

Your mission: **Redesign the gift-giving experience ...for your partner.**  
**Start by gaining empathy.**

## 1 Interview

8min (2 sessions x 4 minutes each)

### Notes from your first interview

Right after the holidays, Kelsey needed to get a 16th birthday present for her younger sister. Her sister is very trendy and is up to date on all current TikTok hits.

This year, because of the pandemic, Kelsey couldn't get her concert tickets, so she asked her what she wanted.

Kelsey ended up getting her leggings and a beanie.

Switch roles & repeat Interview 1.

## 2 Dig deeper

8min (2 sessions x 4 minutes each)

### Notes from your second interview

She was disappointed she couldn't get her sister a big gift for her 16th birthday.

She wanted to make the gift special, so she got her exactly what she wanted.

Switch roles & repeat Interview 2.

# Reframe the problem.

## 3 Capture findings 3min

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

\*use verbs

Love and affection

Surprise

Understanding of fashion

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

\*make inferences from what you heard

Kelsey wanted to gift something she knows  
her sister is going to love, use, and wear all  
the time.

## 4 Define problem statement 3min



Kelsey

partner name/description

needs a way to

surprise her sister

user's need

Surprisingly // because // **but ...**


[circle one]

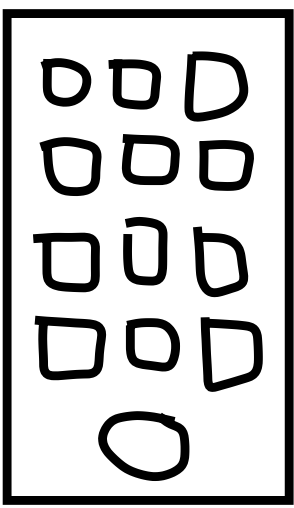
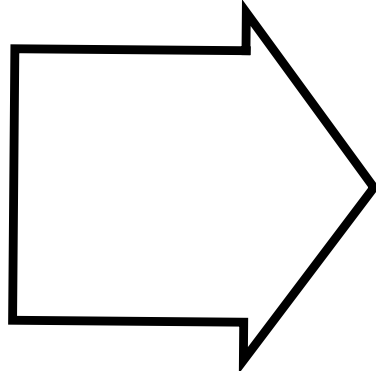
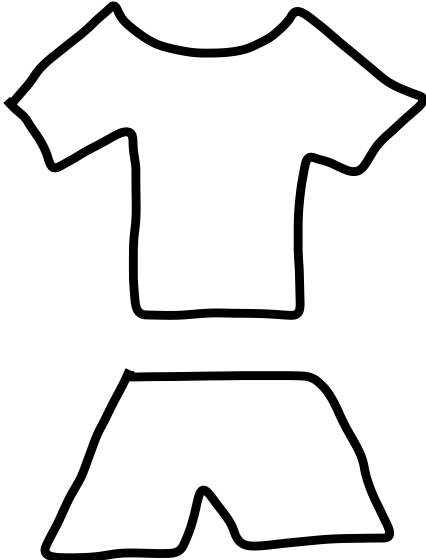
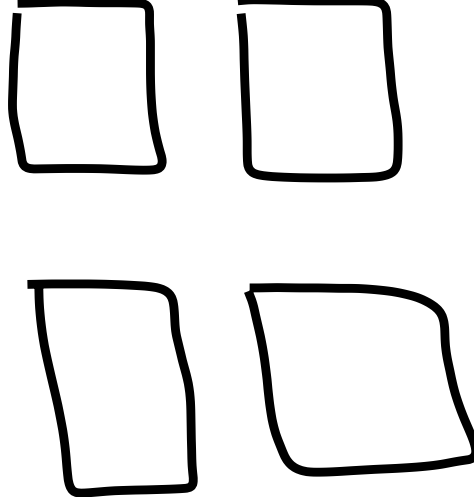
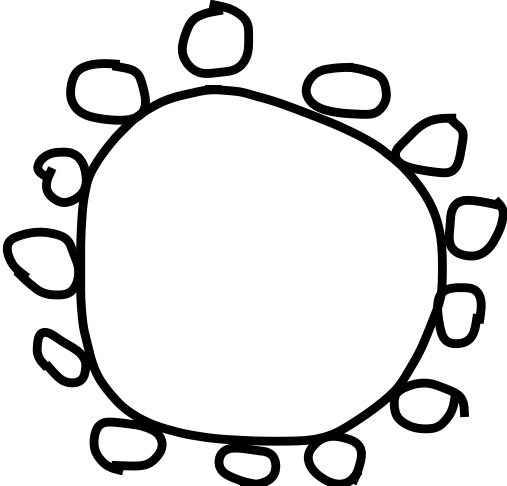
still get her something she will use or wear.

insight

# Ideate: generate alternatives to test.

**5 Sketch at least 5 *radical* ways to meet your user's needs.** 4min

 write your problem statement above \_\_\_\_\_

				
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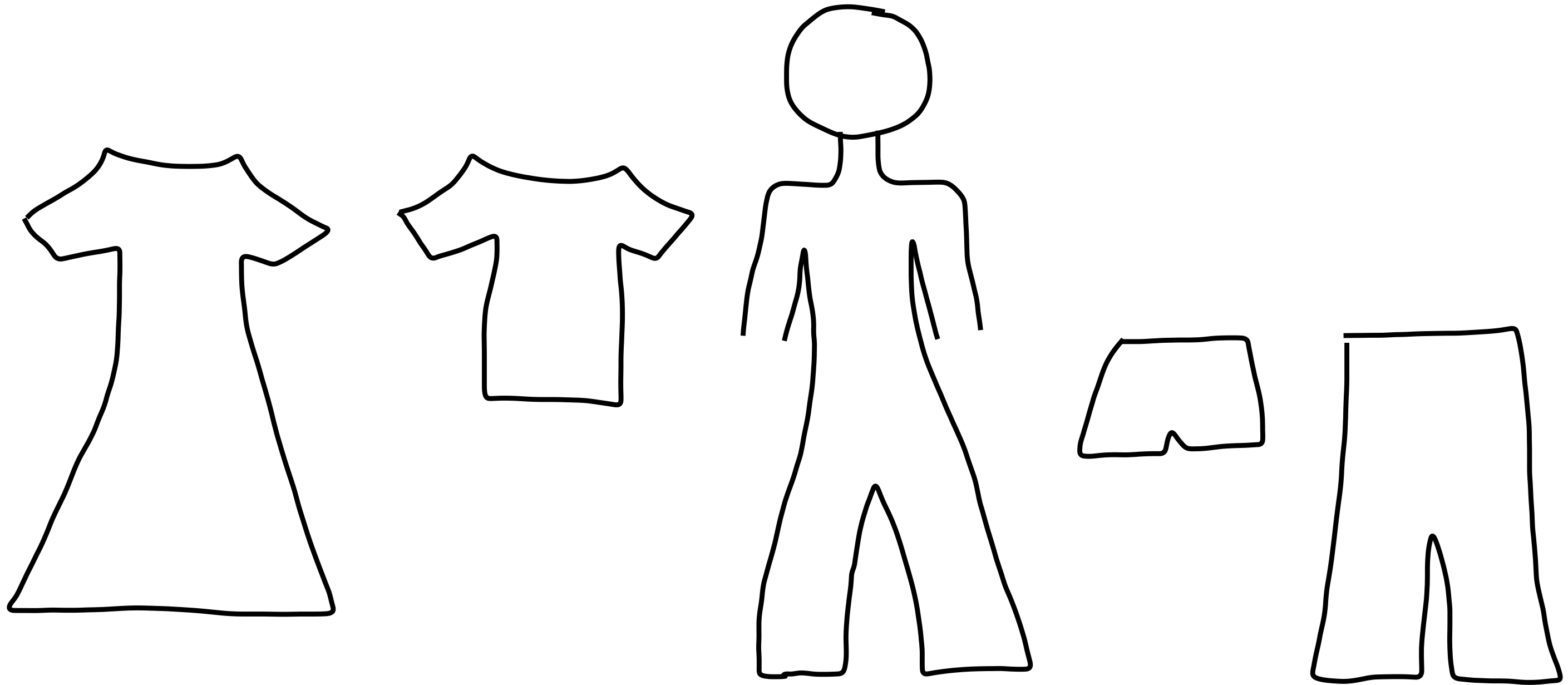
**6 Share your solutions & capture feedback.** 8min (2 sessions x 4 minutes each)

Notes

# Iterate based on feedback.

## 7 Reflect & generate a new solution. 3min

Sketch your big idea, note details if necessary!



# Build and test.

## 8 Build your solution.

Make something your partner can interact with!

[not here]

10min

## 9 Share your solution and get feedback.

+ What worked...

- What could be improved...

? Questions...

! Ideas...

8min (2 sessions x 4 minutes each)



