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Empathize 

(re)Define 

Ideate 

Prototype 

Test 

d.   
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# Redesigning the Process of Carrying Stuff

## An Exercise in Design Thinking



Start by gaining Empathy

## Interview and Reflect

Questions you would like to ask:

Notes from first interview:

Your thoughts from the first interview:

Your Mission:

# Redesign the process of carrying stuff . . . for your partner



Start by gaining Empathy

Now . . . Dig deeper!

Questions you would like to ask:

Notes from second interview:

Your Mission:

# Redesign the process of carrying stuff. . . for your partner



Start by gaining Empathy

## Complete the Empathy Matrix

What did they SAY?	What are they THINKING?
What did they DO?	What are they FEELING?

Center icons: speech bubble, head with gears, person with broom, heart



## Frame and (re)Define the Challenge

### Take a Minute to Identify YOUR Frame

Working toward real empathy: Ask yourself questions about your partner to identify the frame through which you are viewing his or her responses.

Before talking with your partner, what did YOU consider to be the primary issues with carrying stuff? What did you think was needed or missing? How did that influence where you started with your questioning or what you initially heard, if at all? What assumptions did you make (right or wrong) about your partner?

How would you describe or introduce your partner to someone else? What did you actually hear from your partner? Where are you filling in the gaps with your own views or needs? In what parts of your initial interview did your partner's energy or demeanor change (for better or worse)? What did you expect to hear? Did you hear anything that surprised you? If not, why not?



# (re)Frame What You Learned

Begin to consider the problems and opportunities your partner faces.

Then examine the insights you gained and any surprises in your conversation.

Needs ... what problem are they trying to solve?

**Problem**  
Pain – Aspirin

What pain are they trying to avoid?



**Opportunity**  
Gain – Vitamins

What gain are they trying to achieve?



Circle the Pain or Gain you feel is most compelling, then write a problem statement:



\_\_\_\_\_ partner's name

needs a way to

\_\_\_\_\_ partner's need

2 minutes

Explore Insights and Surprises

Insights

Surprises

3 Whys

Why is this important?

And why is that important?

Any why is that important?

Why is this important?

And why is that important?

Any why is that important?

Circle the Insight or Surprise you feel is most compelling, then (re)write the problem statement:



\_\_\_\_\_ partner's name

needs a way to

\_\_\_\_\_ partner's need

2 minutes





# Ideate: Generate alternatives to test

Record your need statement below:



\_\_\_\_\_ needs a way to \_\_\_\_\_ because \_\_\_\_\_


Sketch at least 5 visual prototypes of ways to meet your partner's needs

 \_\_\_\_\_ 5 minutes  
write your problem statement above

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Share your solutions and capture feedback

Notes



Switch roles and repeat: 10 minutes (2 sessions x 5 min each)

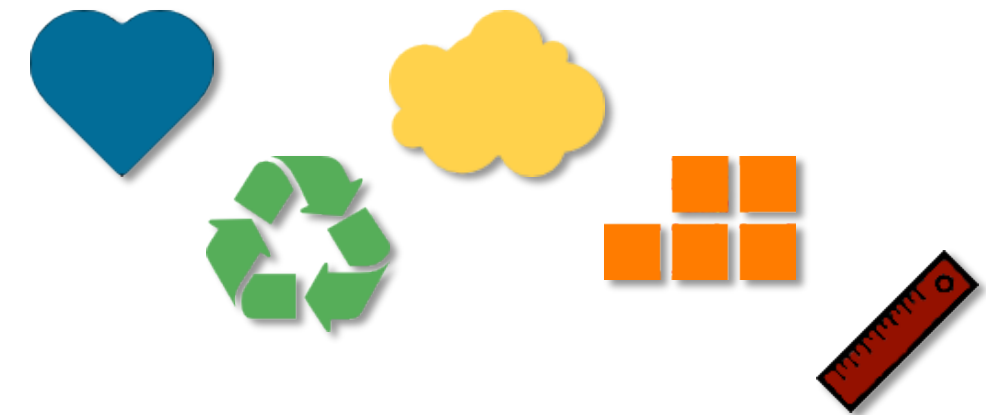
# Reflect and Evolve

## Record What You Learned and Will Do Next

<p>+ What worked ...</p>	<p>↑ What could be improved ...</p>
<p>? Questions ...</p>	<p>! Ideas for the next version ...</p>

## Group Share

- What surprised you most from your experience?
- How has your thinking changed since you began?
- How did your partner help shape your design?
- How can you apply this process?



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