The new city experience
An Introduction to Design Thinking
Hear a good story

Interview your partner about his/her experiences in a new city.

Your goal is to hear (at least) one good story from your partner.

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.
“Could you tell me story about a time you . . .
( . . . travelled by yourself to a new place?)
( . . . had an unexpected adventure in a new city?)
______________________________________________________________?”

“What would I find surprising about how you . . .
( . . . pack for a long trip?)
( . . . navigate a new city?)
______________________________________________________________?”

“______________________________________________________________”

[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?”

4 min each

2 min

3 min each

[write more of your own]

Start individually

Now pair up

Interview notes:

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

4 min each

2 min

3 min each

[write more of your own]
Imagine the meaning
(notice something, then infer what the meaning might be)

Imagine 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 COUPLE HUNCHES]

_______________________________________________________________

Create a brainstorming topic
(turn your insight into a question)

First select the one hunch (“I wonder if this means . . .”) that gives you the most unique and exciting perspective. Write it below

How might ______________________
act on my hunch that ______________________?

(CONTEXT)

(YOUR HUNCH)

(This question should help you imagine products/services/experiences in this context that capitalizes on your unique hunch)

Then choose a context from below. Pick one that might best be able to take advantage of the hunch you chose. Write it above

A MUSEUM
A LOCAL RESTAURANT
A TRAVEL OR TOUR AGENCY
THE TOURISM BOARD
A CHARITY
A SHOPPING DISTRICT OR STORE
A HOTEL
A PUB OR BAR
THE TRANSIT SYSTEM
A HOST OR GUIDE

4 min

2 min
New ideas!

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

Share your work, then brainstorm as a team
(recap one story, share one inference and your brainstorm question — then lead a brainstorm)
Choose one idea and flesh it out into a product or service
(what is it? how does one use it?)
Let's get physical, physical

Let me hear your body talk.

Your goal is to develop and test your solution by physically trying it out.

Bring your solution to life
(use improvisation to create an imaginary world where your solution already exists)

7 min

Test with your partner
(invite your partner into that imaginary world)

What's working?
What could be improved?

4 min each

Consider these aspects of the imaginary world you are creating:

SCENE
The context of experience

ROLES
People involved in experience
(you may want to play one yourself)

PROPS
Simple tangible things in experience

New questions
New ideas