TASK-15 DESIGN THINKING BOARD:

| **Section** | **Content** | **Notes** |
| --- | --- | --- |
| **Empathize** | **User Profiles** (e.g., busy professional) | Personas defined based on interviews and surveys. |
|  | **User Insights** (Overwhelmed by complexity) | Frustration with too many features. |
|  | **Empathy Map** (Feels overwhelmed) | Want a simpler, more focused experience. |
| **Define** | **Problem Statement** | "Busy professionals need a simple task manager." |
|  | **User Needs** | Simplified interface, task prioritization. |
| **Ideate** | **Brainstorming Ideas** | Ideas for a minimalistic interface with priority tasks. |
|  | **Top Ideas** | Task dashboard with priority sorting. |
| **Prototype** | **Low-Fidelity Prototypes** | Wireframes for task entry, task list layout. |
|  | **Feature Prioritization** | Task quick-entry, notifications, priority sorting. |
| **Test** | **User Testing Results** | Feedback: users want quicker task entry. |
|  | **Refinement Ideas** | Add recurring task feature and category options. |
|  | **Iteration Plan** | Plan for next round of user testing. |

Helpful Tips for Your Design Thinking Board:

1. Work Together: Make sure your team collaborates well, giving everyone a chance to share their ideas and thoughts. You can use sticky notes or platforms like Miro or MURAL to keep things hands-on and engaging.

2. Focus on the User: Regularly check back on user feedback and keep personas in mind. Ensure that all your ideas meet the actual needs of users.

3. Be Flexible: Remember, Design Thinking isn’t a straight path. Feel free to move around between stages, like coming up with new ideas after you've tested them, to polish your solutions at every turn.

4. Keep It Visual: Make your board clear and visually appealing. This way, it can be an easy guide for everyone on the team, helping everyone stay on the same page and make choices based on user feedback.