

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

Orientation

↳ What is Design?
↳ How does it work?



Unpack Interviews

↳ What did people say?

EMPATHY MAPS

say	think
do	feel

Challenge Statement

↳ Why are we meeting?

DEEP DIVE INTERVIEWS

↳ Immerse yourself in the customer's story

AAO

USER NEED STATEMENT

Revisit User Needs Statements

- User
- Needs
- because

CREATE PERSONAS



Generate List of HOW MIGHT WE Statements



BRAINSTORM

SKETCH



draw, review, revise
draw, review, revise
....

PROTOTYPE

ROLE PLAY

Session wrap-up

Recommendations

- ↳ What did we learn?
- ↳ What should we do?

Test

"Design like you're right.
Test like you're wrong."



Learn