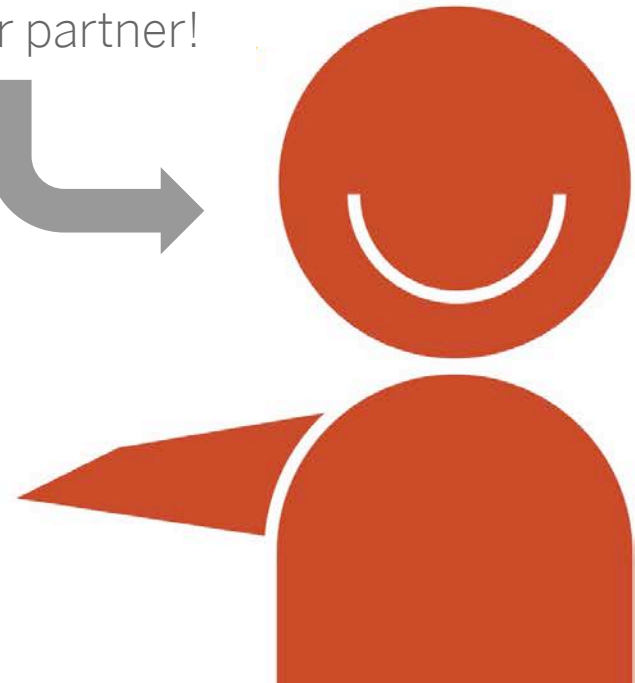
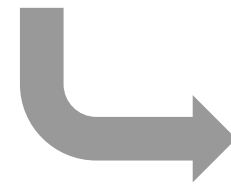


Re-design the \_\_\_\_\_ experience!

For your partner!



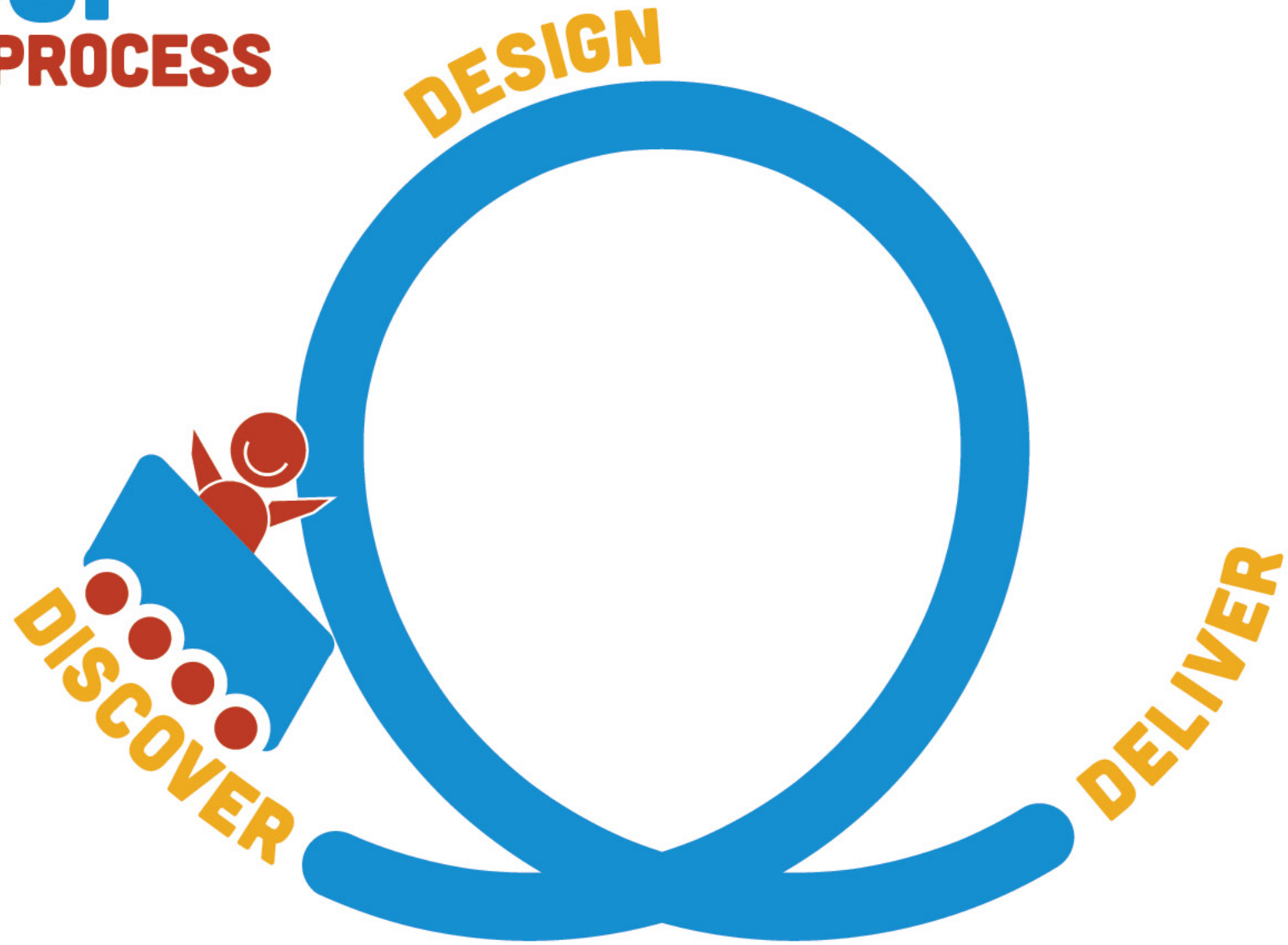


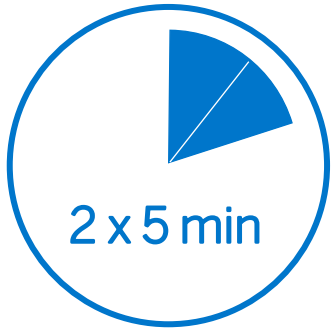
# DESIGN THINKING

POCKET  
SIZE

# THE LOOP

OUR DESIGN PROCESS





## INTERVIEW

GO OUT!

Interview your partner.  
Try to understand what is special for him/her.  
Ask open questions!  
Encourage him/her to tell stories.





2 min

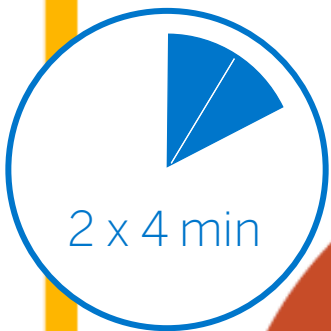
Read your notes.

What was surprising?

What didn't you expect?

Where would you like to know more?

**HIGHLIGHT**  
**LOOK FOR SURPRISES!**



2 x 4 min

## ASK WHY DIG DEEPER!

You have learned interesting things about your partner. Try to dig deeper on the surprising things. Ask why he/she feels in a certain way.





# ANALYZE

## BE MINDFUL!

Look closely and try to understand what the most important points are.

Can you guess what your partner likes or dislikes?



# REFRAME EMPATHIZE!



HOW MAY I ENABLE (NAME)

WHO (SURPRISING TRAIT)

TO (NEED)

Step in the shoes of your user! Try to think from their perspective. What are his/her real needs? What surprising insights did you get about your partner?



# REFRAME EMPATHIZE!



HOW MAY I ENABLE (NAME)

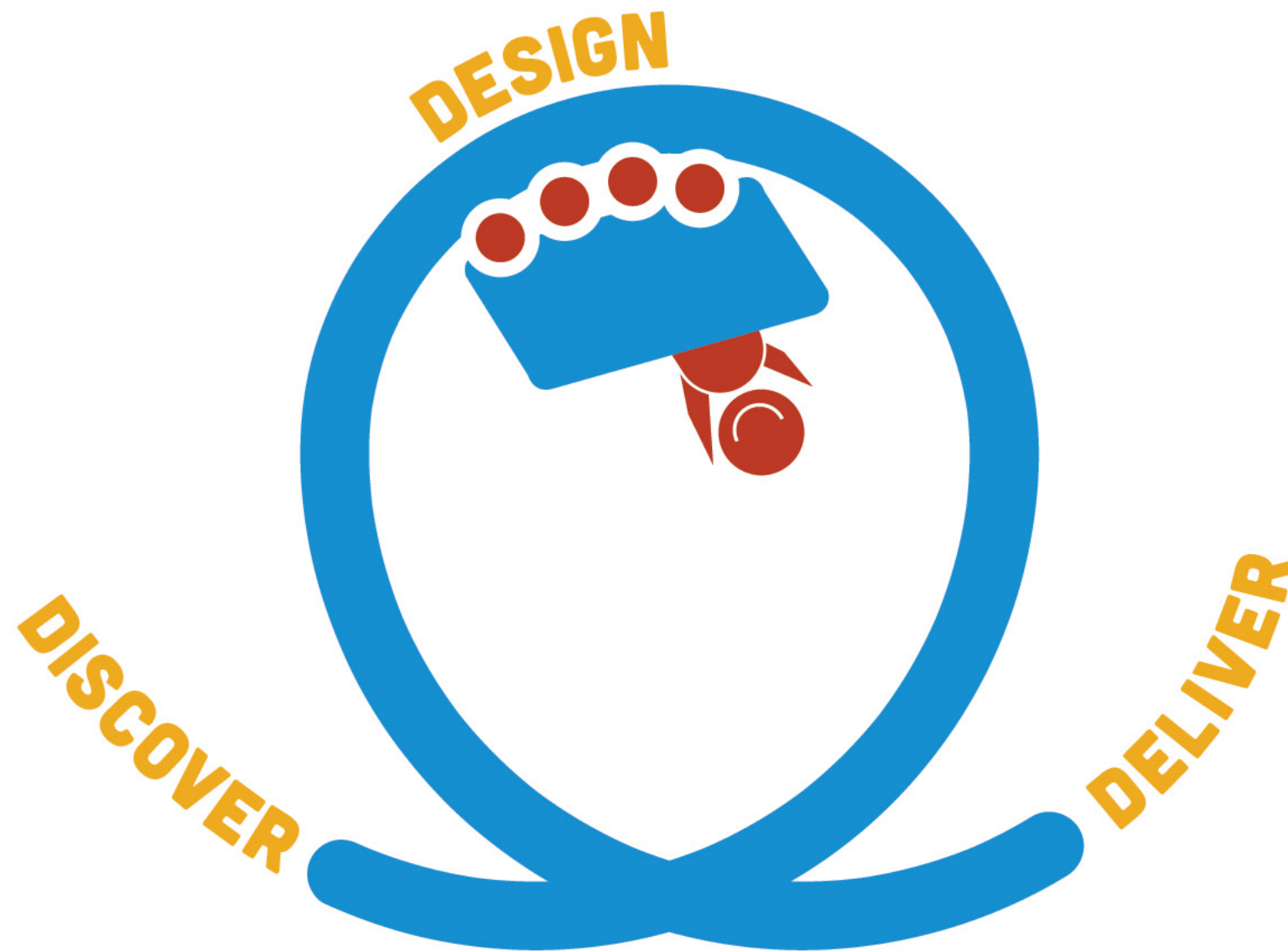
Your name

WHO (SURPRISING TRAIT)

Example surprising character trait of your partner

TO (NEED)

Example need of your partner (try to use verbs!)



Finally we can create solutions!  
Here are some tips:

Go for quantity.

Be visual!

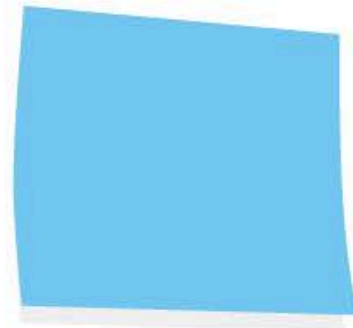
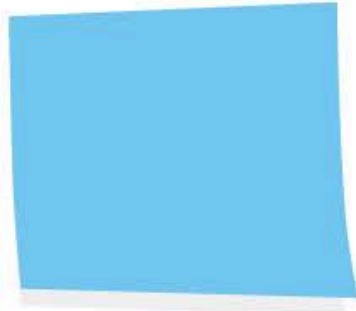
Defer judgment.

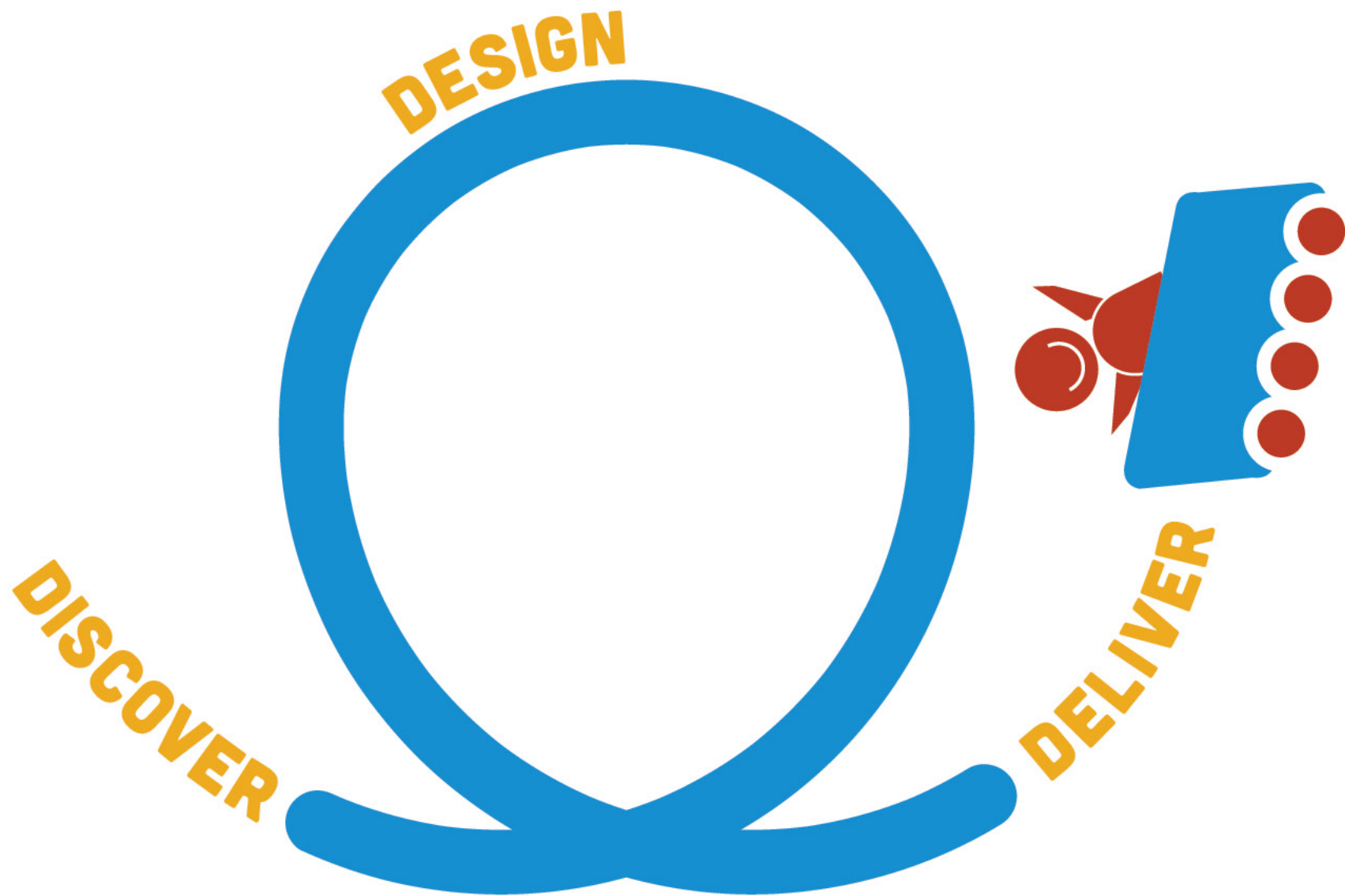
Go wild.

Think user centric.

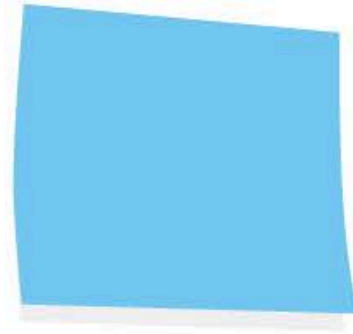
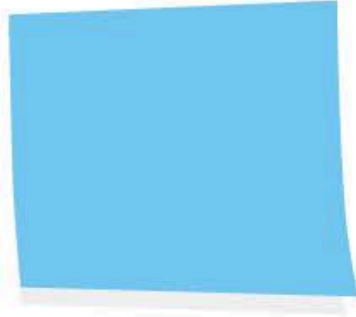


**IDEATE** GO FOR QUANTITY!





## IDEATE GO FOR QUANTITY!



## TEST GET FEEDBACK!

*notes*

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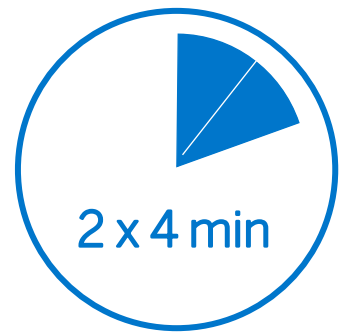
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Involve the user on a regular basis.  
Show your ideas to your partner!

Show unfinished stuff.  
Don't defend your ideas.  
Ask open questions.  
Understand your partner!



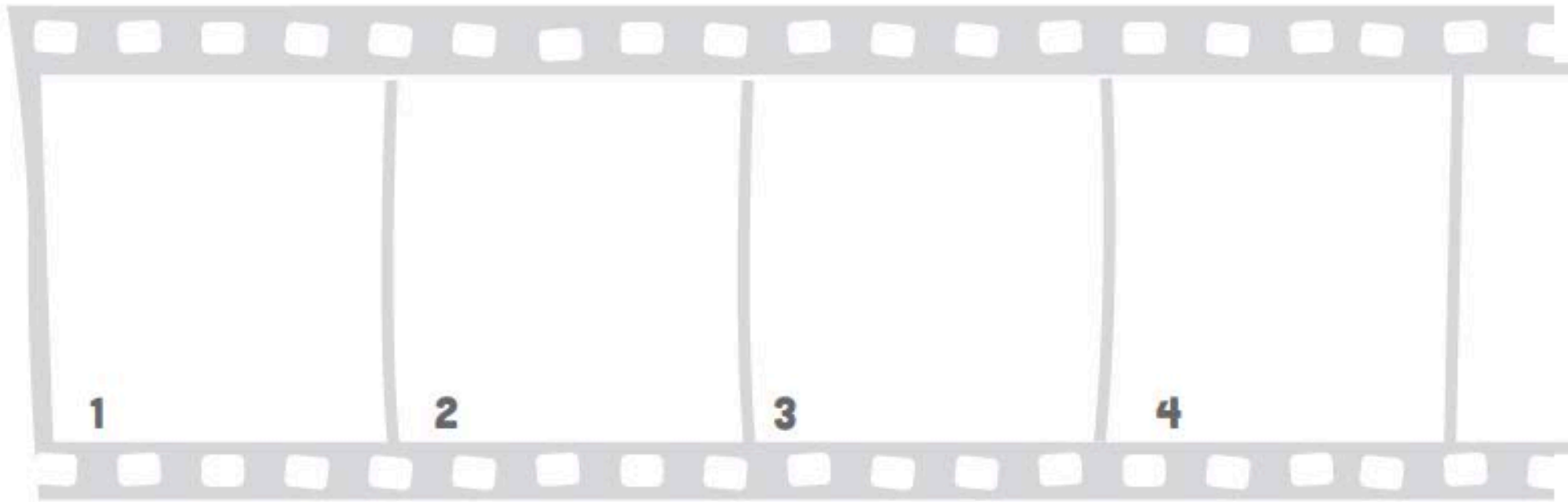
# THE EXTENDED ROLLER COASTER

ITERATE AND INNOVATE!



# PROTOTYPE

BE VISUAL!



Look at the results of your test.

Choose one idea and sketch it in a storyboard.

In which context would your concept be used?



# THE EXTENDED ROLLER COASTER

ITERATE AND INNOVATE!





# DESIGN THINKING

POCKET  
SIZE