

DESIGN THE IDEAL FOOTWEAR

DRAW: 3 MIN

Sketch your idea here!

YOUR NEW MISSION:

DESIGN FOOTWEAR USEFUL AND MEANINGFUL FOR YOUR PARTNER. START BY GAINING EMPATHY.

1 INTERVIEW

8 MIN (2 SESSIONS X 4 MINUTES EACH)

Notes from your first interview

Switch roles & repeat interview

2 DIG DEEPER

6 MIN (2 SESSIONS X 3 MINUTES EACH)

Notes from your second interview

Switch roles & repeat interview

REFRAME THE PROBLEM.

1 CAPTURE FINDINGS

3 MIN

Goals and wishes:

What is your partner trying to achieve?

*use verbs

Insights: WNew learnings about your partner's feelings and motivations. What's something you see about your partner's experience that maybe s/he doesn't see?

*make inferences from what you heard

4 TAKE A STAND WITH A POINT-OF-VIEW

3 MIN

_____ partner's name/description

needs a way to _____

user's need

because (or "but . . ." or "Suprisingly . . .")

_____ insight

IDEATE: GENERATE ALTERNATIVES TO TEST.

5 SKETCH AT LEAST 5 RADICAL WAYS TO MEET YOUR USER'S NEEDS.

5 MIN

write your problem statement above

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6 SHARE SOLUTIONS & CAPTURE FEEDBACK.

10 MIN (2 session x 5 minutes each)

Notes

Switch roles & repeat sharing

ITERATE: BASED ON FEEDBACK.

7 REFLECT & GENERATE A NEW SOLUTION.

3 MIN

Sketch your big idea, note details if necessary!

BUILD AND TEST.

8 BUILD YOUR SOLUTION.

7 MIN

Make something your partner can interact!

[not here]

9 SHARE YOUR SOLUTION & GET FEEDBACK.

8 MIN (2 SESSIONS X 4 MIN EACH)

+ What worked....

- What could be improved....

? Questions....

! Ideas...