

DESIGN THINKING ACTIVITY: REDESIGN THE 'STUDY' EXPERIENCE

30 MINUTES, IN PAIRS

1. Empathise - 10 mins

First... think about your own experience (2 mins)

Spend 2 minutes thinking about the last time you had to really study and it didn't go that well; what happened, what was wrong or could have maybe been better?

Next... share this with your partner (1 min each)

Get into pairs and share your experience with each other.

Your partner is going to be your customer today – so add their name in the middle of this chart below. Since your task is to somehow make **their** study experience better, you want to now... **dig deeper. Do that by interviewing each other for 3 mins.** When you ask from your customer more about their own experience, note down what you learn by filling in this chart below.

Your customer's name: _____

What they say...

What they think...

What they do...

What they feel...

2. Define - 3 mins

Sit further away from your partner and work by yourself for a few minutes.

Then, identify a **problem** your customer is having relating to their study experience. This problem could be any part of what they had the courage to tell you, even something small.

One of their problems is that _____

3. Ideate - 7 mins

Put a 3 minute timer on to **imagine at least 4 different ideas** that will help address this problem your partner is experiencing, or even parts of it. The ideas can be silly, funny, technical, totally out-of-the-box and you can ideate with mind maps, doodles, written notes, storyboards, however you wish to ideate. You can even come up with 20 if you want!

Idea...

Idea...

Idea...

Idea...

Idea...

Idea...

After the timer goes, go and sit with your partner and take turns **sharing** your ideas for a few minutes. When you're sharing your ideas take time to **observe** your partner; what they say, what they do, how they feel about your ideas etc. Use the observations to help you through the next phases.

4. Prototype - 3 mins

Then it's time to choose the best idea(s) so far and create a prototype. This is easiest to do alone, so sit away from each other. Your prototype could be based on a single idea, a combination of a few ideas, or a completely new one! Just draw it out. While drawing you might get new ideas to include in your solution!

5. Test - 5 mins

Take turns to show your partner your idea and prototype and apply any feedback they give you into it. You can also take note of any questions they ask for further iterations.

6. Reflect - 2 mins

After sharing your solution with each other, take a minute to reflect:

Reflect on what you thought about the process; what did you like, what worked well, what did you learn about yourself as a creative problem solver, what was easy, what was hard?

Reflect on being a customer; how did it feel, was it easy to talk about the problems you encountered relating to study, did you get new ideas on how to make your own experience better?

You've now completed a quick-fire design thinking process – well done!

And that is what creativity is all about, to problem solve we need to:

- Empathise - Whakamāramahia
- Define - Tōna Nako
- Ideate - Whakaarohia
- Prototype - Whakatinanahia
- Test - Whakamātauria
- Reflect - Whakaaroarohia

Now it is time to **ITERATE**, so which of those phases do you think you should do again to come up with even better solutions?

