Create a quick interview guide
(with open-ended questions!)

A. Be human: build rapport.
Introduce yourself. “How are you today?”
“Nice to meet you. Tell me about where you’re from?”

B. Seek stories.
“What could you tell me story about a time you . . .
( . . . travelled by yourself to a new place on campus?)
( . . . had an unexpected adventure on a new campus?)

“What would I find surprising about how you . . .
( . . . packed for your freshman year?)
( . . . navigate a new campus?)

(Write more of your own)

C. Talk about feelings. Dig deeper by following up.
“How did you feel at that moment, when . . . happened?”

(Write more of your own)

Interview your partner
(just have a conversation!)

Interview notes:

Go deeper into one story: remember to ask “Why?”

2 min

4 min each

3 min each

Inspired by Stanford d.school
Imagine the meaning (notice something, then infer what the meaning might be)

Imagin possibilities for the following statements:
It’s interesting/surprising/telling that s/he . . .

One thing that seems to be important to him/her is . . .

I wonder if this means . . . [WRITE A FEW POSSIBILITIES]

Take a stand with a point-of-view:

<table>
<thead>
<tr>
<th>partner’s name</th>
<th>description</th>
</tr>
</thead>
<tbody>
<tr>
<td>needs a way to</td>
<td>user’s need</td>
</tr>
<tr>
<td>because (or “but...” or “Surprisingly...”)</td>
<td>insight</td>
</tr>
</tbody>
</table>

Create brainstorming topics (flip your insights into questions)

How might we . . .

How might we . . .

How might we . . .

Inspired by Stanford d.school
Share your work, then brainstorm as a team
(recap one story, share one inference and your brainstorm question — then lead a brainstorm)

New ideas!
Generate a diverse set of concepts in response to your brainstorming questions.
Your goal is to build on the ideas of others.

Inspired by Stanford d.school
Sketch it out

Pick an idea and stay in a generative mode as you work out the details.
Your goal is develop the idea and make it visual.

Choose one idea and flesh it out into a product or service
(what is it? how does one use it?)

Inspired by Stanford d.school
Let's get physical, physical

Let me hear your body talk.

Your goal is to test your solution by making it tangible.

Build your solution
(to test desirability)

Test with your partner
(get feedback)

What's working?

What could be improved?

New questions

New ideas

4 min each

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What's working?
What could be improved?

New questions
New ideas

Inspired by Stanford d.school

Video Questions

Question 1.

Question 2.