

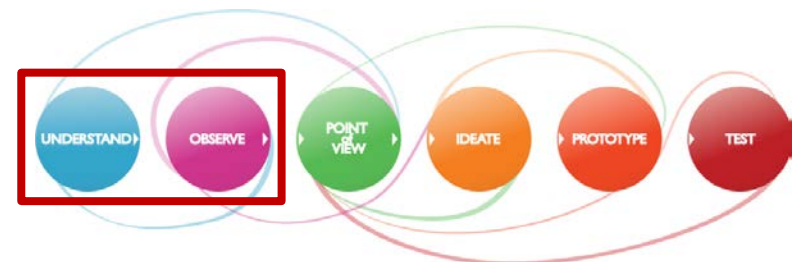
# A Design Thinking experience

## Phase I: Understand and Observe – Start gaining empathy

Mission: Redesign the “way to university” experience with two of your group members  
(adapted from: <https://dschool.stanford.edu/resources/gear-up-how-to-kick-off-a-crash-course>)

### Interviews: 5 minutes

1. Decide on 1 volunteer from your group as a storyteller
2. Take 5 minutes for interviewing this person. Start with “Tell us about your way to university this morning: what did you experience? How did it go? What surprised you? What frustrated you? Etc.”
3. Ask deeper questions. Ask “Why?” often.



## Phase II: Synthesize – Reframe the problem

Capture your findings as a group

Use this slide as a whiteboard to harvest your thoughts collectively (10 minutes).

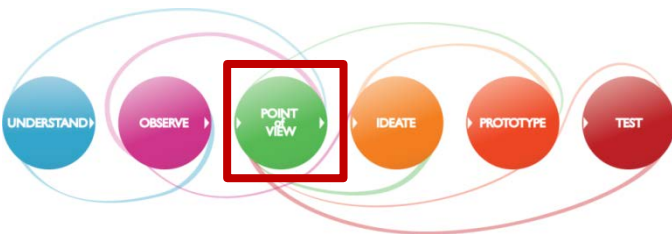
Choose the text tool to type.  
Drawing must be activated.

**needs:** things they are trying to do\*

\*use verbs

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

\*make inferences from what you heard



## Phase III: Ideate – generate ideas to meet needs

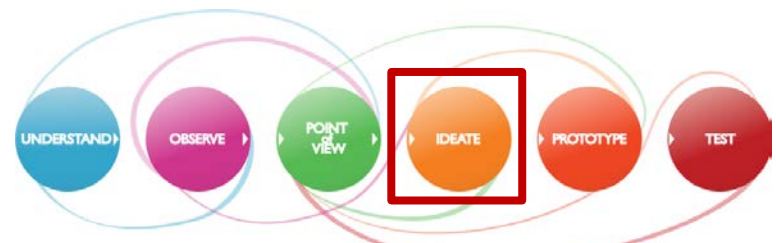
From the story, try to identify a problem statement. Brainstorm ideas on this whiteboard. Go for quantity not for quality. Avoid discussions and analysis of ideas. Watch the time closely: **5 minutes**.

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



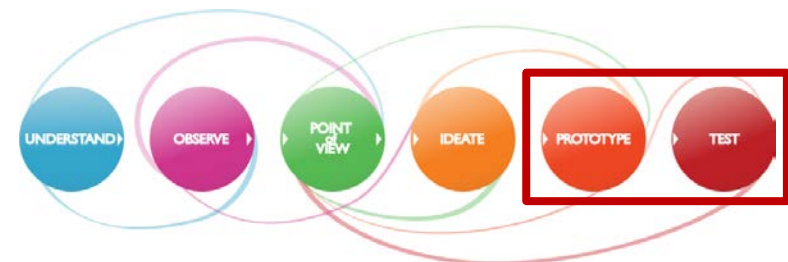
write your problem statement above

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## Phase IV: Prototype and Test

1. The storyteller gives feedback to ONE idea from the group brainstorm. Capture the feedback on the notepad. Do not defend your ideas.
2. Listen to further insights, feelings, motivations from person 1+2 (5 minutes)
3. Discuss in the group how you would change the chosen idea after the user feedback (10 minutes)



**Please go back to the main  
conference room...**

**<https://webconf.vc.dfn.de/localchangeseminar>**