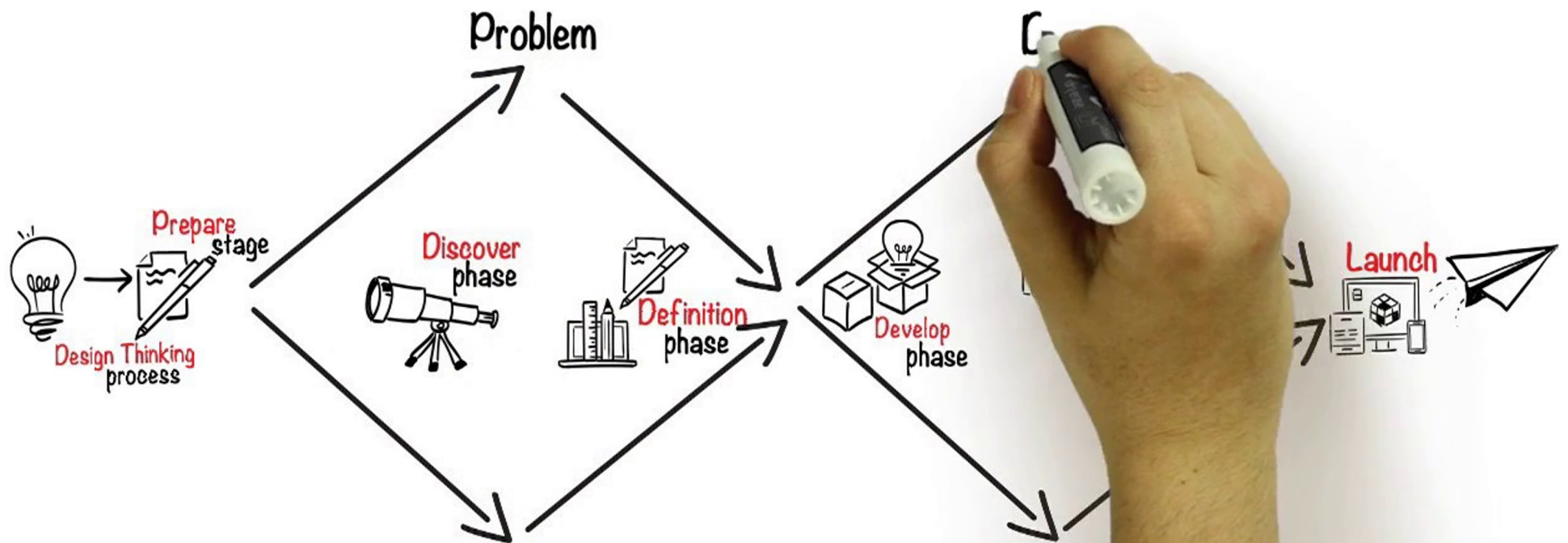# Design Adventure

A 90 minute intro to design thinking

I'm a book! Fold me over so you've got the instructions next to each notes page.

Instructions

- This partner exercise will give you an introduction to design thinking

- You'll have about an hour to work with your partner on the prompt below

- Listen for timing cues from the instructor. Otherwise, you're on your own!

- Your task:

Redesign the small-talk experience

(for your partner)

1. Interview your partner

Start by gaining empathy and learning about your partner. This will feel a bit rushed.

> ➤ Your goal is to understand what small talk means to them, and how it makes them feel.

You might ask:

* What do you do when you see someone you might know, but don't know very well?

  * Do you say hi? Do you talk to them? Why?

* When was the last time you had an awkward interaction with a complete stranger?

* Do you enjoy small talk? Why or why not?

Take notes, especially of surprises

🕐 **8min total (2x4min for each person)**

1. Interview your partner

Notes from your interview (4min)

After 4min, switch interviewer / interviewee roles

2. Dig deeper

After we've done our first interviews, we want to follow up on what we've learned.

* * Your goal is to dig for specific stories, details, feelings, and emotion

* * Ask WHY? often

* * You might begin by each taking a minute or so to plan your interview and what you want to ask

Fill up the page with notes!

8min total (2x4min for each person)

2. Dig deeper

Notes from your second interview (4min)

After 4min, switch interviewer / interviewee roles

3. Reframe the problem

Now we want to work individually to collect our thoughts and what we learned (3min)

* Synthesize your learning into two groups: (1) your partners' needs, goals, and wishes, and (2) insights you discovered

* Use verbs to express goals and wishes

* Insights are things you might be able to leverage when creating solutions

Once you're done, articulate a user statement(3min)

* State the meaningful challenge you are going to take on. Make it juicy and actionable!

* Remember, the need you uncover might not have any clear link to small talk

6min total, working individually

3. Reframe the problem

Needs: things they are trying to do*
*use verbs

Insights: new learnings about your partner's feelings or worldview to leverage in your design*
*make inferences from what you heard

Define a user needs statement

8 _____
partner name/description

Needs a way to _____
user's need

Because / but / surprisingly
circle one or add your own

_____

_____
insight

3min

3min

4. Generate ideas

Now sketch five **radical** ideas to solve your **new** user needs statement from the previous page

* Be VISUAL! Use words to call out detail

* Go for volume

* Generate ideas, don't worry about evaluation

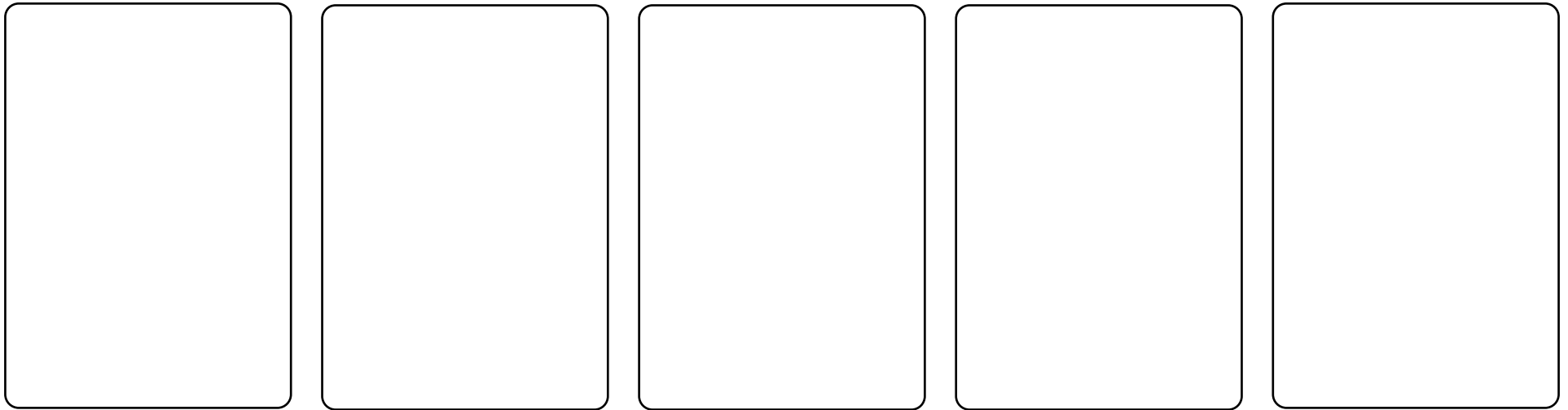Once 4min is up, share your ideas and **capture feedback**

* This is an opportunity to learn more about your partner

* Fight the urge to defend your ideas

* Listen — what sparks?

4min working individually, then 8min to share (2x4min/person)

4. Generate ideas

Sketch at least 5 radical ways to meet your user's need (4min, working individually)

Share your ideas & capture feedback

Notes and feedback on your ideas

Share your ideas and capture feedback (2 sessions x 4 min each)

5. Reflect & generate a new idea

Take a moment to consider what you've learned about your partner **and** about your solutions

Then, sketch a new idea for how to meet the need you articulated in your new user needs statement

  * This can be a variation on an idea or something completely new

  * You're still addressing your new needs statement, but you can revise it if needed

Try to provide as much detail as possible!

3min working individually

5. Reflect & generate a new idea

Sketch your big idea, note details if necessary! (3min)

6. Build and test

You've each developed an idea; at this point pick one of them that you want to work on together

Your task is to create a prototype to test

* This could be a physical model that a user could interact with

* It could be an experience or an interaction

* Don't just describe it. Make something that approximates the experience in real life

Then, get out of the room to try it!

15min working as a team

6. Build and test

Make something your partner or another user can interact with!

[Not here]

7. Reflect

Now that you've tested your solution, reflect on what you learned and what you might improve

Don't worry if it didn't work. This happens — the goal is to learn!

What surprised you?

5min working as a team

7. Reflect

What worked...	What could be improved...

Questions....	Ideas...

5min working as a team