

# DESIGN THINKING CHALLENGE

Redesign \_\_\_\_\_

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INSTITUTE

Designed in collaboration with the Hasso Plattner Institute of Design at Stanford University

# START BY GATHERING EMPATHY

## 1. Interview

7 min (2 sessions x 3.5 min each)

Notes from your first interview

switch roles & repeat

## 2. Uncover More

6 min (2 sessions x 3 min each)

Notes from your second interview

switch roles & repeat

# REFRAME THE CHALLENGE

## 3. Capture Findings

(3 min)

### NEEDS

(things your partner is trying to do - use verbs)

### INSIGHTS

(new learnings about your partner's feelings/perspective to inform your design - make inferences from what you heard)

## 4. Define Challenge Statement

(3 min)

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### name your user

(preceded by multiple adjectives)

### NEEDS A WAY TO

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### need

(what he or she is trying to do)

### SURPRISINGLY/BECAUSE/BUT

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### insight

(explains why)

# IDEATE: GENERATE ALTERNATIVES FOR GATHERING FEEDBACK

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

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**challenge statement**  
(copy this from part 4)

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**6. Share your proposed solutions and capture feedback** 10 min (2 sessions x 5 min each)

switch roles & repeat sharing

# ITERATE BASED ON FEEDBACK

## 7. Reflect and generate a new proposed solution (3 min)

Sketch your big ideas; note details if helpful

# BUILD AND GATHER FEEDBACK

## 8. Build your solution.

7 min Create a tangible “something” your partner can interact with

## 9. Share your solution and get feedback

8 min (2 sessions x 4 min each)



What worked



What needs improving?



Aha ideas



Questions

# REFLECT ON YOUR EXPERIENCE

## 10. Review your process; identify new insights, lessons learned, etc.

Capture your ideas from discussion here

# THE DESIGN PROCESS

