launch generation

DESIGN THINKING

"Nobody wants to run a business based on feeling, intuition, and inspiration, but an over-reliance on the rational and the analytical can be just as dangerous. The design process suggests a 'third way'."

-Tim Brown, Change by Design

THE DESIGN THINKING PROCESS

During this process, we seek to understand the user, challenge assumptions, and redefine problems in an attempt to find creative and new solutions.

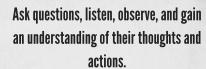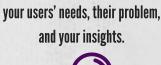There are 5 stages: empathize, define, ideate, prototype, and test.

Start Here

EMPATHIZE
with your users to understand what the real problems are.

Ask questions, listen, observe, and gain an understanding of their thoughts and actions.

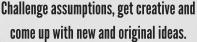### DEFINE
your users' needs, their problem, and your insights.

Using your notes from the empathy portion, articulate the problem that needs to be solved.

IDEATE
as many radical ideas as you can to solve the problem.

Challenge assumptions, get creative and come up with new and original ideas.

PROTOTYPE
your ideas into tangible and interactive products.

Work quickly and cheaply so you can show your user several options before moving forward.

TEST
your prototype with users and ask A LOT of questions.

Always start at the beginning, but remember **these 5 steps are not always done in exact order!** Sometimes when you prototype, it brings up new ways to ideate. When you test, it might bring you back to empathizing with your user or even redefining the problem. Designers call this process **iterating**, which basically just means to go back and repeat until you are happy with the result.

WATCH ME
A DESIGN THINKING CHALLENGE

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Take a look at the 5 steps of the design thinking process. You will spend the next 20 minutes going through this process with your partner.

Step 1. Empathize. 5 minutes each. You will be designing a watch for your partner - ask them questions about themselves to learn more. Examples: Do you own a watch now? Why? What do you use if for? What else do you wish your watch could help with? Why? What are your favorite and least favorite parts of your day? Why? (Feel free to use your own questions, but remember to dig deep and really get to know the person.)

Step 2. Define. 3 minutes. Write down what your user's problems are in terms of needing a new watch. Define what you want to create. **It is important to note that if you do not think they need a new watch, you can design something else that they need based on what you learned about them.**

Step 3. Ideate. 3 minutes. Write down all of the ideas you can think of for a product to create for your partner. Consider what you know about them, their style, etc. and use the information you used during the empathize stage. There are no bad ideas here - be creative and brainstorm below!

Step 4. Prototype. 10 minutes. Consider your ideas from the previous stage and choose what ideas to include in your prototype (i.e., a first draft test of a product). Sketch or build a model of your product.

Step 5. Test. 3 minutes each. Show your prototype to your partner and gather their feedback. Write down this feedback and consider what you would change in your next round of the prototype.

Wrap up
1. What surprised you about this activity?

2. How would you apply the design thinking method in creating a business? In your life?

FACILITATOR'S GUIDE - DESIGN THINKING

THE GOAL:
To introduce the process of design thinking and allow the participant(s) to think creatively while following the agreed upon group ground rules

THE LOGISTICS:
Tell the participant(s) "One of the most important parts of design thinking is to reframe problems and think about them creatively. We are going to begin this session with a game called 'Catastrophe.' Each group (or person) will be assigned a catastrophe. Your job is to make a list of as many positive aspects as possible. For example, if it suddenly rained all day every day, there would be no more drought! For this exercise, remember to **only** focus on the positives. You have 5 minutes to complete this challenge."

You may come up with your own "catastrophes", but here is a list to get started: everyone in the world has a cough, all mice have been injected with a radioactive substance, all phones have been shut off, snakes have learned to fly, all humans inexplicably lose the ability to go down the stairs (but can still go up).

Have each person or group share their list of positive aspects at the end.

Tell the participant(s), "Now that we have practiced thinking differently, we are going to partner up and practice going through the full design thinking process. This activity is called **Watch Me**."

Have participants work in pairs (you may act as a partner to a participant, if needed) and tell them they will be completing the activity on the back of the Launch Hack. Tell them this will be a very fast paced activity so not to waste any time. Set a timer for each section and be sure to stick to the timing. At the end of the activity, ask participant(s) to share their sketches or prototypes. Ask if participant(s) think these creations would have been as creative and varying if you had just instructed them to design a watch. Ask participant(s) to explain their prototype and share what they learned if time permits.

THE ITEMS:
Launch Hacks
Paper
Colored pencils/markers/crayons
Optional: materials to build prototypes such as fabric, Popsicle sticks, paper towels, plastic arts and crafts pieces, glue, tape, aluminum foil, etc.

THE WRAP UP:
Remind the participant(s) that the design thinking process helps you empathize with potential customers, ensures you are solving the right problem, and allows you to test ideas before spending money making final products!