



PAIRS ACTIVITY
90 minutes per student

DESIGN THINKING PREVIEW

RUTGERS UNIVERSITY *DESIGN THINKING* METHOD



FRAMING

Define the challenge



EMPATHY

Understand users & context



SENSE MAKING

Develop powerful insights



IDEATION

Explore concepts



PROTOTYPE

Learn through iteration



DEPLOYMENT

Make a real impact

INSTRUCTIONS

Rotate roles at each stage between students, taking turns as designer and user.

Or if your partner is *not* a *Design Thinking* student you can run through all six phases as the designer.

2 min
Read the definition of the challenge.

5 min
Discuss, agree and restate the challenge with your partner.

5 min
Interview your partner for needs.

10 min
Probe for deeper context. Hear their "story".

5 min
Distill needs and insights.

10 min
Draft, review and finalize your problem statement.

10 min
Conceive four alternative solutions.

8 min
Debrief, note feedback, iterate your best single solution.

10 min
Construct your solution. Design your test

10 min
Test your prototype, note and validate feedback.

5 min
List launch requirements

10 min
Review plan with partner. Anticipate top challenges.



DEFINE THE CHALLENGE

2 min

Read the definition of the challenge:

Most people have the need to carry possessions, purchases, or other property. From wallets and handbags to folders, suitcases, backpacks, and strollers. These are increasingly high-tech, light weight, and may even take digital form.

Your challenge is to:

1. Determine the specific needs of your end user, in a specific context.
What do they need to carry, in what conditions?
2. Learn how they handle the situation today, and the factors they care most about, so that you can conceive an optimal solution to test with them – optimal from *their* definition, not yours.
3. In the next step you will interview your user to discover more about the underlying problems with their current situation.

EXAMPLE:

"Our family travels by car and plane with young children. I need a way minimize the hassle and equipment required to transport an infant and my toddler from my home to my parents' home, which involves my car, moving through an airport and lounges, to airplane, another airport, and a cab on the other end. I'd spend real money to make that a better experience, and almost anything would be better!"

5 min

Discuss, agree and **restate the challenge** with your partner: Describe the challenge in your their words and agree on the specific sentence.

HINT:

Encourage your user to restate the challenge that they face, and the context in their own words. Find out what they want to carry and in what circumstances. Use real past examples from their lives, not speculations about the future.



UNDERSTAND USERS AND CONTEXT

5 min

Interview your partner for **needs**.

HINT

Start with broad open questions. Try to isolate the situation they care about with specific examples. What do they want or need to carry, and why? How are they doing it today? What bothers them and frustrates? What delights them?

10 min

Probe for deeper **context**. Hear their “**story**”.

HINT

When was the last time this occurred? Where were you heading? Can you describe it for me from beginning to end? When did the first problem arise? How did you handle that? What did it feel like? *(In an actual project you would also do secondary research to learn about analogous issues and how others, particularly extreme use cases, have addressed them, emerging threats, behavioral and economic trends and other lessons from the world.)*



EXPLORE CONCEPTS

10 min

Conceive **four alternative solutions**. Make them extreme and different, to help you review differences with your user.

8 min

Debrief, note **feedback**, iterate your **best single solution**.

Notes on feedback

Best Solution

**LEARN THROUGH ITERATION****10 min****Construct your solution.**

Use construction paper, glue, clay, whatever is at hand to produce a quick, abstraction of your final “carrier” concept. You will use this as a final demonstration with your user for more detailed feedback.

Design your test.

Consider the features you need to test. List them. Include them in your design.

Features to prototype and test:

10 min

Test your prototype, note and validate feedback.

What worked well:

What could be improved:

What questions does this raise:

What ideas does this provoke:
