

ABOUT DESIGN THINKING

Design thinking is a human-centered, problem solving framework that leans on empathy to launch solutions that are novel and useful.

RAPID-CYCLE DESIGN CHALLENGE:

HOW MIGHT WE _____?



PROBLEM EXPLORATION

EMPATHIZE

Interview (~8 mins) _____

Dig Deeper (~8 mins) _____

REFRAME

Goals & Wishes:

Insights / New Learning
about Feelings & Motivation:

IDEATION

SKETCH as many ideas as you can think of.
(go for volume; dare to be radical)

A large rectangular area filled with a light blue grid, intended for sketching ideas.

CAPTURE the user's feedback on your solution ideas:

This document has been adapted from Stanford's Design School's "Introduction to Design Thinking", with design influence from Blue Valley CAPS "Design Thinking Outside the Box".

DEFINE

_____ needs a way to _____

because (or "but") _____

SOLUTION BUILDING

ITERATE

Generate a new sketch of a solution to move forward with:

CAPTURE IT

Working Title/Name:

KEY FEATURES
(LIST):

_____	_____	_____
_____	_____	_____
_____	_____	_____

BUILD A PROTOTYPE

Build something the user can interact with an actual physical representation, not in this space.

TEST YOUR PROTOTYPE

- + What worked
- What could be improved
- ? Questions...
- ! Ideas

LAUNCH!

IDEAS FOR LAUNCH

Thoughts/ notes for getting your ideas off the ground:

KEY PARTNERSHIPS

What partnerships do you need/want to get your idea off the ground?

(Stakeholders, gatekeepers, organizations, etc.)

GROWTH PLAN

How will you pilot this idea?
How will you scale it? What will it look like when it is fully scaled?
