(Re)designing ____________________________ for ____________________________

**Gain Empathy**

<table>
<thead>
<tr>
<th>Observations</th>
<th>Interview</th>
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<tbody>
<tr>
<td>Write down 5-10 things you have observed, heard, or encountered regarding this experience.</td>
<td>Interview at least 2 people. Who do you plan to interview?</td>
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<tr>
<td>Generate at least 3 questions you will ask during your interviews.</td>
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</table>
Define the Problem

<table>
<thead>
<tr>
<th>Observations to Insights</th>
<th>How Might We...</th>
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<tbody>
<tr>
<td>Turn your observations into insights! Insights reveal the underlying factors behind your users’ thoughts, feelings, and actions. Use the 7 factors that drive a culture of innovation to help you decipher the “why” of your observations.</td>
<td>Generate 2-3 “how might we” questions based on your insights.</td>
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Users think/feel/do_______________________________________
because ________________________________________________
Ideate

Generate at least 4 possible solutions to your “how might we” question. Free yourself from constraints, think big, and avoid judgment. This is your chance to be creative!

Get Feedback

Take your ideas to your users and see what they think. Be sure to ask what they like, what they think could be different, or where they are confused or have questions.

Iterate

Reflect on the feedback you received and generate a new or refined solution.
Create a Prototype

<table>
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<th>Prototype</th>
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<td>Take the most promising idea from your ideating phase and create a prototype. This could be an outline of a program, an action plan, or a new or improved process or workflow — whatever fits your solution.</td>
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</tbody>
</table>
**Before you test your prototype, determine what success looks like and how you will measure it. What kind of data do you need to collect? From whom? Write down what success looks like (hint: go back to your “how might we” question) and your plan for evaluation.**

**Success =**

**Evaluation Plan:**

**Test**

Test your prototype on a group of users. This could be in a pilot, a limited run, or a small-scale implementation. Write your basic testing plan here.

**Repeat**

Once you have the results of your test, you might find that your prototype worked great, failed, or landed somewhere in the middle. This is all part of the process! Go back to the beginning and use the process to refine, reframe, redo, and/or scale your solution.
Empathize
Define
Ideate
Prototype
Test

Repeat

Presentation Materials

Download everything here:
bit.ly/olc-2018-nu

Contact Us

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References and Resources

Stanford d.school Resources:
https://dschool.stanford.edu/resources/

Northwestern University Coursera MOOC, Leadership Through Design Innovation:
https://www.coursera.org/learn/leadership-design-innovation

EDUCAUSE Building a Culture of Innovation in Higher Education: Design & Practice for Leaders:
https://library.educause.edu/resources/2015/4/building-a-culture-of-innovation-in-higher-education-design-practice-for-leaders

Northwestern