Design thinking is an iterative activity that has broad guidelines and no fixed process. What's more important is that critical insights, sensitivity to user needs and beautiful solutions come from the creative chaos encouraged by unconstrained dialogue and tangible visual artifacts.

-idea coture

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Test Your Empathy
Empathize

1. Imagine your end users.
2. Listen to each other. Ask why? Then ask it again and again.

Use your empathy map base to take notes:

3. Stay neutral. Try to avoid offering up too much of your own judgment.
4. SOLICIT STORIES Tell me more about the problem you have...

5. Take notes on the empathy map base.
DEFINE

REVIEW YOUR EMPATHY MAP FINDINGS.
LOOK FOR PATTERNS.

GENERATE ONE DESIGN CHALLENGE USING THE "HMW" FORMAT:

“How might we...” is a question that makes a tangible statement of what is to be solved by the design challenge.

FILL OUT THE DEFINE STATEMENT ON THE YOUR DEFINE BASE IN "HMW" FORMAT.

DEFINE STATEMENT

Define the IPE challenge using a "How Might We" format.

How might we ________________________________

(do what) for

_______________________________

(specific who)

why _____________________________.
On your definition base, BRAINSTORM!

BRAINSTORMING RULES
Go for volume
Defer judgement
Encourage wild ideas
No constraints
Combine & build on ideas
Forget feasibility
Have fun

USE WILD IDEAS TO MEET THE CHALLENGE!
1. Give your prototype a name.
2. Craft a short (one sentence) description of your solution.
3. Create a sketch of your prototype. Add any additional info to the sketch needed to fully understand the prototype.
4. Take a photo of your prototype and description
5. Tweet the image with its name and #designthinkingipe
Score one other teams solution:

Solution: How much does it solve the problem? Score from 1-5, 5 meaning "It will absolutely solve the design challenge".

Feasible: How easy it is to implement the solution? Score from 1-5, 5 meaning "It is really quick, easy and inexpensive to implement the solution?"

Concerns? Write down any concerns you have.