

Step 1: Empathize

- Describe the user and their current conference experience. See page 3 for examples of design thinking interview questions.

- What is your design challenge? See page 4 for examples of design challenges.

Step 2: Generate Solutions

- Working with your partner, come up with as many solutions as possible for your design challenge. Write them down on sticky notes!

Step 3: Prototype

- Select 1 or 2 of your favorite solutions. Create prototypes using the materials on your table.

Step 4: Test

- What feedback did the user provide about your solution(s)? Some questions you might ask:
 - How does this make you feel?
 - What do you like? What do you not like?
 - How do you see yourself using this?
 - Why might this not work?
 - What is it missing?

Step 5: Refine

- How would you change your solution(s) based on the feedback you received?

Design Thinking Interview Question Cheat Sheet

The types of questions a design thinker asks in an interview can be very different than those that an evaluator asks. An evaluator might ask questions such as, “How might you improve X?” A design thinker will ask questions to empathize with the user. For example, they might ask users to describe how they interact with a service provider, how a service or product affects their life, and how a service or product fits in with their day (see below).

WHY EMPATHIZE

As a design thinker, the problems you are trying to solve are rarely your own—they are those of a particular group of people; in order to design for them, you must gain empathy for who they are and what is important to them.

WHAT IS EMPATHY

Empathy is the centerpiece of a human-centered design process. The Empathize mode is the work you do to understand people, within the context of your design challenge. It is your effort to understand the way they do things and why, their physical and emotional needs, how they think about world, and what is meaningful to them.

Source: Hasso Plattner Institute of Design at Stanford. *An Introduction to Design Thinking Process Guide*. <http://stanford.io/1rr3SJm>

Questions that a design thinker might ask	Questions that a design thinker would <u>not</u> ask
<ul style="list-style-type: none">• Tell me about your AEA conference experience so far.• What made you excited about this conference?• Why did you decide to attend this conference?• How did you prepare for the conference?• What are you looking for from this conference?• What do you love about the conference?• What annoys you about the conference?• How did you feel after the first day of the conference?• What are you planning to say or share with colleagues after the conference?• What are you planning to do after the conference?	<ul style="list-style-type: none">• How can the conference be improved?• What is wrong with the conference?• Don't you think the conference should...?• Do you love XYZ about the conference?

Crafting a good design challenge

Original design challenge	Problem	Better design challenge
The conference should be shorter.	Solution is already included in design challenge	How might we design a conference that is tailored to the various schedule constraints of attendees?
The conference has too many attendees and they are from too many different fields.	Addresses more than one challenge	How might we design a conference that addresses the needs of attendees from distinct fields?
The meeting organizers don't ask for enough feedback from attendees.	Assigns blame	How might conference organizers increase their interaction with conference attendees?
The conference is too overwhelming because there are too many sessions offered at the same time.	Assigns cause	How might we make it easier for conference attendees to design their own conference schedule?

Source: McMahon, T. (2009, November 22). *Defining the problem statement*. [Web blog post]. *A Lean Journey*. <http://www.aleanjourney.com/2009/11/defining-problem-statement.html>

For more information on design thinking...

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