

# Lesson: Hands-On Activity: Intro to Design Thinking

## **Big Picture**

The purpose of this lesson is to introduce Design Thinking through a hands-on activity where each two people will design name tags for each other.

## **Objectives**

Students will be able to:

Students will be able to follow the process of Design Thinking to come up with a user-centered solution.

## **Alabama Standards Alignment**

29: Create an artifact to solve a problem using ideation and iteration in the problem-solving process.

- Examples: Create a public service announcement or design a computer program, game, or application.

## **Vocabulary and Concepts**

Design Thinking - Refers to the cognitive, strategic and practical processes by which design concepts are developed.

Empathy - The ability to understand and share the feelings of another.

Ideation - The formation of ideas or concepts.

User-Centered Design - A framework of processes in which usability goals, user characteristics, environment, tasks and workflow of a product, service or process are given extensive attention at each stage of the design process.

Prototyping - an early sample, model, or release of a product built to test a concept or process.

## **Agenda**

### Getting started (15 mins)

- The instructor will ask students to form groups of 2.

### Activity (25 mins)

- The instructor will ask each student to come up with a design for an ideal company logo and sketch it. They should not share this sketch with their partner.
- The students in a group will take turns interviewing each other to learn more about the person they are designing for. They can ask them questions about themselves, their likes/dislikes, etc, but should not ask them anything about what they would like the name tag to look like/contain.
- Based on the interviews, each student will sketch 2 or 3 alternatives for the company logo they think the other group member would like, then select the alternative they think their partner will like best.
- Students will then build physical prototypes of the logos they designed for their partners in the group.

Wrap up (5 mins)

- The students will then display logos and discuss comparisons and they're design thinking process.