

Your mission: **Redesign the gift-giving experience ...for your partner.**  
**Start by gaining empathy.**

## 1 Interview

8min (2 sessions x 4 minutes each)

### Notes from your first interview

1. Kyle's gift was dinner to help care for a differently-abled person and their family. Helping hand for a father & sick mother and their kids. (Portuguese family)
2. Brought over spaghetti & pizza.
3. Everyone was relieved, thankful, and grateful to not have to worry about turning on the stove.
4. The kind gesture was meant to ease the tension within the family and allow them to focus on caring for those who need extra attention.

Switch roles & repeat Interview 1.

## 2 Dig deeper

8min (2 sessions x 4 minutes each)

### Notes from your second interview

1. The gift giving idea was created in tandem with Kyle's mom.
2. Previous ideas included doing something around the house like cleaning, helping the kids with daily tasks.
3. Dinner was helpful but the gift could've been more meaningful.
4. Gifts/help should be timed & respectful of schedules.
5. Advice to others would be to help take care of and pay more attention to the kids. Don't lose control of them in tough times.

Switch roles & repeat Interview 2.

# Reframe the problem.

## 3 Capture findings 3min

**needs:** things they are trying to do\*

\*use verbs

- Show kindness
- Alleviate stress
- Care for family friends
- Create a positive environment
- Assess the situation and see how he can help in the future

**insights:** new learnings about your partner’s feelings/ worldview to leverage in your design\*

\*make inferences from what you heard

- Gift giving needs to be useful to specific family
- Gift giving needs to respect time constraints & schedules
- Gift giving needs to be friendly for those who are sick or differently-abled

## 4 Define problem statement 3min



KYLE

partner name/description

needs a way to care for others & alleviate stress  
user’s need

Surprisingly // because // **but...**

[circle one]

solutions must be respectful of time & schedules

insight

# Ideate: generate alternatives to test.

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

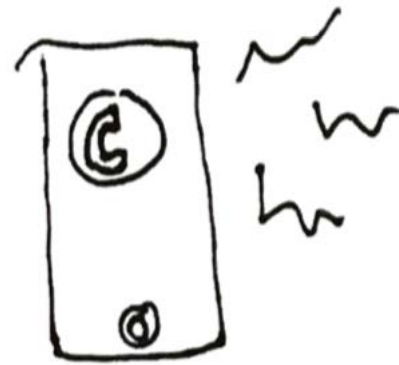


Kyle needs a way to alleviate stress & care for others but solutions must be respectful of time & schedules

write your problem statement above



Do the laundry



Order delivery



Box of premade meals



Tasks that can be 'cashed' in



Family activity night

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

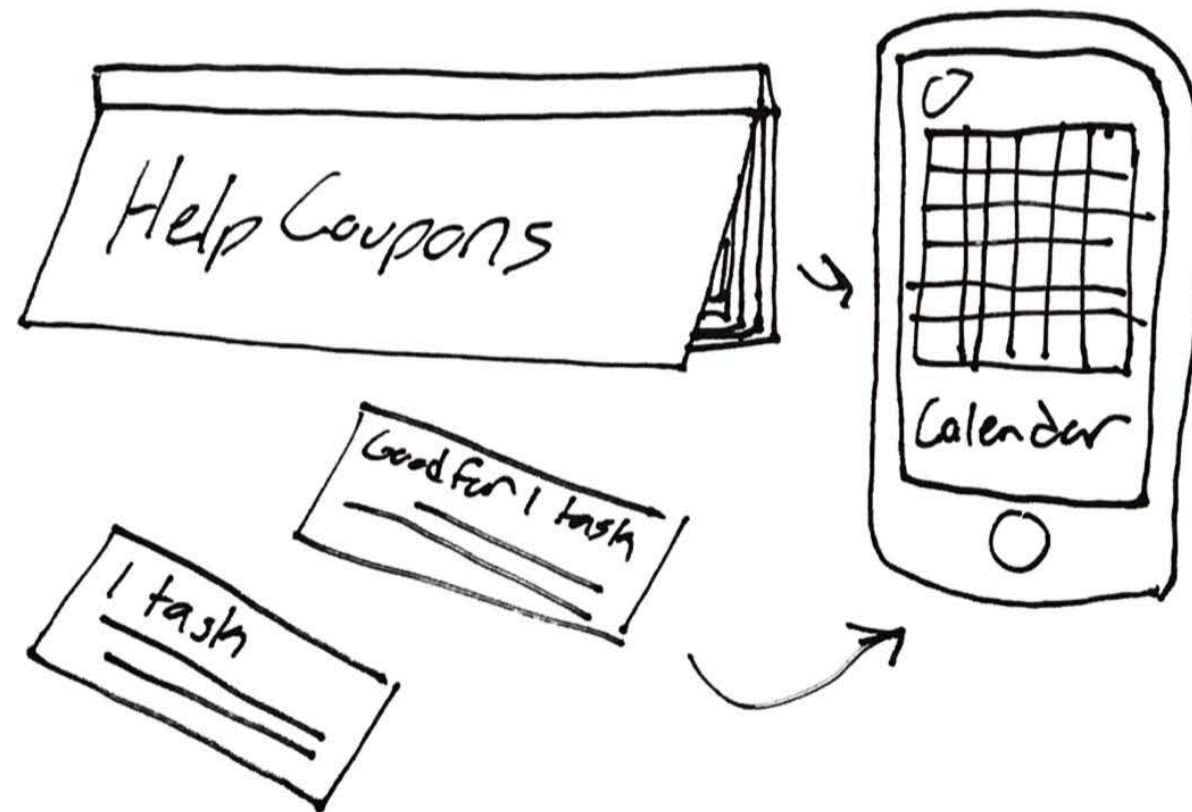
### Notes

- Agrees with first solutions because it's a direct need
- Agrees with second solution but the human presence was important regardless of time spent
- Agrees with third solution but perhaps it'd be better to meal prep kids' lunches
- Fourth solution could be a base idea
- Completely agrees with the family game night focus on kids is important
- Help coupon idea deemed to be most valuable but idea needs to be tweaked

# Iterate based on feedback.

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

Sketch your big idea, note details if necessary!



- A system of help coupons that the family can fill out. From there Kyle can upload tasks into the 'help coupon' app + schedule when he can fulfill certain tasks

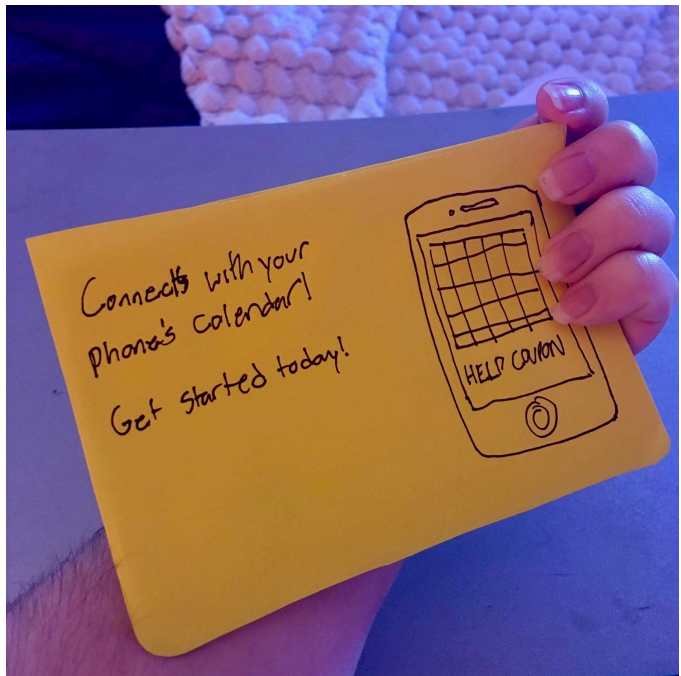
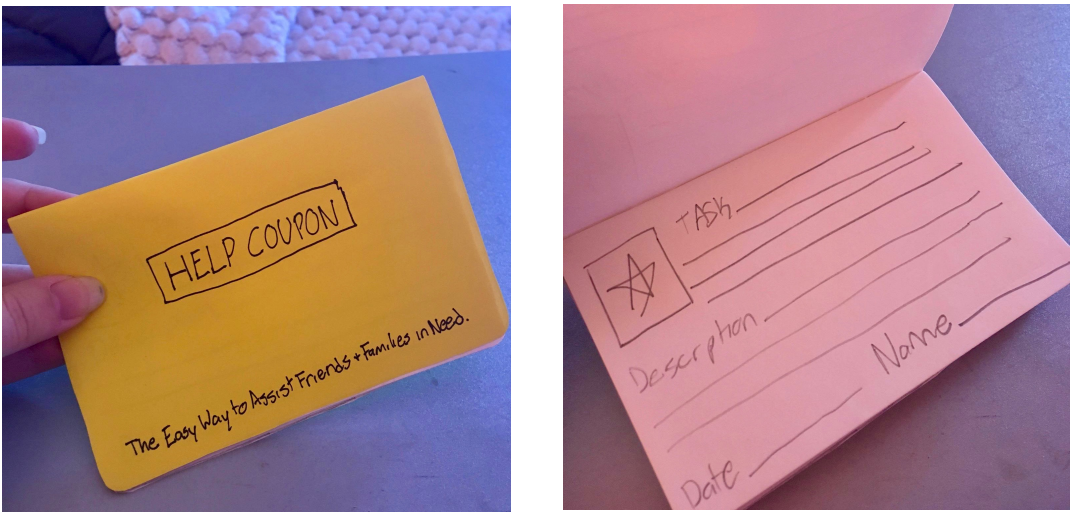
A system of help coupons that the family can fill out together. From there, these coupons can be uploaded into the Help Coupon app and Kyle can schedule/let the family know when & if he can fulfill certain tasks for them. Takes out the guessing game of which gifts are valuable and it lets Kyle have the power to help out when his schedule allows.



# Build and test.

## 8 Build your solution.

Make something your partner can interact with!



10min

## 9 Share your solution and get feedback.

- +** What worked...
- Planned approach & environment
  - Easily integrates into work schedule
  - Opportunity to input additional coupons & direct actions

- What could be improved...
- See where collaboration and communication can be enhanced
  - Involve kids during the planning process

- ?** Questions...
- How hard is this to build?
  - Will this work long term?
  - How can we enhance communication?
  - How can the app evolve?
  - Is there anything to add?

- !** Ideas...
- There weren't really any hard ideas added from Kyle's part. Most of them were asking questions rather than providing a distinct idea.

8min (2 sessions x 4 minutes each)