

DESIGN THINKING

Directions: To design your product, service or app, interview three to five people. Ask questions that give you an idea of the way they use, like, struggle and would prefer to do the task described in your challenge. Start gaining empathy.

Dig deeper, try to find stories, feelings, and emotions, ask “why”? often

Use this template with each interviewee

Interview

Dig Deeper

DESIGN THINKING

Reframe The Problem

Capture findings

needs: things they are trying to do*

*use verbs

insights: new learnings about your friends' feelings/
worldview to improve your design*

*try to find clues from the ideas they share with you

Define problem statement

Middle schoolers need a way to

user's needs

user's needs

Unexpectedly, in their world,

insights

insights

DESIGN THINKING

Ideate: generate alternatives to test.

Sketch 3-5 radical ways to meet your user's needs.

write your problem statement above

Share your solutions & capture feedback.

Notes: