Mission: Redesign the gift-giving experience ... for your <u>partner</u>. Start by gaining <u>empathy</u>.

1 Interview

8min (2 sessions x 4 minutes each)

Notes from your first interview

2 Dig Deeper

6min (2 sessions x 3 minutes each)

Notes from your second interview

Switch roles & repeat Interview

Reframe the problem.

3 Capture findings 3 min

4 Take a stand with a point-of-view 3min

Q

Goals and Wishes: what is your partner trying to achieve through gift-giving? *use verbs

Insights: New learnings about your partner's feelings and motivations. What's something you see about your partner's experience that maybe s/he doesn't see?*

*make inferences from what you heard

partner's nam	e
needs a way to	
because (or "but" o	r
[circle one]	

description

user's need

"Surprisingly . . . ")

insight

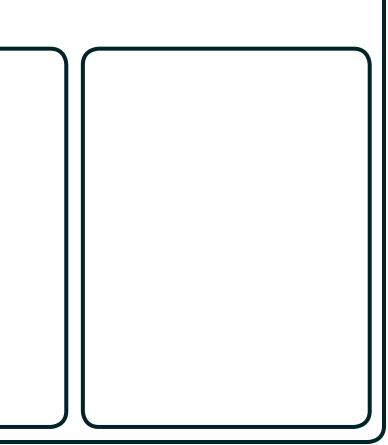
Ideate: generate alternatives to test.

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

8	
write your problem statement above	

6 Share your solutions & capture feedback. 10min (2 sessions x 5 minutes each)

Notes

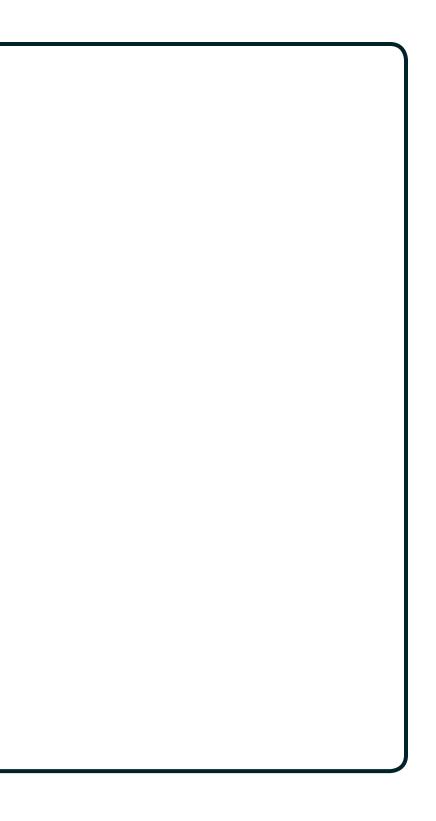


Switch roles & repeat sharing.

Iterate based on feedback.

7 Reflect & generate a new solution. 3min

Sketch your big idea, note details if necessary!



Build and <u>test</u>.

8 Build your solution.

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Make something your partner can interact with!	What worked	
[not here]	Questions	
7min	8min (2 sessions x 4 minutes each)



9 Share your solution and get feedback.

/hat could be improved...

eas...