### START BY GATHERING EMPATHY

<table>
<thead>
<tr>
<th>1. Interview</th>
<th>2. Uncover More</th>
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<td>7 min (2 sessions x 3.5 min each)</td>
<td>6 min (2 sessions x 3 min each)</td>
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- Notes from your first interview
- Notes from your second interview

*switch roles & repeat*
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)

name your user
(preceded by multiple adjectives)

NEEDS A WAY TO

need
(what he or she is trying to do)

SURPRISINGLY/BECAUSE/BUT

insight
(explains why)
IDEATE: GENERATE ALTERNATIVES FOR GATHERING FEEDBACK

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


challenge statement
(copy this from part 4)

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

Capture your ideas from discussion here
THE DESIGN PROCESS

- EMPATHY
- DEFINE
- IDEATE
- PROTOTYPE
- FEEDBACK
- REFLECT
11. Consider a timeline, benefits, challenges, and needs for support

Timeline of progress

| 15 days  | 30 days  | 3 months | 1 year |

Key Considerations

- Benefits
- Challenges
- Needs for Support