# Your mission: Redesign the gift-giving experience ... for your partner. Start by gaining empathy.

#### 1 Interview

8min (2 sessions x 4 minutes each)



## 2 Dig deeper

8min (2 sessions x 4 minutes each)





## Reframe the problem.

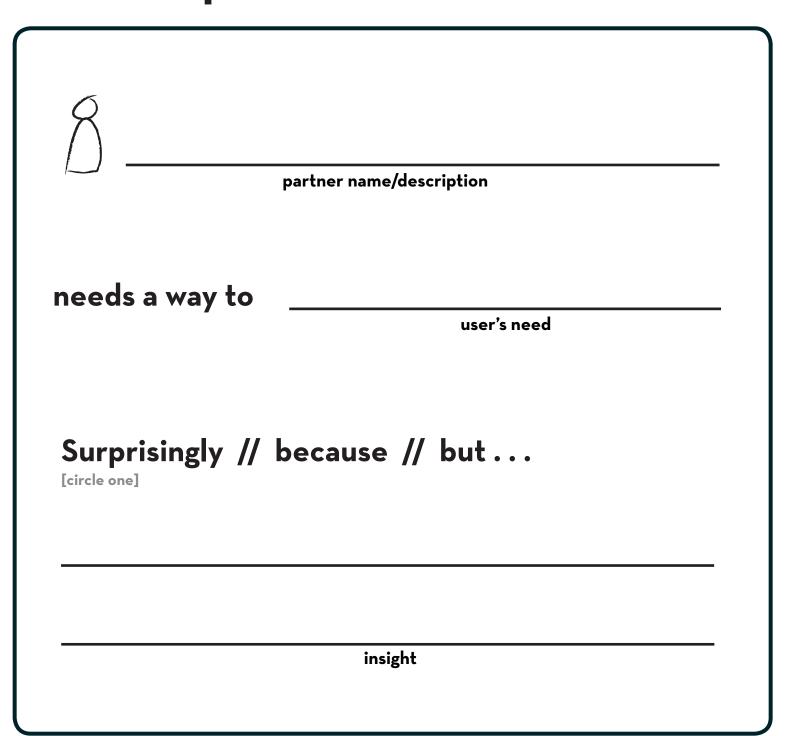
## 3 Capture findings 3min

**needs:** things they are trying to do\*

insights: new learnings about your partner's feelings/
worldview to leverage in your design\*

\*make inferences from what you heard

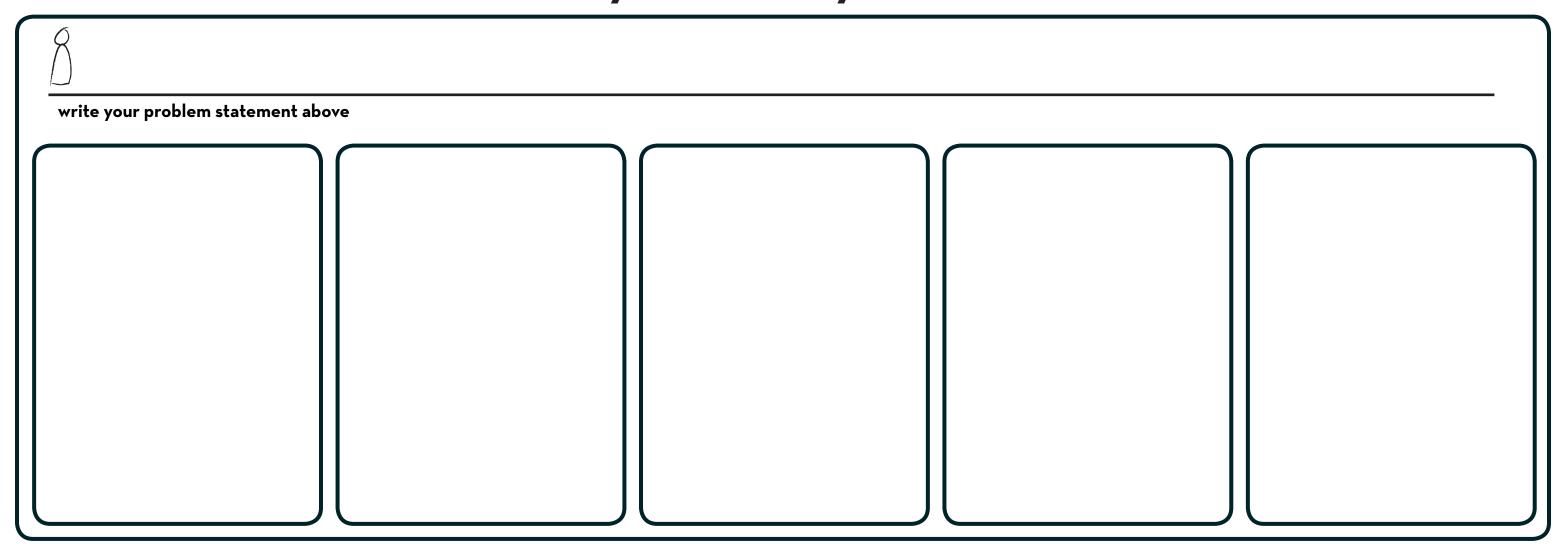
## 4 Define problem statement 3min





## Ideate: generate alternatives to test.

5 Sketch at least 5 radical ways to meet your user's needs. 4min



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





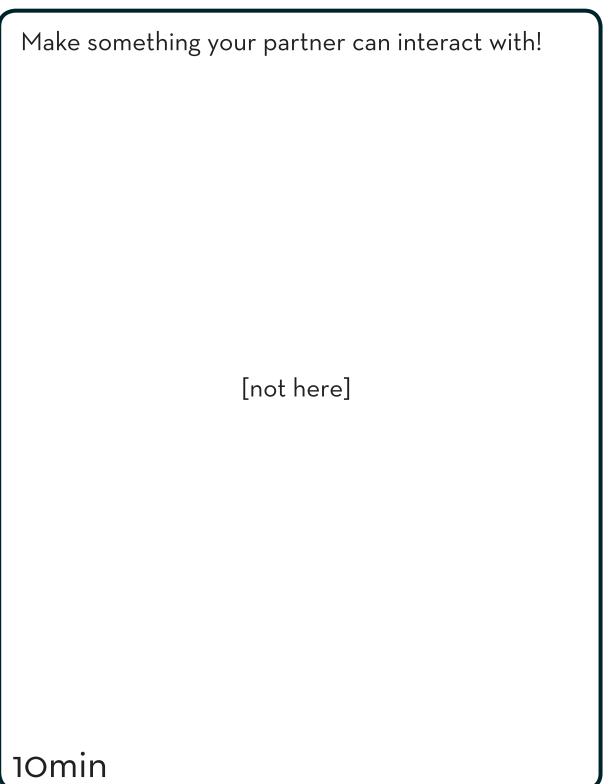
## Iterate based on feedback.

## 7 Reflect & generate a new solution. 3min



## Build and test.

## 8 Build your solution.



## **9** Share your solution and get feedback.

