.
2. **Identify customers:** For each business on the list, think about who their typical customers are. Are they individuals, families, other businesses, or a combination? Consider the target audience and why those customers might choose to patronize each specific business.
3. **Explore expenses:** Businesses have various expenses to cover in order to operate. Think about the types of expenses each business might have and why those expenses are necessary. Consider costs like rent, utilities, employee salaries, inventory, marketing expenses, and more.
4. **Estimate profit margins:** Understand the concept of profit margins by knowing that it represents the difference between a business's revenue and expenses. Consider how profit margins can vary across different industries and businesses. Some businesses may have higher profit margins, while others operate on lower margins due to factors like competition, operating costs, and pricing strategies.
5. **Research social benefits:** For each business, explore the social benefits they provide to the community. This can include factors such as employment opportunities, support for local suppliers or farmers, promotion of environmental sustainability, donations to charities, or participation in community events. Research and find specific examples of social benefits associated with each business.

