

Design Thinking Crash Course

The Hasso-Plattner Institute of Design at Stanford (d.school) has created a virtual “Crash Course” video into Design Thinking. The video asks people to gather craft supplies, team up, and create a new gift-giving experience for their partner. Each individual reflects on the last gift they gave someone. Their partner then begins the Design Process listed below to develop a new gift idea.

1. Empathize
2. Define
3. Ideate
4. Prototype
5. Test

In this exercise, I partnered up with my classmate, Kailee Heffler. We were ready to take on the challenge but had no idea what to expect. Once the exercise was over, we both agreed that the Design Thinking process was gratifying.

Gain Empathy

1 The Interview

8 Minutes (2 session x 4 minutes each)

During my interview with Kailee, she told me about the last gift she gave which was to her boyfriend. Before Christmas, she had a very hard time thinking of a gift idea for him and he did not give her any clues as to what he would like. She mentioned, her boyfriend, is like a 'typical guy' and won't tell you what he wants.

After thinking it over, she decided to get him a new speaker because his last one broke. Even though she prefers to give more meaningful gifts, she thought it was best to get him something useful. She spent time researching the best option and was happy to find one on sale.

I asked her if she was pleased with his reaction and she confirmed she was. He was very excited and surprised. She was afraid he figured out the gift and would not be surprised. His reaction made her happy. Overall, Kailee was pleased with her gift idea.

Kailee then divulged that she prefers to give meaningful gift over useful gifts. She likes giving thoughtful gifts such as framed pictures or something homemade. A gift that captures memories in some way.

2 Dig Deeper

8 Minutes (2 session x 4 minutes each)

During our second interview, Kailee told me more about her boyfriend. They've been together for over five years and she feels they balance each other out. She is more chatty and he is more quiet and reserved. Kailee also mentioned she enjoys spending time with his family. He makes it a point to attending all family dinners and she appreciates his values. She feels the same regarding her own family.

In general, Kailee and her boyfriend normally don't exchange gifts. They try to stick with one large gift a year that falls under a mutually agreed budget. Since there is only one gift to consider, Kailee begins researching and shopping months ahead.

She said this year they were hoping to go to Europe together as their large gift, but the pandemic changed that for them.

Reframe the Problem

3 Capture Findings 3 minutes

Needs: Things they are trying to do (use verbs)

1. Make her boyfriend happy
2. She enjoys researching
3. Elicit an exciting reaction
4. Keep it a secret
5. Make it meaningful

Insights: new learnings about your partner's feelings/worldview to leverage in your design. (Make inferences from what you heard)

Gift giving is not something she prefers to do with her boyfriend, she would rather save for something big like a trip. Since they are both college students they do not have money to spare so staying within a budget is very important.

Kailee is also very sentimental and prefers making and sharing memories.

4 Define the Problem 3 Minutes

Thoughtful Kailee needs a way to give a sentimental gift because she enjoys gifts that are more personal and heartfelt.

Ideate: Generate alternatives to test.

5 Sketch at least 5 radical ways to meed your user’s needs
4 minutes



Squeeze-y Sweatshirt
When you put it on, it feels like you’re friend is giving you a hug.

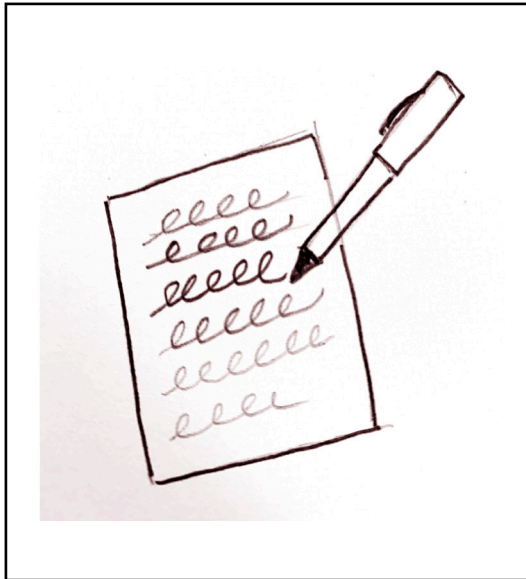


Love Notes App
Create and store special messages to your significant other. The app will sends the messages randomly to let that person know you’re thinking of them.

Love notes can be stored to be referenced whenever the user wishes.



Relationship Storybook
Book where you can gather past fun memories that tells the story of your relationship.



Secret Message Pen
Let you write messages only the person you choose can see



Mix Tap Speaker
Just like back in the day when people would make Mix Tapes for each other, this speakers for each other, this speakers allows you to do the same. It helps you put together special playlists for your loved ones.

Ideate: Generate alternatives to test, Cont.

6 Share your solutions & capture feedback. 8 Minutes (2 session x 4 minutes each)

Kailee gravitated toward the idea of a memory book. Recently she purchased a service for her grandmother where an app prompts her to reflect on a past memory every week. The service then creates a special book with her grandmother's history. She really liked the idea of remembering special little moments.

The idea of speaker containing your favorite songs also intrigued Kailee because she enjoys sharing playlists with her friends. Plus, she bought her boyfriend a speaker for Christmas this past year. Adding the playlist makes it more personal and a bit sentimental.

Iterate based on Feedback

7 Reflect & generate a new solution. 8 Minutes (2 session x 4 minutes each)



Relationship Storybook Evolved

The new iteration of the storybook to include prompts for all participants to reflect back on. With everyone's thought incorporated, the book becomes more in-depth and precious. Additionally there will be areas to add music to pages and the reader can press play to listen.

Build and Test

8 Build your solution. 10 minutes

Make something your partner can interact with!

The storybook makes putting together memories easy by making each page a template with a prompt. The various types of prompts could be, "I laughed so hard when....." or "I'll never forget that time we...." The gift give can then add photos surrounding the moment and add a music track behind it. Play buttons are embedded in the pages to store the songs. On select pages, the gift giver's voice could be recorded for the receiver to listen to later.



Build and Test, Cont.

9

Share your solution and get feedback

8 minutes (2 sessions x 4 minutes each)

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What worked...

The book really captures the little, important things all in one special place.

▬

What could be improved...

Make the book so all parties involved can work on it together.

?

Questions...

Would there be a time frame to complete each question prompt? Like one a week?

!

Ideas...

It would be great if it was digital and a hard copy.