Redesign the gift-giving experience…for your **partner**. Start by gaining **empathy**.

1 Interview
8min (2 sessions x 4 minutes each)

Chris gave his brother a bread-making book for Christmas, multiple recipes of different kinds of breads, hands-on, made soap before, made other things, probably wife that thought of that, he's been making different kinds of bread every couple weeks. amazon. arrived in two days, a week before christmas, a year younger than him (30's)

2 Dig deeper
8min (2 sessions x 4 minutes each)

He's made soap, candles, essential oils. Recently got divorced, first christmas alone, so gave him a gift. Went over to his house and spent the day with him and mom. Only time they went out this year

Switch roles & repeat Interview 1.

Switch roles & repeat Interview 2.

Reframe the problem.

3 Capture findings 3min

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

Cheer up brother, make him feel appreciated during christmas season

insights: new learnings about your partner's feelings/ worldview to leverage in your design*
*make inferences from what you heard

Care about your brother and his well-being especially during the holiday season

4 Define problem statement 3min

Chris
_____
partner name/description

encourage
needs a way to _____
user's need

Surprisingly // because // but . . .
[circle one]

hardship
_____

_____
insight

d. ⚙⚙⚙⚙⚙

Ideate: generate alternatives to test.

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

write your problem statement above

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

Notes

Switch roles & repeat sharing.

d.

Iterate based on feedback.

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

Sketch your big idea, note details if necessary!

Build and test.

8 Build your solution.

Make something your partner can interact with!

[not here]

10min

9 Share your solution and get feedback.

+ What worked...

− What could be improved...

? Questions...

! Ideas...

8min (2 sessions x 4 minutes each)

d.