

Your mission: **Design an information system for multi-modal transportation options in Cleveland...for your partner. Start by gaining empathy.**

1 Interview (what was it like for you when you started CIA?)

8min (2 sessions x 4 minutes each)

Notes from your first interview

Switch roles & repeat Interview 1.

2 Dig deeper

8 min (2 sessions x 4 minutes each)

Notes from your second interview

Switch roles & repeat Interview 2.

Reframe the problem.

3 Capture findings

3 min

Needs: things they are trying to do*
*use verbs

Insights: new learnings about your partner's feelings/
world-view to leverage in your design*
*make inferences from what you heard

4 Define problem statement

3 min

Notes from your second interview

_____ partner's name /description

needs a way to _____ user's need

Surprisingly // because // but...
(circle one)

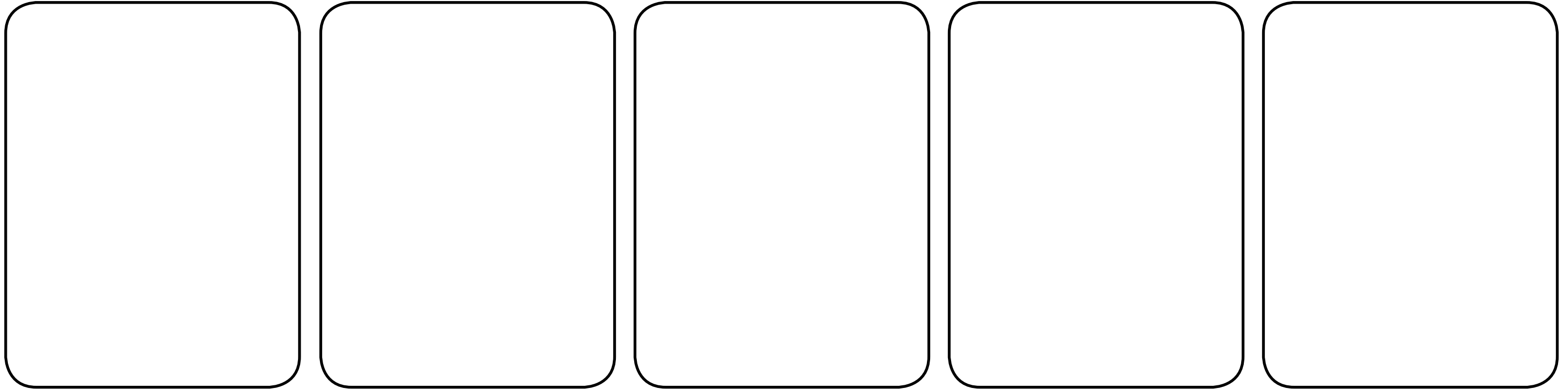
_____ insight

Ideate: generate alternatives to test.

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

4 min

write your problem statement above

A large rounded rectangular container with a thin black border. At the top left, there is a horizontal line and the text "write your problem statement above". Below this, there are five empty rounded rectangular boxes arranged horizontally, intended for sketching radical solutions.

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

Notes

Switch roles & repeat Interview 1.

Iterate based on feedback

7 Reflect & generate a new solution 3min

Sketch your big idea, note details inf necessary!

Build and test.

8 Build your solution.

10 min

Make something your partner can interact with!

[not here]

9 Share your solution

8 min (2 sessions x 4 minutes each)

+ What worked....

- What could be improved....

? Questions....

! Ideas....

Switch roles & repeat Interview 2.