

Your mission: **Design a new music delivery system...for key stakeholders.**
Start by gaining empathy.

1 List **ALL** Stakeholders

3min

List everyone involved in a music delivery system

2 Choose at least 3. Why these?

2min

At least 3 stakeholders you are focusing on. Why?

3 Choose Main Stakeholder

1min

Choose your main stakeholder. Describe them

Build a Persona.

4 Name and Describe Stakeholder

4min

Physical Description, demographics and psychographics*

*classifying population groups according to psychological variables (such as attitudes, values, or fears) - Merriam Webster

Name Your Persona:

List their needs: imagine all needs your user may have. Work with your partner.

5 Define problem statement

2min

partner's name /description

needs a way to

user's need

Surprisingly // because // but...

(circle one)

insight

Ideate: Brainstorm Solutions.

6 list at least **50** *radical* ways to meet your user's needs.

6 min

write your problem statement here

Work with your partner

Ideate: Brainstorm Solutions.

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

4 min

write your problem statement here

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7b Share your solutions and capture feedback.

8min (2 sessions x 4 minutes each)

Notes

Switch roles & repeat Interview 1.

Choose direction

8 Work with your partner to choose a direction.

3min

Describe or sketch your big idea, note details if necessary!

Build and test.

9 Share your solution

<p>+ What worked....</p>	<p>- What could be improved....</p>
<p>? Questions....</p>	<p>! Ideas....</p>