

DESIGN THINKING

AT THE INTEGRATED DESIGN LAB

DESIGN THINKING ACTIVITY | Overview

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THE WALLET PROJECT

DRAW THE IDEAL
WALLET

3 minutes



THE WALLET PROJECT

HUMAN-CENTERED DESIGN Interview: 8 minutes

Spend 4 minutes interviewing a partner, then switch for the second 4 minutes. Take notes. Use the Active Listening and Interview Skills from Module 1.



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THE WALLET PROJECT

CREATE PROJECT DEFINITION

Capture Findings: 3 minutes

Answer the following questions:

- What is your partner trying to achieve?
- What are your partner's feelings and motivations?
- What's something you see about your partner's experience that maybe they don't see?

THE WALLET PROJECT

_____ (partner's name/description)

needs a way to _____

because _____

_____.

CREATE PROJECT DEFINITION

Take a Stand: 3 minutes

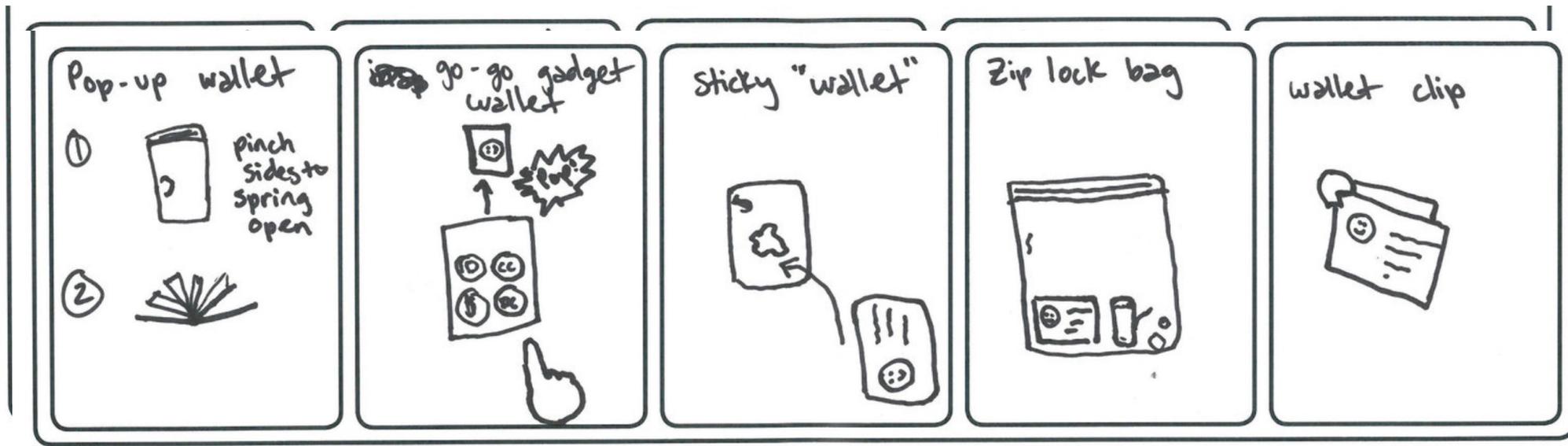
Using insights from the interviews, fill in the blanks.

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GENERATE IDEAS

Radical Ways: 5 minutes

Sketch a least 5 *radical* ways to meet your user's needs.



THE WALLET PROJECT



RAPID PROTOTYPING
Share Solutions & Capture
Feedback: 10 minutes

Spend 5 minutes sharing your solutions with your partner, then switch roles and repeat sharing.

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RAPID PROTOTYPING
Reflect & Generate a New
Solution: 3 minutes

Use the feedback from the 1st
'prototypes' to create a more
personalized solution.



THE WALLET PROJECT

<p>✚ What worked...</p> <p>likes the aesthetics immediate accessibility transparency compact</p>	<p>✚ What could be improved...</p> <p>durability → can we trust it? how make it easier to take out the cards</p>
<p>? Questions...</p> <p>how do I get the cards out easily? How does the button work? What material options do I have?</p>	<p>! Ideas...</p> <p>test different materials for button — needs to last Custom image/photo on front</p>

INTEGRATING
Share Solutions & Get Final
Feedback: 8 minutes

Spend 4 minutes sharing your
final solution with your partner,
then switch.