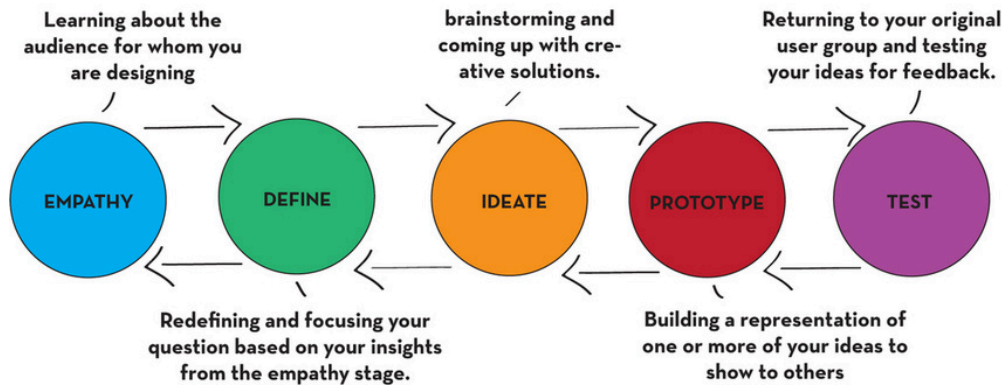


Your Mission: Redesign the game day experience...for your partner. Start by gaining empathy.

Your name: _____ Partner's name: _____



1. Interview (8 min; 2 sessions x 4 minutes each, switch roles and repeat interview)

Examples: Tell me about your recent experiences on a Game Day... “What were you trying to accomplish? What worked? What was missing? What would interest or excite you?” What if you are not a “game day” person?

2. Dig deeper (6 4 min; 2 sessions x 3 2 minutes each, switch roles and repeat interview)

Examples: “OK, earlier you said ..., Can you tell me more about what you meant?” “Can you describe a time when you had that type of experience?”

Reframe the problem

3. Capture findings (3 min; reflect without talking to partner)

Goals and wishes: What is your partner trying to achieve through this experience? (hint: use verbs)

E.g., Get the best seat (in the student section); have food from stands delivered to my seat; see scores to all games on demand; see key statistics of players on demand; have “pouring area” in student; pinata of visiting team’s mascot full of vodka minis;

Insights: What new learnings did you acquire about your partner’s feelings and motivations? What’s something you see about your partner’s experience that maybe s/he doesn’t see? (hint: make inferences from what you heard)

4. Take a stand with a point-of-view (3 min; reflect w/o talking to partner; example on page 6)

 Partner’s name / description: _____


needs a way to (user’s needs) _____

because (or “so that” or “but...” or “surprisingly...” or “despite....”)

(circle one and write your insights below)

Ideate: generate alternatives to test

5. Sketch at least 5 radical ways to meet your user's needs. (5 min; on your own)

 Write your partner's problem statement here:

6. Share your solutions and capture feedback (6 min; 2 x 3 minutes each)

Your notes

Iterate based on feedback

7. Reflect and generate a new solution. (5 3 min)

Build off of the feedback of your partner and note in step 6 and sketch out a new big idea, noting details if necessary. This step is usually followed by building something; here we will sketch and point out key features that really deliver the solution.

Test

8. Share your solution and get feedback (8 4 min; 2 x 2 min each)

✚ What worked...(about the solution)?

➡ What could be improved?

? What questions remain?

💡 Any new ideas?

Example of problem notes

Barry: “Last time I went to a home game I spent too much time looking for my tailgate tent on the Quad and when I finally found it I didn’t want to hurry up the experience. But when I went to the stadium to watch the game all the seats in the lower deck of the student section were full; I had to watch the game from the upper deck of the student section. I wish there was a way I could find my tent faster AND know when the lower deck of the student section was filling up so I could get a better seat.”

Example of Dig Deeper

You: “You told me you wish there was a better way to find out where your tent was for tailgating; you also said you wish there was a way to know how fast the student section was filling up so you could get a seat in the lower deck without having to leave your Quad tent too early. What have you tried so far to solve those problems?”

Barry: “I tried sending a freshman pledge to sit in the lower deck really early to save seats, but he forgot.”

Example of Point of View Statement

“Barry Waldin needs a way to be alerted that the student section lower deck of the stadium is starting to fill up SO THAT he can enjoy as much time as he can on the Quad tailgating.”

because (or “so that” or “but...” or “surprisingly...” or “despite....”)

(circle one and write your insights below)

Example of Writing a Problem Statement for Sketching Activity

See above. You could sketch app screens, a screen on the side of the stadium; an alert that appears on a beer can; an auctioneer calling out how many seats are left in the lower deck. Drones and pyrotechnics sent off at predetermined occupancy levels.