

Mission: Redesign the gift-giving experience ... for your <u>partner</u>. Start by gaining <u>empathy</u>.

1 Interview

8min (2 sessions x 4 minutes each)



2 Dig Deeper

6min (2 sessions x 3 minutes each)





Reframe the problem.

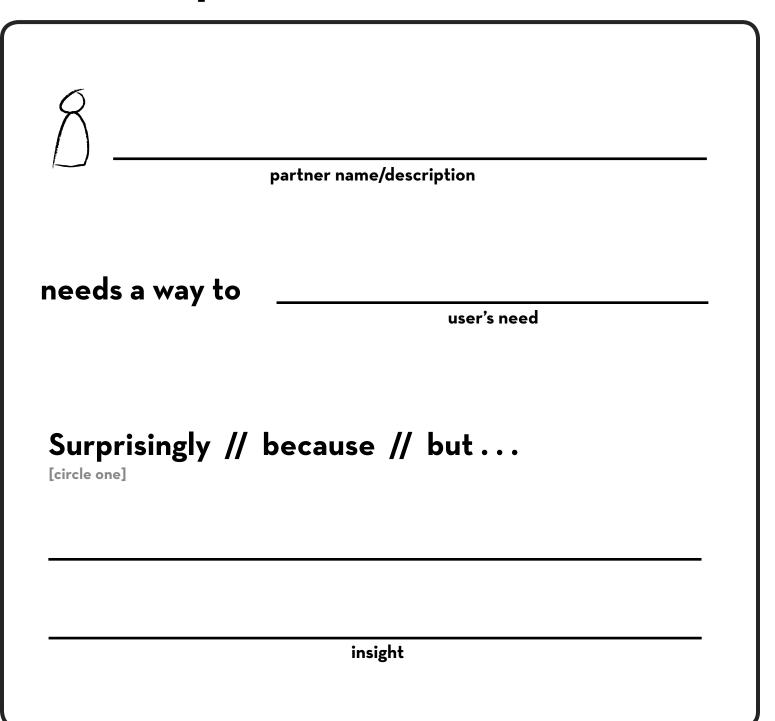
3 Capture findings 3min

needs: things they are trying to do*

insights: new learnings about your partner's feelings/worldview to leverage in your design*

*make inferences from what you heard

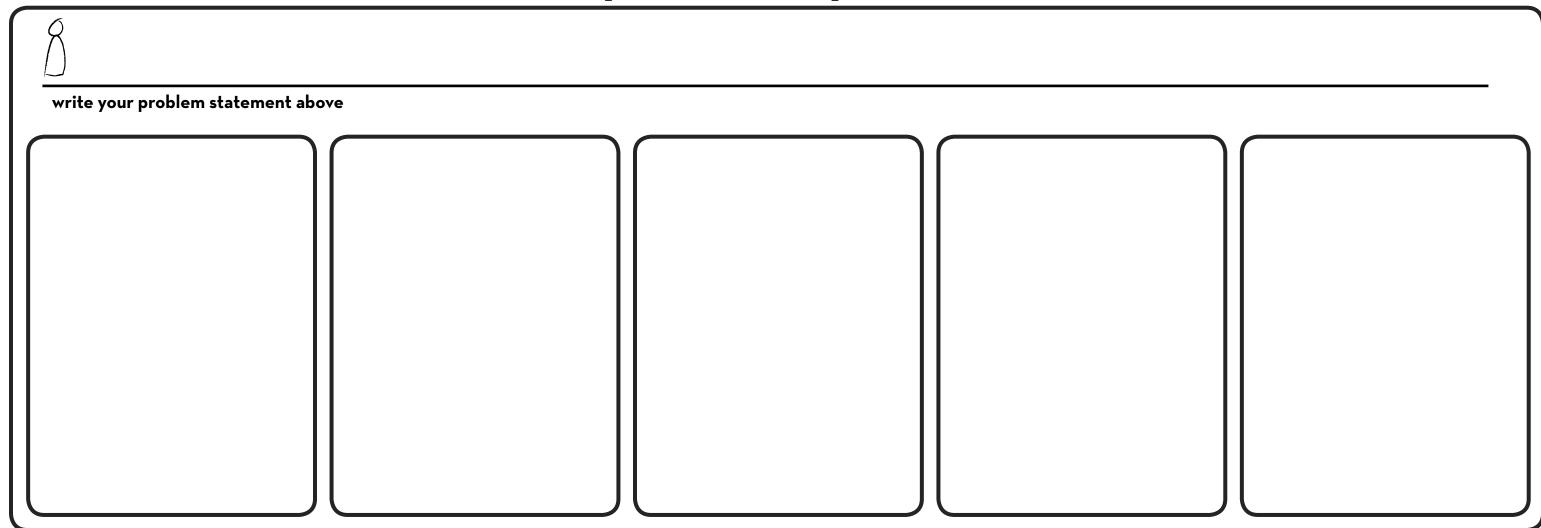
4 Define problem statement 3min





<u>Ideate</u>: generate alternatives to test.

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



6 Share your solutions & capture feedback. 10min (2 sessions x 5 minutes each)

Notes			



Iterate based on feedback.

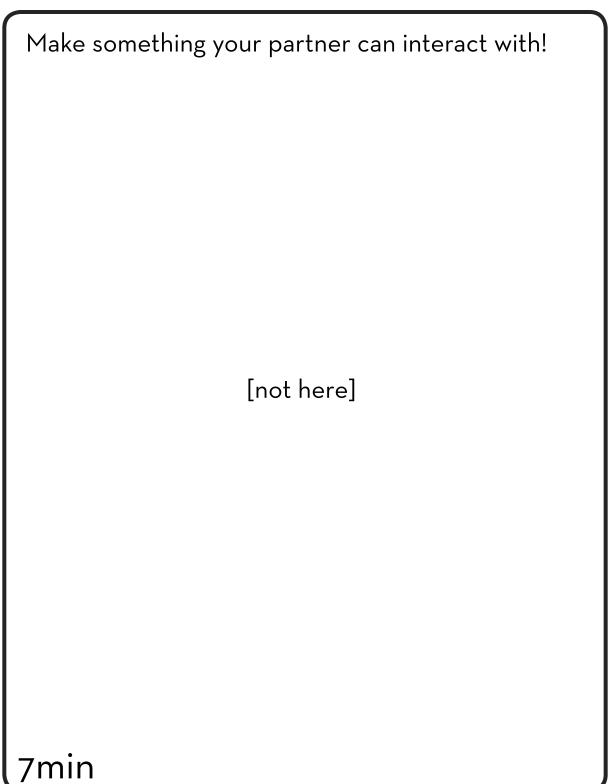
7 Reflect & generate a new solution. 3min





Build and test.

8 Build your solution.



9 Share your solution and get feedback.

