Your mission: Redesign the gift-giving experience...for your par Start by gaining empathy.

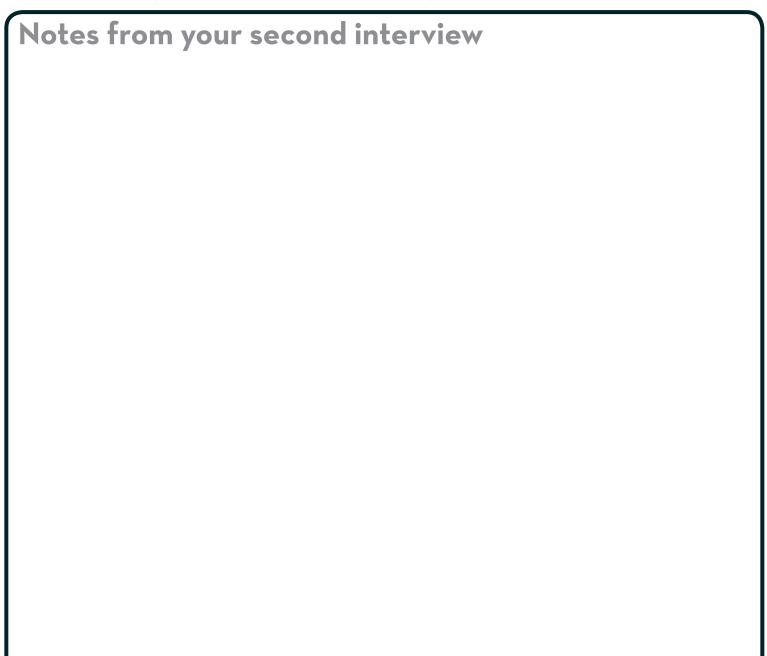
1 Interview

8min (2 sessions x 4 minutes each)

Notes from your first interview

2 Dig deeper

8min (2 sessions x 4 minutes each)



Reframe the problem.

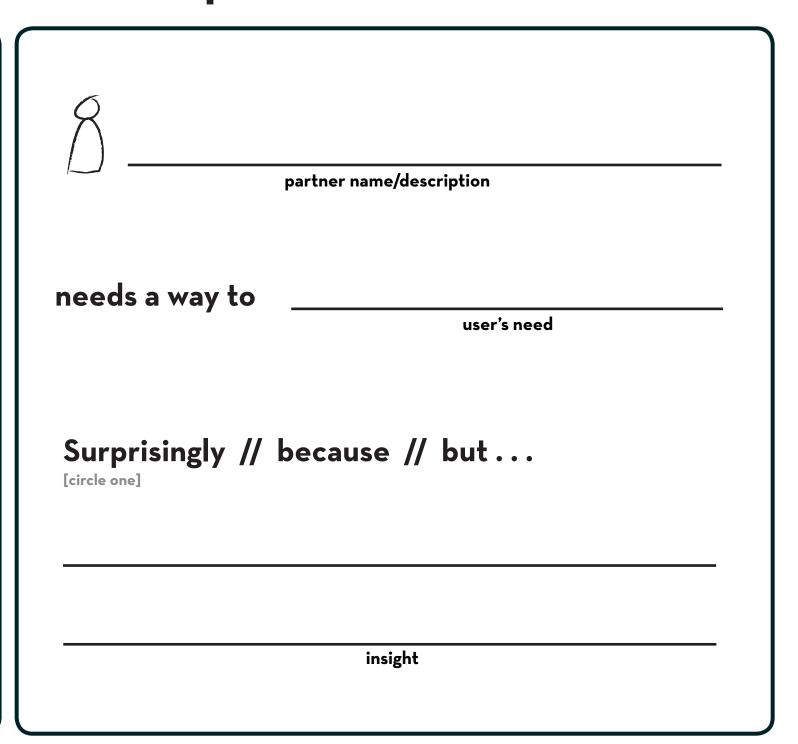
3 Capture findings 3min

needs: things they are trying to do*

insights: new learnings about your partner's feelings/
worldview to leverage in your design*

*make inferences from what you heard

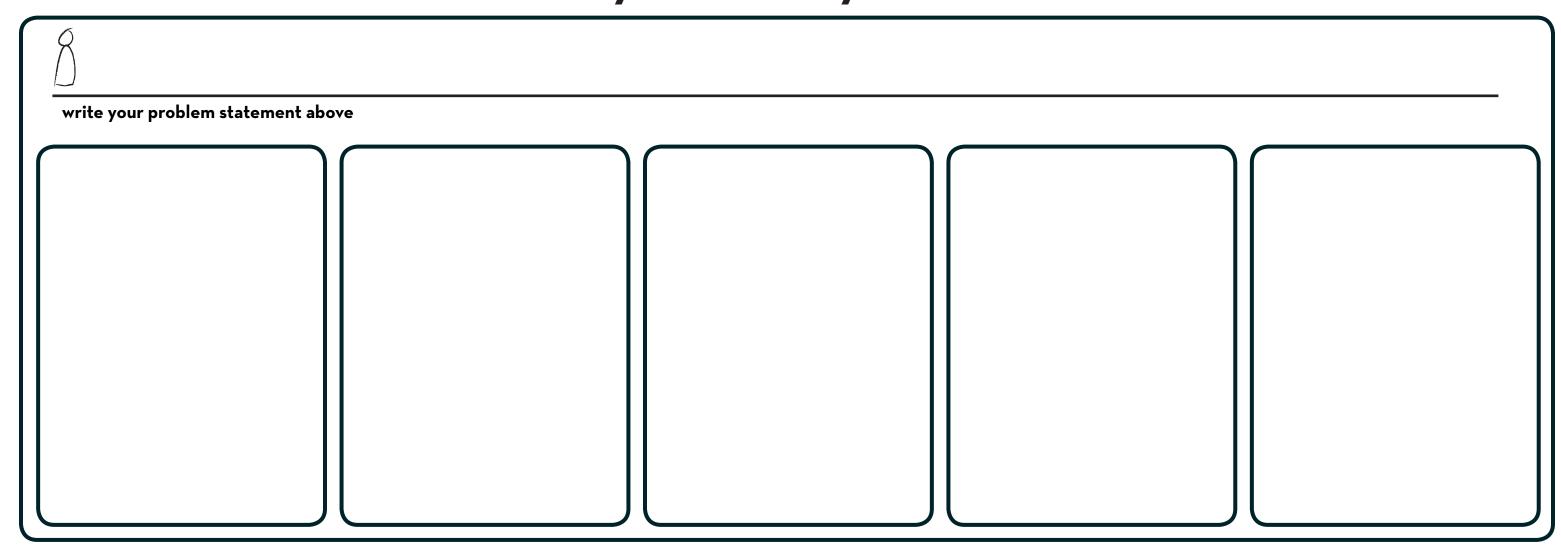
4 Define problem statement 3min





Ideate: generate alternatives to test.

5 Sketch at least 5 radical ways to meet your user's needs. 4min



6 Share your solutions & capture feedback. 8min (2 sessions x 4 minutes each)





Iterate based on feedback.

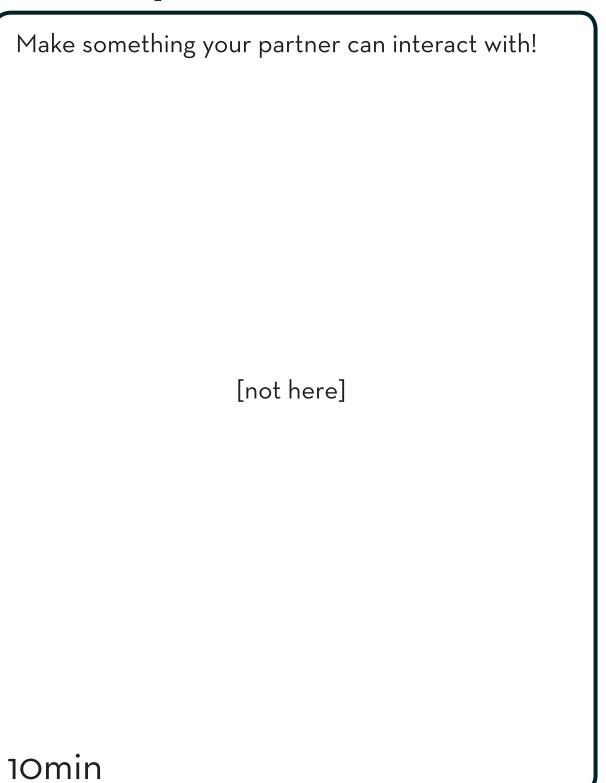
7 Reflect & generate a new solution. 3min





Build and test.

8 Build your solution.



9 Share your solution and get feedback.

