



# Empathize

**Time allotted:** 30 minutes (15 for sharing and capture; 15 for wrap up)

## Purpose

- to surface insights about the people who you imagine would use the site you visited. Consider their needs, desires, motivations, etc.

## Method

(details for these strategies are in your Bootcamp Bootleg Guide)

## Story Share and Capture

**Interview for Empathy** (this is an additional resource that may help you with your questioning process – use if helpful).

## Process

- each person gets 3 minutes to share their site visit observations (don't leave anything out).
- the rest of the group probes with questions to seek insights - noting highlights, surprises, quotes, and any other interesting tidbits.

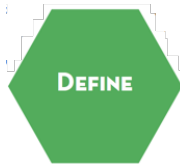
## Wrap-up

Choose a strategy to assemble your observations and different points of view to focus on your challenge space users, their needs and any surprising insights that may help you to understand them better. Details for these strategies are in your Bootcamp Bootleg Guide.

- **Composite Character Profile**
- **Empathy map**

Saturate your work space with all of the sticky notes you generated during your story share and capture.

Use wall space and/or flip chart sheets to group and organize attaching heading post its so that you can clearly see any patterns emerging. The end goal is to synthesize your findings and create insights which will be useful to you in creating proposed solutions to your Ideathon challenge.



# Define

**Time allotted:** 15 minutes (10 minutes for process and 5 minutes for choosing and writing down your POV statement)

## Purpose

- to develop a point of view from which to address your design challenge. A point of view serves as a guiding statement that focuses on specific users, their needs and any insights that you uncovered during the empathize process.

## Method

(details for these strategies are in your Bootcamp Bootleg Guide)

- Point of View Madlib
- POV Want Ad

## Process

- As a group review what was gathered from the empathy phase and zone in on the specific types of people who are likely to use your challenge site.
- Choose a method (from above) to help you get clearer about the motivations of those people.

## Wrap-up

- note your ideathon challenge and choose a point of view from which to explore the challenge. Write it down in a way that captures: user, need and insight.
- Take this into your ideate phase.



**Time allotted:** 15 minutes (to begin – brainstorming will continue in incubator session)

## Purpose

- to generate radical and innovative design solutions. Remember to keep your POV in mind and generate rather than evaluate (harder than it sounds!)

## Method

(details for these strategies are in your Bootcamp Bootleg Guide)

- How Might We?
- HMW Questions
- Brainstorm

## Process

- generate some How Might We...? questions that address your ideathon challenge and (more specifically) a point of view (POV) that you have generated.
- choose one HMW question that the group seems inspired by and use that to brainstorm solutions.
- spend the rest of your time on your brainstorm - documenting and posting all ideas. (Note: You can continue your brainstorm in your incubator session).

## Wrap-up

From the brainstorm ideas generated in response to your POV, choose one that your group is most excited about and pursue it as a proposed solution to your ideathon challenge.