intel.
FUTURE SKILLS

Gift Giving Experience

PROJECT OVERVIEW:

Interview a partner to learn about a gift that they recently gave someone. Then redesign the gift giving experience to make that gift exchange better.

PROJECT CATEGORY:
Design

DIFFICULTY LEVEL:
Beginner

TIME RANGE:
60 - 90 minutes

ESSENTIAL SKILLS/MINDSETS THAT YOU MAY LEARN:
Design Thinking

Human-centered Design

Empathy

Iteration

Prototyping

Collaboration

Communication

Prepare

For this activity, you will start to understand your partner and gain empathy for them in a way that will help you redesign, and make better, a gift giving exchange from their past.

1.

To start, find a partner and watch the Inspire-To video by using the link or by scanning the QR with a phone camera to access the online video. [:05]

2.

Now, think about a time when you gave someone a gift. Not the actual presentation of the gift, but the whole process –from deciding, to buying, to giving, and right up to how you felt after the exchange was complete. [:05]

As you think, write down the key fact and feelings from this recent time that you gave that gift. Use the questions to consider section if you need ideas to spur your thinking on.

QUESTIONS TO CONSIDER:

Why did you get this gift and what was the motivation?

Was the gift late or on time? Did you fret about any part of the gift experience?

Did you buy or create this gift and why?

How was the gift received? How'd that make you feel?

SUGGESTED TOOLS:

• Scissors
• Staplers
• Other basic craft tools as available

SUGGESTED INGREDIENTS:

• Aluminum foil
• Craft sticks
• Various paper sheets
• Various tapes
• Markers, crayons, pens, pencils
• Sticky notes
• Other Maker Pantry items as available

MATERIAL PURCHASE LINK:

http://tiny.cc/Intelbuylist

INSPIRATIONAL VIDEO:

• Intel Design Thinking Explained

To design think, is to design with someone else's needs as the center of your design.

3.

Learn the design thinking process by taking a few minutes to read and review the design thinking chart. This chart is a variation of the original graphic that illustrates the stages of, "design thinking". This model was created by the d.school at Stanford University and will be the basis of this gift giving experience, of which we have adapted, for this activity. [:05]

4.

Prepare for your fast-paced design thinking activity by reading and then checking off each item from the list below. [:05]

- ☐ You have a partner.
- ☐ You each have this sheet to write on.
- ☐ You have something to write with.
- ☐ You've read and understand the design thinking process.
- ☐ Someone in the room has volunteered to be the facilitator/timekeeper (keeping track of and enforcing the time limits on each section below –and playing upbeat music for each step of the process if available).
- ☐ Everyone in the room has checked off this list and is ready to go.

(See project section for more setup instructions)

DESIGN THINKING

1. EMPATHIZE

Use interviews and observations to deeply understand your user's point of view and needs (i.e. -"what makes them tick") especially pertaining to how and why they give gifts.

2.DEFINE

Using the empathy gained, hone in on your user's biggest need.

3. IDEATE

Brainstorm ways to solve your users needs. This is a no-holds-barred idea session where wild ideas are welcome.
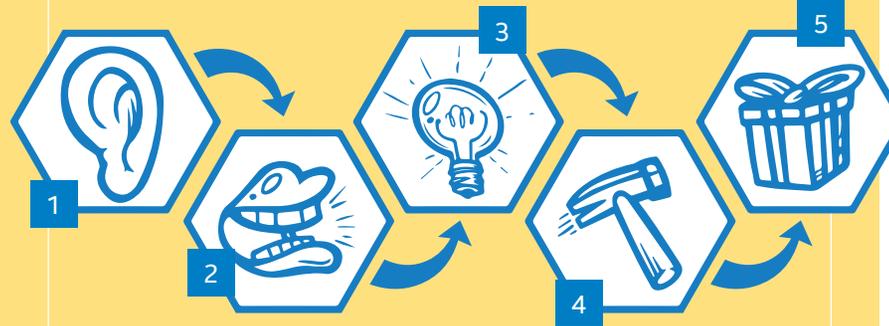
4. PROTOYPE

Rapidly create a representation of your best idea out of craft materials. This is all about expressing your idea in a very rough draft, but tangible, way.

5. TEST

Share your quick mock-up with your user to gain valuable feedback and insights. Find out what worked and what didn't.

PRO-TIP:

If you'd like to learn more about this or other d.school design thinking activities or processes, the original, "Redesigning the Gift Giving Experience" (as well as other Design Process Zero, "DP0" activities) facilitator guides can be found at:

https://goo.gl/Grz6Se

Empathize

The goal of this phase is to deeply understand your partner's gift giving experience so that you can redesign the process of giving a gift. If you ever get stuck, just ask, "why". Over and over again, keep asking, "why", "why", "why".

Remember, you are NOT trying to design a gift for your partner but rather will be designing a better process (the experience of picking, finding, selecting, and giving the gift) for giving this type of gift next time.

5.

Interview your partner. One at a time, ask your partner about a time that they gave a gift to someone else. (4 minutes for one partner and then switch roles so that both partners have been interviewed by the end of 8 minutes). [:08]

You each have 4 minutes for your interview. Don't stop early. Keep probing, asking: Why? Why? Why? Write down everything, especially responses that surprise you.

Notes from your first interview:

INTERVIEW TIPS

Ask your partner about a time that they recently gave someone a gift. What was it like to pick it out? Why did they choose that gift? Did it have a deeper meaning? Did they have any expectations for how the receiver of the gift would like it? Ask probing questions to discover the motivation for this gift exchange.

Example Questions to ask:

- How did you come up with the idea for the gift?
- Why did this gift have meaning?
- What part of getting this gift was hard for you?

DIG DEEPER [:04]

For this interview you will each ask your partner follow-up questions about their gift giving experience.

Focus on the parts of their story that you found most interesting. Continue to ask probing questions about the whole gift giving experience, from start to finish.

Interview for 2 minutes, then reverse roles and interview the remaining partner.

6.
Do a second interview to dig even deeper into your partner's give giving experience.

Notes from your second interview:

TIMEKEEPER TIPS:

If possible, play upbeat music in the background as partners interview each other.

Even better, find songs that are about 4 minutes long and use those to keep the time.

For example: When the song starts, start the interview, when it ends, switch roles and interview the other partner with a new 4-minute song.

**PRO-TIP:
QUESTIONS TO ASK**

Ask questions that get to the emotional reasons for giving the gift.

"So, what did this gift mean to you and why was it important?"

Try to engage your partner with questions that speak the motivation for the gift.

"I'm interested in _____ from your last interview. What do you think your motivation was for that?"

See if you can get them to share stories as this will help you to better understand your partner's motivations and gain empathy as well.

Define

The goal of the Define stage of the design thinking process is to use your interview notes to create a clear statement of what your partner needs. For this exercise, focus on trying to answer this question, "What was your partner trying to achieve through the gift giving exchange?"

7.

Capture Findings and Identify Needs (5 minute). Reflect on the conversations that you had with your partner. Think about what needs they may have desired during this gift exchange.

Write down some of these needs as keywords. (Use action verbs, feelings, and keep in mind the, "why" behind the gift giving exchange.)

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Now think about what your partner was trying to accomplish and write those motivation, goals, and dream. Write them in the space below.

(Ex. demonstrates gratitude, earn respect, show appreciation, etc.)

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8.

Clarify Insights. List some insights -some things that surprised you about your partner's gift giving experience –maybe something that you noticed, but that they may not have noticed: hopes, dreams, or desires of this gift exchange. [:03]

(Ex. Your partner purchases gifts with deeper meaning, maybe with a social cause, sustainable items, or items that make him/her look: caring, prominent, or fun.)

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EXAMPLE PROBLEM STATEMENT:

"My partner Bill, a twin brother in a family of 4, needs a way to show his brother that he cares but his brother lives far away and heavy gifts are hard to ship."

9.

Create a Problem Statement. Using the needs and insights that you have uncovered, create a problem statement by filling in the sentence at right. [:03]

_____ needs a way to _____
  Partner name/description   Partner's need

because (or "but…" or, "yet surprisingly") _____.
                                                                             Insight statement

Ideate

Both partners: sketch 4 different solution ideas that will solve the problem statement you each created in the previous step.

Ideation is the rapid creation of wild ideas that could solve your partner's need. Go fast. Go for volume of idea. Go now! [:04]

10.

Sketch four radical ways you could meet your user's need.
Ex. It might be a new app that helps them to give gifts better, or possibly a system that creates personalized packaging. It might even be a better version of the gift that they already gave.

TIPS:

- Avoid using words in your drawings.
- Don't try be an artist, just convey your idea –stick figures are perfect.
- Go fast, don't sensor your ideas, just draw.
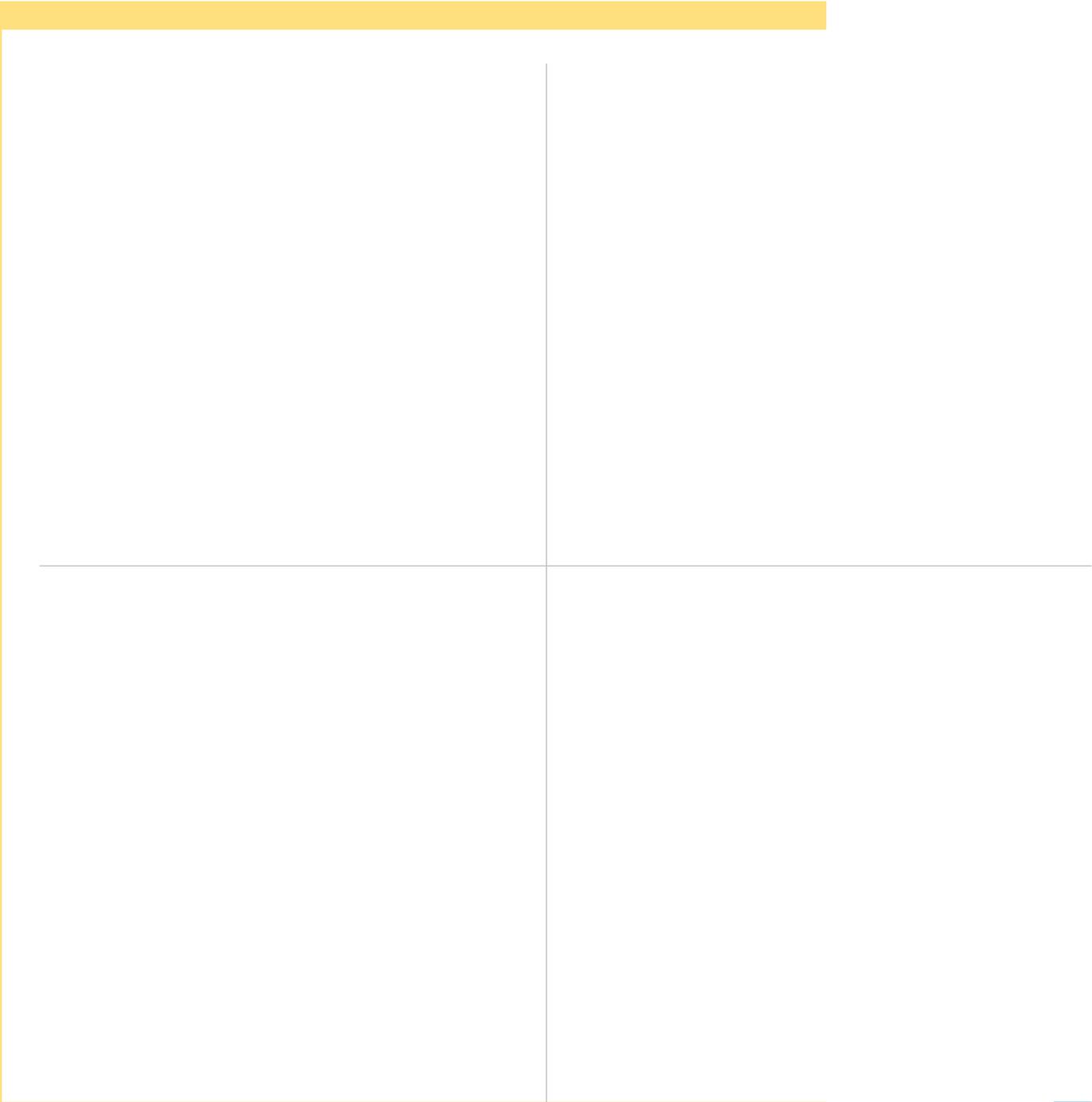
Prototype

11.

Pick your best solution (or, if time allows, get a little feedback first) of the 4 ideas you drew.

Now, with your knowledge and empathy for your partner's needs, draw and then build your best solution to their gift-giving problem.

What craft materials might you use to make a good representation of this idea to help your partner understand you solution better?

12.

Now make it in 5 minutes! Remember, make something that your partner can interact with.

Be scrappy and quick, you only have 5 minutes! Everyone in the room should make their own prototype that will be shown to their partner.

Notes and sketches about your prototype

TIMEKEEPER TIPS:

If you have extra time, you may give each partner 2 minutes to share their drawings with their partner so that they may get some feedback before creating the prototype. This is not required but can help partners pick the best idea.

For the prototyping time, only allow 5 minutes, this will force everyone to build quickly. Play high-energy music to help excite and propel the group to create something fast!

Test

13.

Sketch four radical ways you could meet your user's need.
Ex. It might be a new app that helps them to give gifts better, or possibly a system that creates personalized packaging. It might even be a better version of the gift that they already gave.

Share your prototype with your partner and capture feedback using the grid below (repeat for each partner).

IDEAS FOR GOOD FEEDBACK

- The goal of the feedback grid is to learn even more about your partner's needs.

- Don't try to convince them that your idea is the best, but instead use the prototype to help spark even more conversation and learning about your partner's needs.

- Ask questions about what work, what didn't, and what could be improved.

- Make sure your partner gets to interact with your prototype. That they hold it, move the pieces (if it has any), and really get a tangible sense of what your prototype could become.

- After 4 minutes, switch roles so that each partner has time to show and time to capture feedback.

What worked?

What could be improved?

List questions that you may have.

List ideas that you have.

Reflect

14.

As time allows, answer the questions in this section.

Think about what you've learned about designing with empathy. How did your ideas change through the process of: interviewing a real person to find their needs, creating a prototype, and then getting feedback on that prototype?

EMPATHY OF DESIGN

Isn't it amazing how much you can learn about someone in such a short amount of time? And, by learning about their needs, hopes, dreams, and desires, you become a better designer.

So, listen. And then respond –this is what the design thinking process is centered around. Human needs. So, start with understanding, and your final solutions will solve real needs, for real people, with real empathic human-centered designs.

Do you think you created a better solution to your user's problem than you would've had you done this activity alone and with no feedback?

If you were to do this activity again, what would you change? What would you do differently? (i.e. Would you ideate more, try to gain more clarity, or craft a different prototype?)

If you have some extra time…

HELPFUL RESOURCES

- d.school: The Gift Giving Experience with full facilitator guides, videos and downloadable activity sheets:
  https://goo.gl/Grz6Se

- Alternate Gift Giving download location:
  https://oecd-opsi.org/toolkits/the-gift-giving-experience-project/

- d.school Virtual Crash Course on Design Thinking:
  https://dschool.stanford.edu/resources/virtual-crash-course-video

- Design: Creation of Artifacts in Society by Karl T. Ulrich. Free in digital format at:
  http://opim.wharton.upenn.edu/~ulrich/designbook.html

- IDEO University page of online design thinking course and materials:
  https://www.ideou.com/pages/design-thinking

- For elementary aged students you may find the simplified version of design thinking useful, called The Launch Cycle: Book, videos, and downloadable printouts available here:
  http://thelaunchcycle.com/

HELPFUL VOCAB

Design:
the act of developing solutions to problems through the creation of objects, systems, or environments.

Empathy:
the ability to understand the feelings of another person. This is achieved through relationship building. Empathy involves listening, creating connections, and caring for others.

Design thinking:
a method that combines the practice of empathy with creative and analytical approaches used to foster innovation. Design thinking supports flexible approaches to problem solving, allowing the model to be personalized and customized to a wide variety of different settings. It is applicable a wide array of problems in business, social sciences, engineering, manufacturing and the arts.