# Design Thinking Crash Course

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

## 1 Interview
8min (2 sessions x 4 minutes each)

Notes from your first interview

- Care kit - friend who is sick
- "Just because" gift
- candles, mask, mini spa
- long-time friend
- wasn't sure where to find products
- Don't give gifts a lot so did not know where to start
- ordered from a company's website - aromatherapy gift package

*Switch roles & repeat Interview 1.*

d. ●●●●●●

## 2 Dig deeper
8min (2 sessions x 4 minutes each)

Notes from your second interview

- best friend's sisters → stage 4 cancer really young, having a hard time
- had been given something similar, wanted her to feel the same way
- they stay in touch on social, sent her a message
- Lavender candle, face mask, face towel/scrub, shower bomb
- She knew it meant a lot to her

*Switch roles & repeat Interview 2.*

# Reframe the problem.

## 3 Capture findings 3min

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

- show they care
- support
- help feel normal
- pamper
- show their love
- be a friend
- help feel beautiful
- lift spirits
- bring joy

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

- They enjoy helping their friends
- They like to help others (in times of struggle or hardship)
- Enjoy seeing their friends feel better (pampered...)

d. ●●●●●

## 4 Define problem statement 3min

🧍 Loving Lavender (Michelle)
  partner name/description

needs a way to __Support her friends__
  user's need
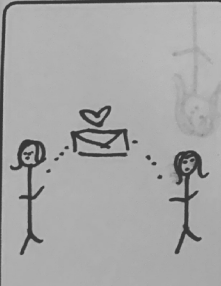  __during difficult times.__

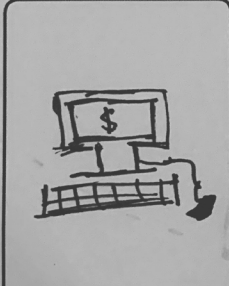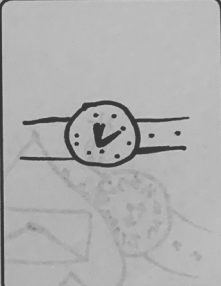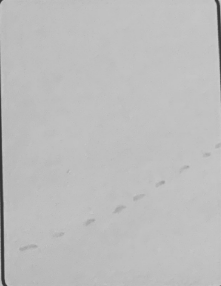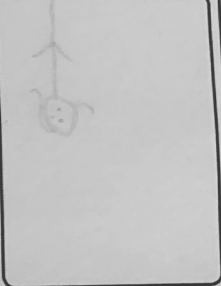**Surprisingly // because // but ...**
[circle one]

they enjoy seeing their friends
feel better with the help from
  insight
a unique gift.

# Ideate: generate alternatives to test.

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

Michelle needs a way to support her friends during difficult times.

write your problem statement above



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

Notes
- user explained that she normally gives gifts from travel
- this gift was important during a pandemic
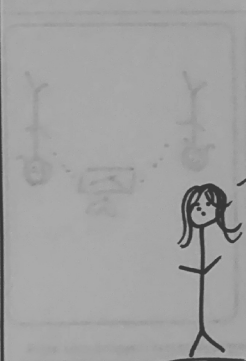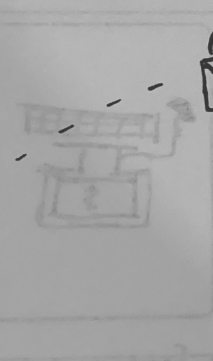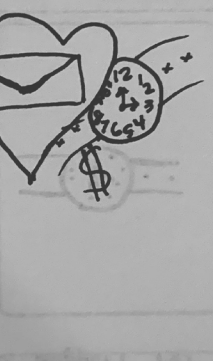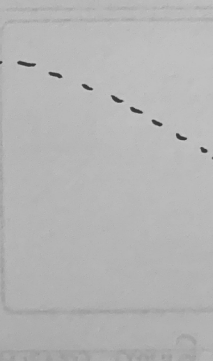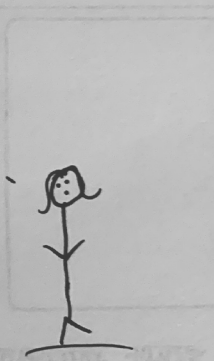- Gift that provides an experience

Switch roles & repeat sharing.

d. ⬤⬤⬤⬤⬤

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# Iterate based on feedback.

**7** Reflect & generate a new solution. 3min

Sketch your big idea, note details if necessary!



d. ⬤⬤⬤⬤⬤

# Build and test.

## 8 Build your solution.

Make something your partner can interact with!

[not here]

10min

d. ●●●●●

## 9 Share your solution and get feedback.

**+ What worked...**
- Sharing a gift when you can't be physically together
- good balance of thoughtfulness and convenience/ same w/ price options

**– What could be improved...**
- Down the line, could be a larger entity or website
- Closing the loop - having a way to show the gift receiver's reaction

**? Questions...**
- How could a person discover this?
- Where does it live?

**! Ideas...**
- Could be very important now during the pandemic

8min (2 sessions x 4 minutes each)