



Gift Giving Project

An Introduction to Design Thinking

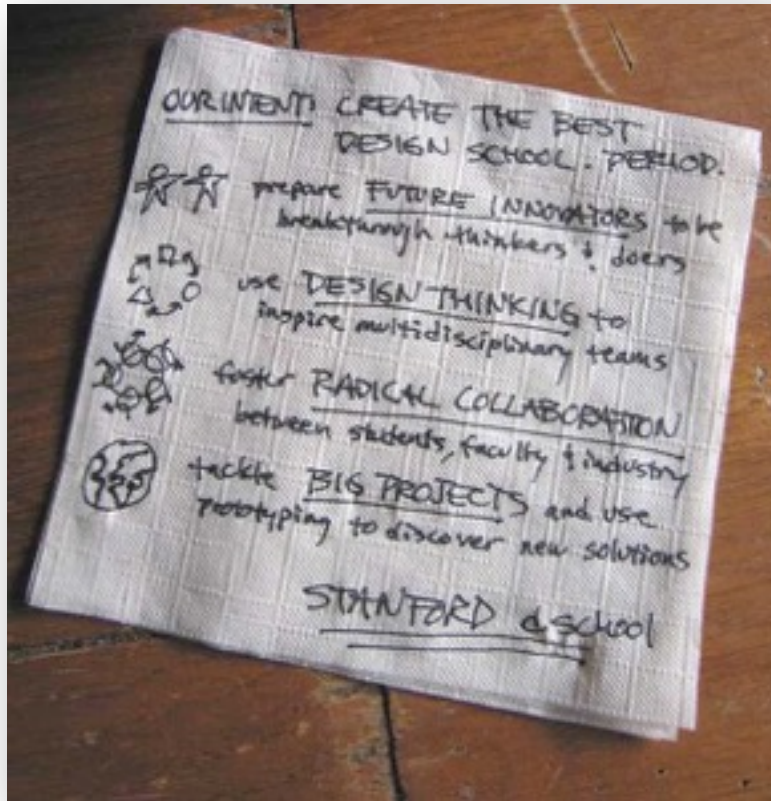
Dr. Jeremy Sabol



Stanford University Master of Liberal Arts



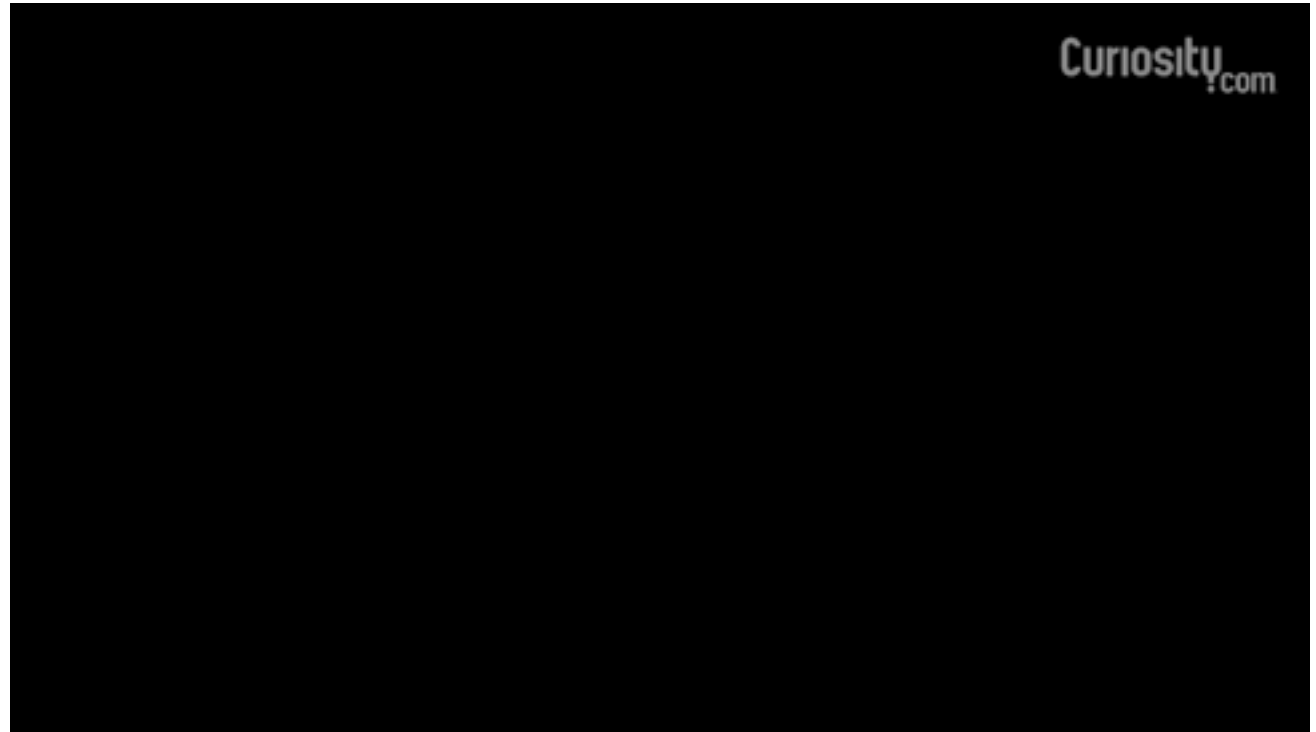
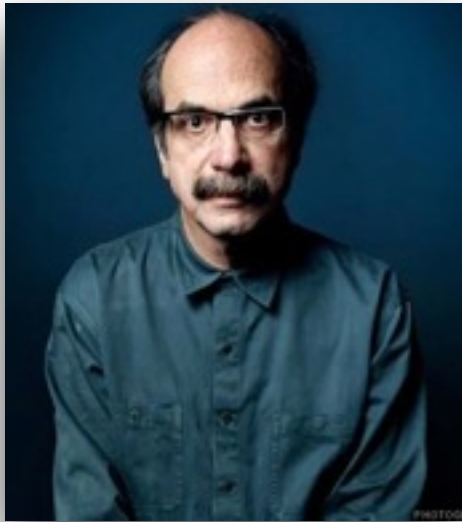
The Best Design School. Period.



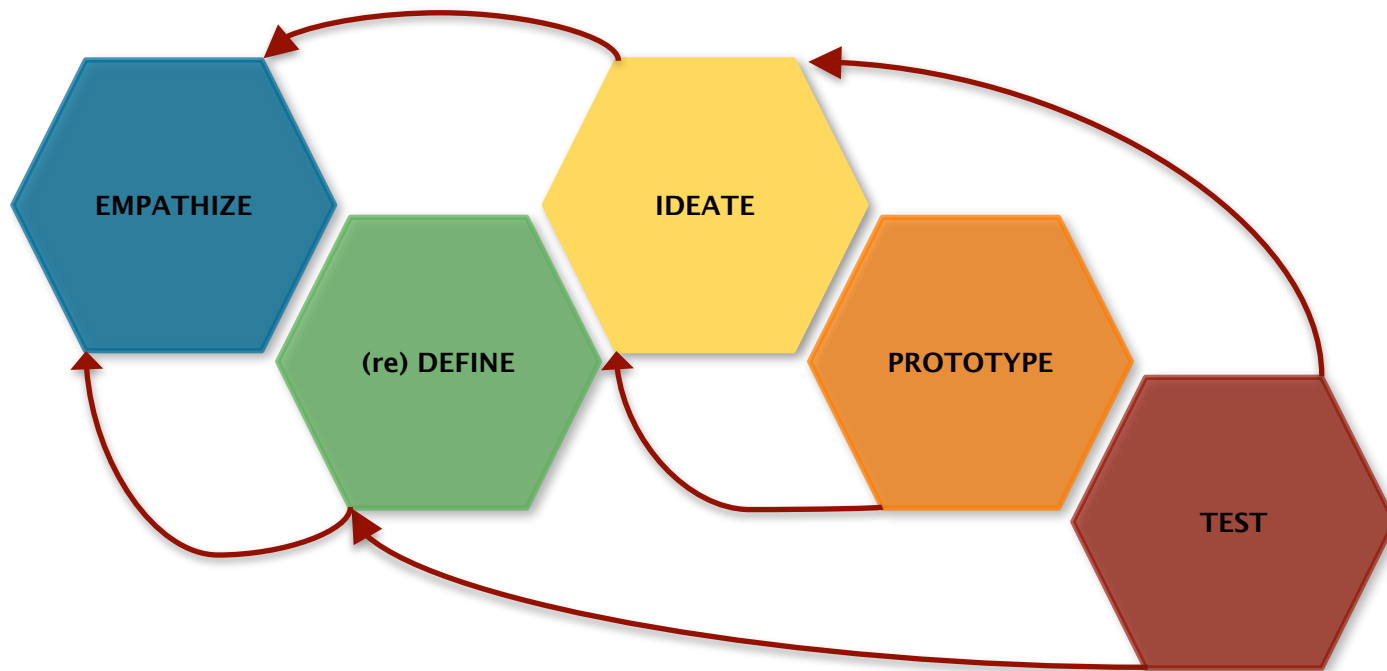
Stanford d.school napkin

- “future innovators”
- “design thinking”
- “radical collaboration”
- “big projects”

Design Thinking



Stanford Design Thinking Model



Stanford Design Thinking Model



Empathize



(re) Define



Ideate



Prototype



Test

Gift Giving Design Project



- Empathize
- (re) Define
- Ideate
- Prototype
- Test

Gift Giving Design Project



- Empathize
- (re) Define
- Ideate / Prototype
- Test

Gift Giving Design Project

- Pair up
 - Designate Partner A and Partner B
 - Design Thinking Worksheet
- Design Challenge:
 - *Redesign the gift-giving experience ...
for your partner*
- Let's Go!



Empathy

- **Empathy**
 - understanding of the feelings, thoughts, and experiences of another without communication in an objectively explicit manner.
- **Henry Ford**
 - *“If I had asked people what they wanted, they would have said faster horses.”*
- **Steve Jobs**
 - *“It's really hard to design products by focus groups. A lot of times, people don't know what they want until you show it to them.”*





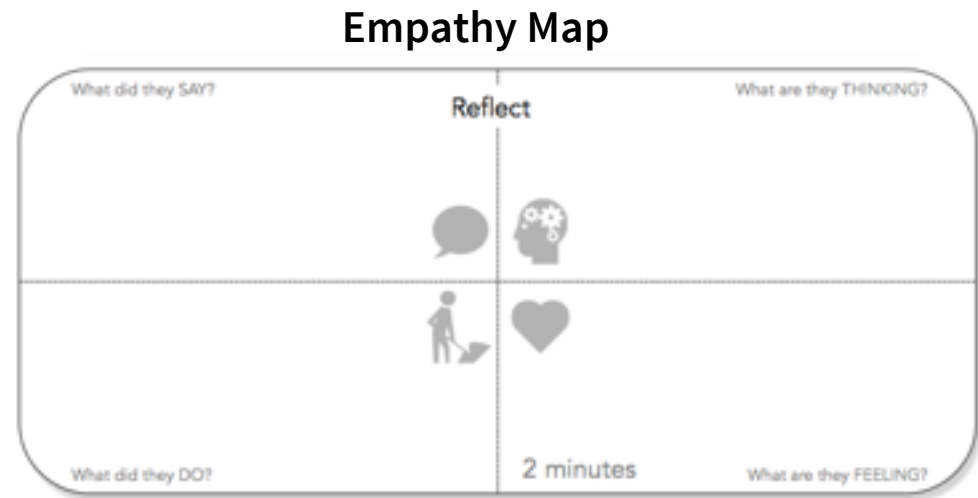
Empathize

- Interview
 - Partner A interviews Partner B
 - 3 minutes/switch
- Reflect!
 - 2 minutes
- Seek to understand
 - Feel/Sense
- Conversation
 - “When was the last time...?”
 - “What was your favorite...?”
- Explore surprises



Empathize

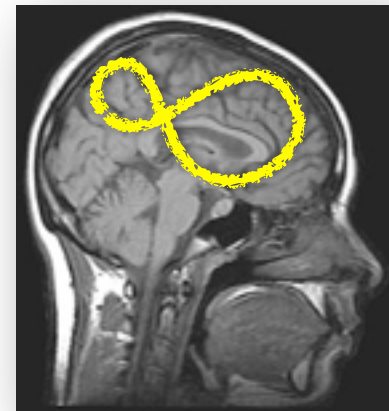
- Dig Deeper
Partner A interviews Partner B
3 minutes/switch
- Stories, feelings, emotions
- Ask “why?”
- Reflect! Empathy Map!
2 minutes





Ideate

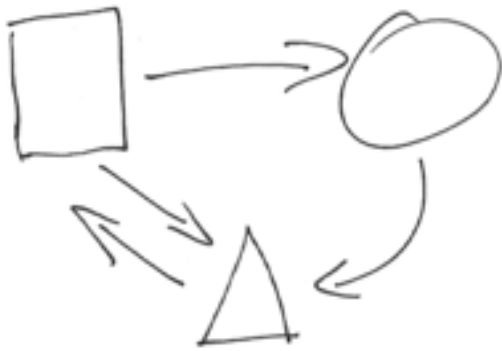
- Drawing
 - unlocks new thinking
 - helps in sharing
- Volume is important
 - brain exercise
 - push yourself to think



Visual Thinking Codex



Visual Thinking Codex



7 ideas, not 5!



Ideate/Prototype

- Sketch 5 ideas
 - 5 minutes
- Volume
 - Not evaluation
 - Stretch the solution space
 - Visual thinking
- Share and Feedback
 - Partner A presents to Partner B
 - 5 minutes/switch
- Test your idea
- Learn more
 - Listen
 - Do not over explain (aka “sell”) or defend



Bringing It Home

What did you learn?



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