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Empathize → Define → ideate → prototype → test

Your mission: **Redesign the gift-giving experience ... for your partner.**  
**Start by gaining empathy.**

## 1 Interview

8min (2 sessions x 4 minutes each)

### Notes from your first interview

Gift gave boss during holiday. (For Christmas)  
One  
Candel gold glitter, had remote to turn on and off. (At Mall in West, Farm, Yankee)  
collects candles likes color gold. Candel  
Day before Christmas (Friday). 2 year an  
(USI) work marketing. "Best boss" First  
Christmas gift to boss.  
Has battery, turns on and off remote  
wrapped in wrapping paper  
(spontaneous)  
Surprised happy, gift card to liquor store)

Switch roles & repeat Interview 1.

## 2 Dig deeper

8min (2 sessions x 4 minutes each)

### Notes from your second interview

(motivation) - Emotion  
"First gift given to boss"  
Relationship boss - Questions head of  
marketing. Small marketing department  
help create ppt. sales campaigns. Help  
build good relationship. She interviewed  
him. (process) "Mentor" helped a lot, comfortable  
questions. 47 older (2 kids) sons 13 & 16.  
pets 2 cats. Both like to eat designing  
being creative. Like to think outside of  
the box. Football, art, (2 years) phone  
number email. Thoughtful. Office collection  
of candles. (France candles)

in back. Switch roles & repeat Interview 2.

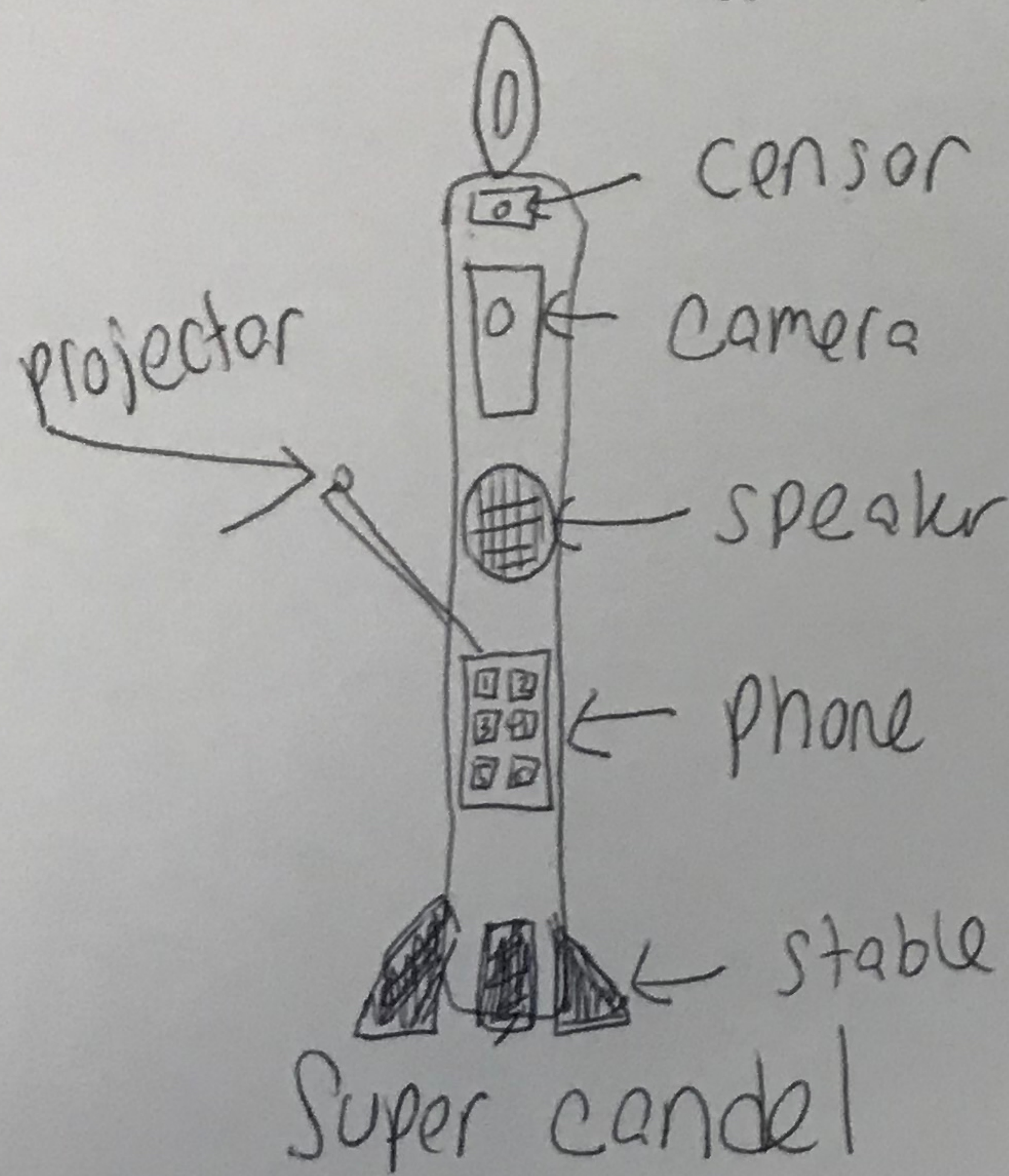


# Iterate based on feedback.

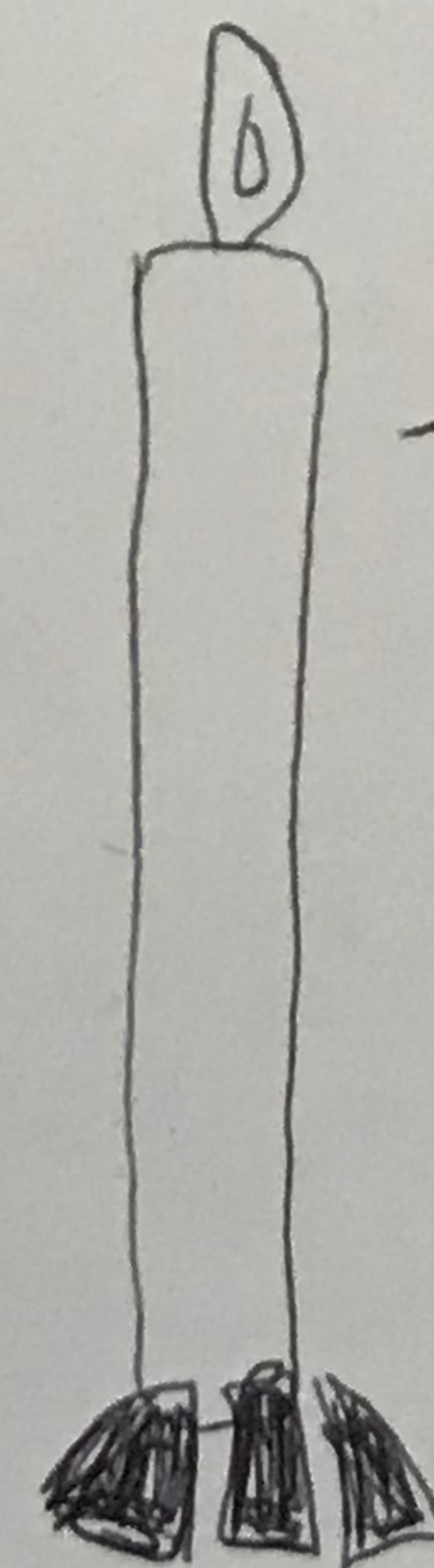
## 7 Reflect & generate a new solution. 3min

Sketch your big idea, note details if necessary!

New solution: secret words: "Go, go, Brian Candel"



Before



"It's just a candle"  
BUT WAIT  
It's more....."

After

Transforms from normal candle to super candle after "Go, go, Brian candle" is said.

# Ideate: generate alternatives to test.

## 5 Sketch at least 5 radical ways to meet your user's needs. 4min

1 Brian needs to find a gift of appreciation to meet his user "boss's needs"

write your problem statement above

Motion censored  
Thank you  
voice activated

Boss Brian  
FRIENDS!  
gift card candle

Boss candle collection.  
Brian stands out

TO BOSS FROM BRIAN

(Fire)

## 6 Share your solutions & capture feedback. 8min (2 sessions x 4 minutes each)

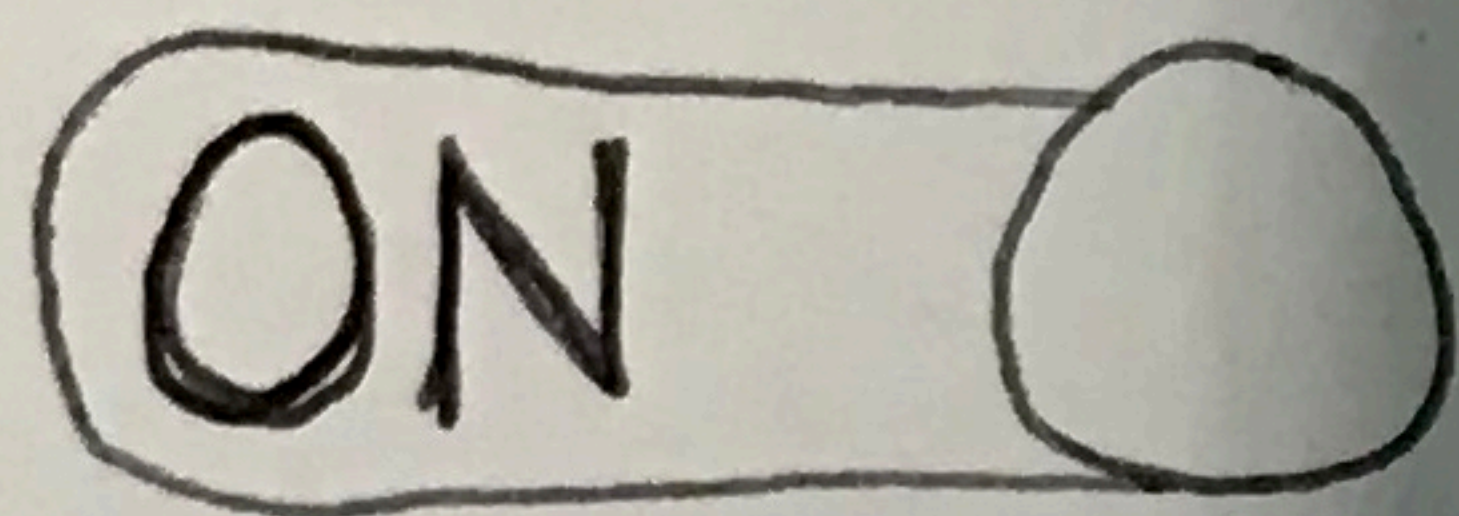
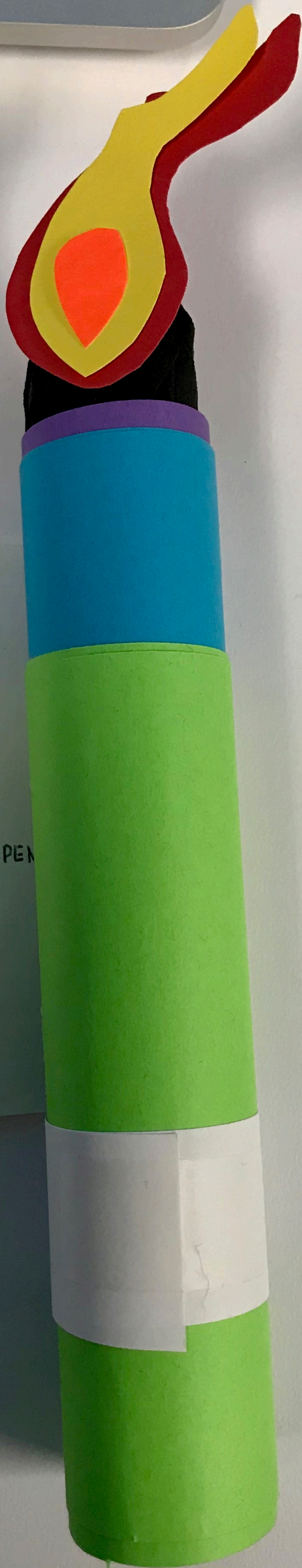
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Notes Motion censored/voice activated candle. Besides turning on and off, Hologram at football game. likes older rock 80's & 90's

"Super candle" - security candle - 2 cats

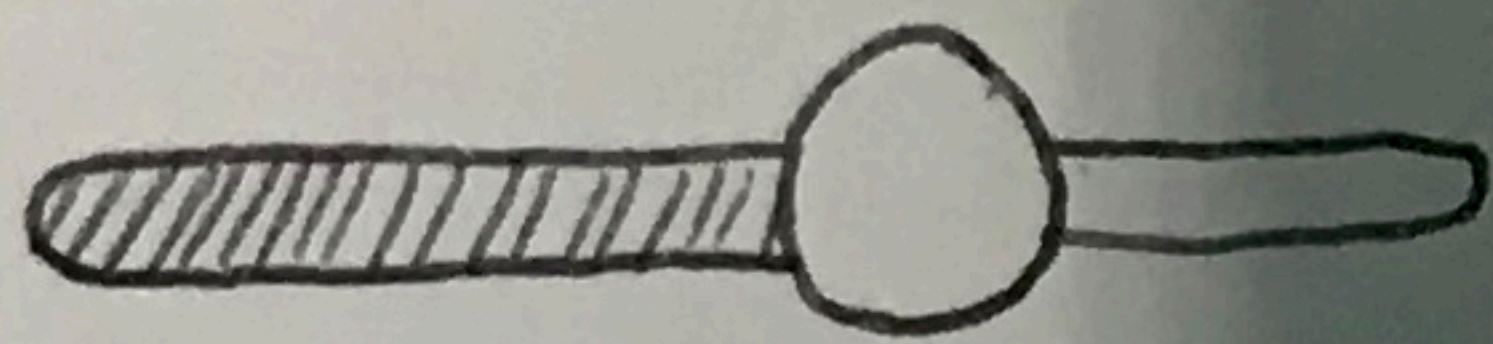
"James Bond" - go go gadget.

Switch roles & repeat sharing.



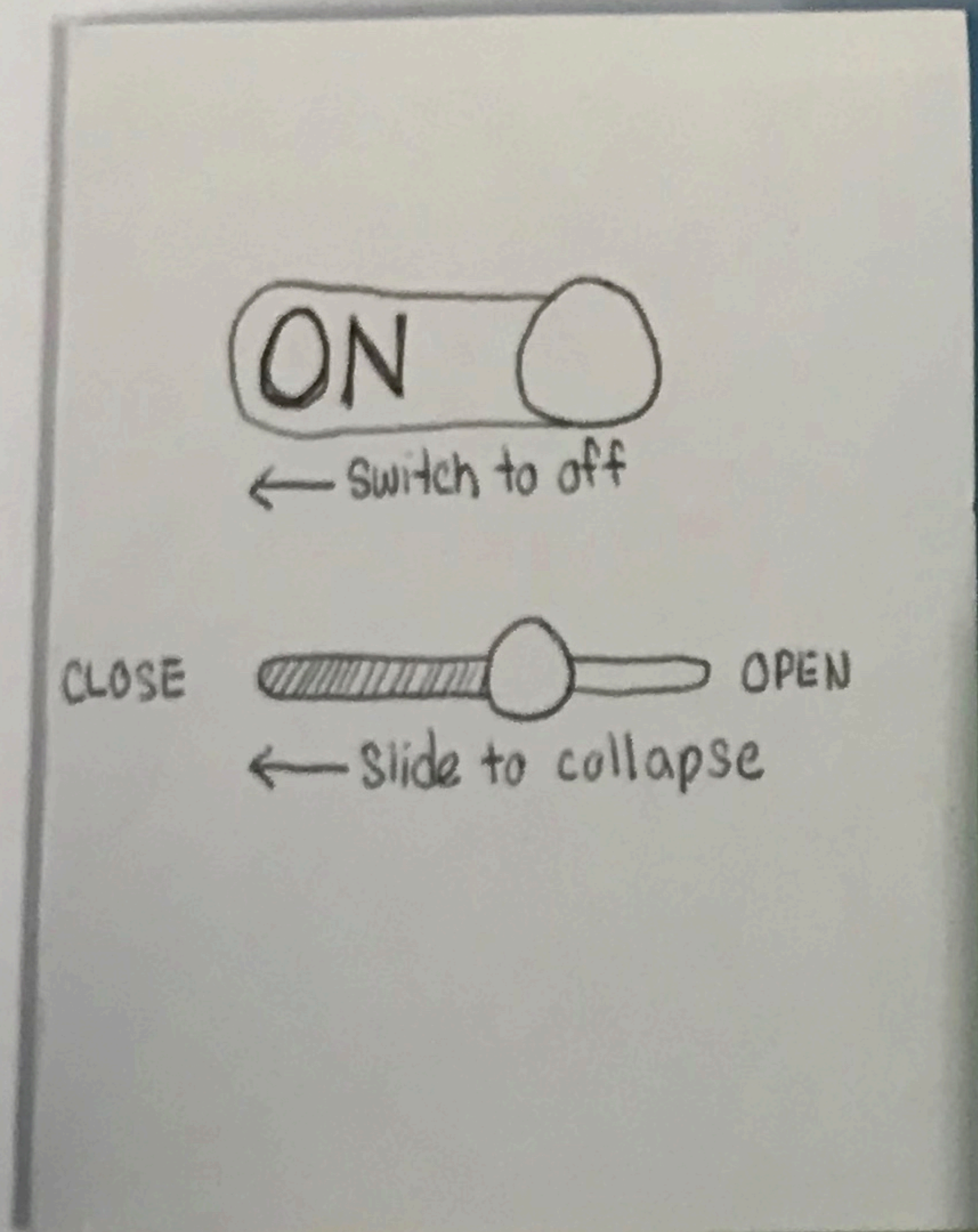
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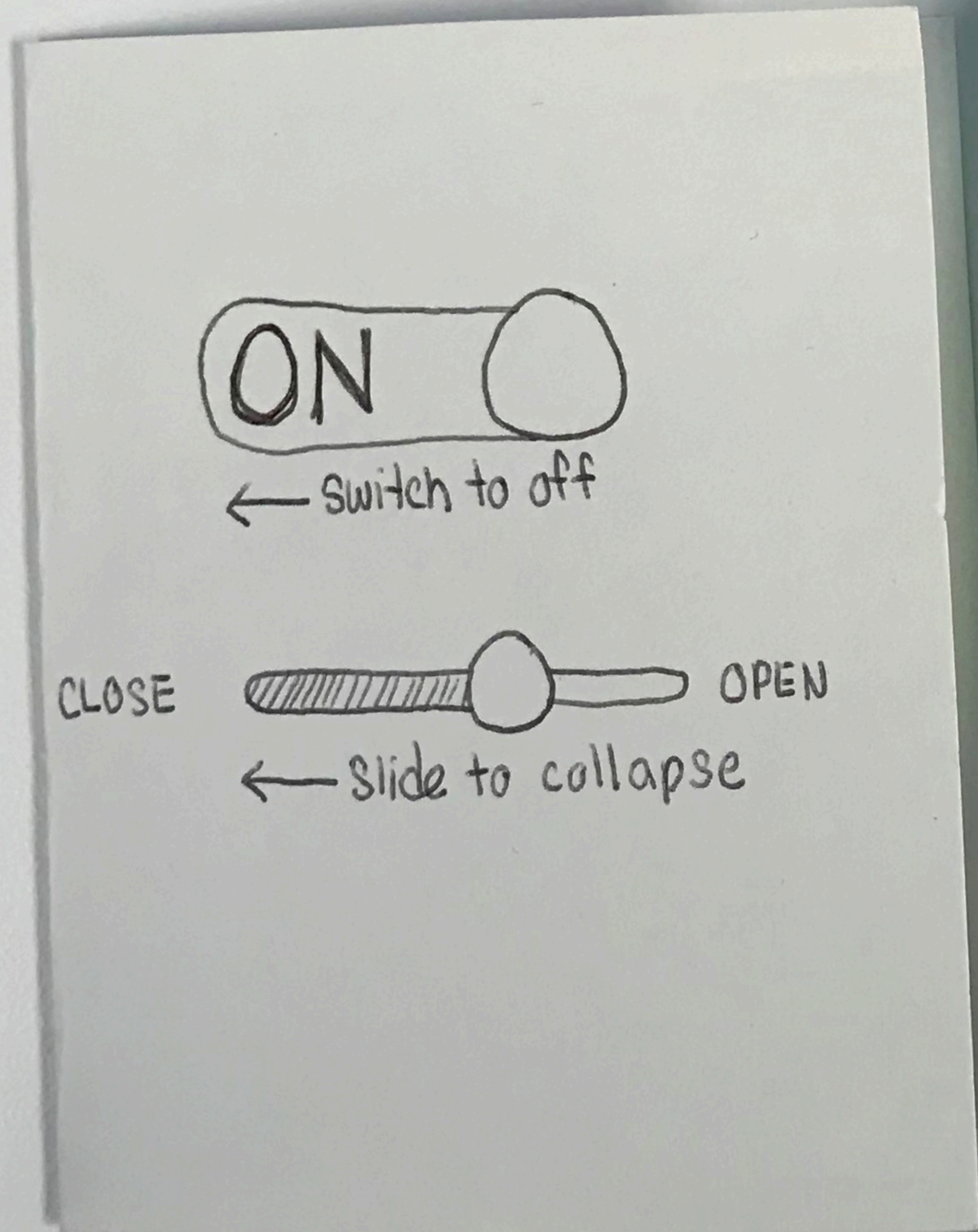
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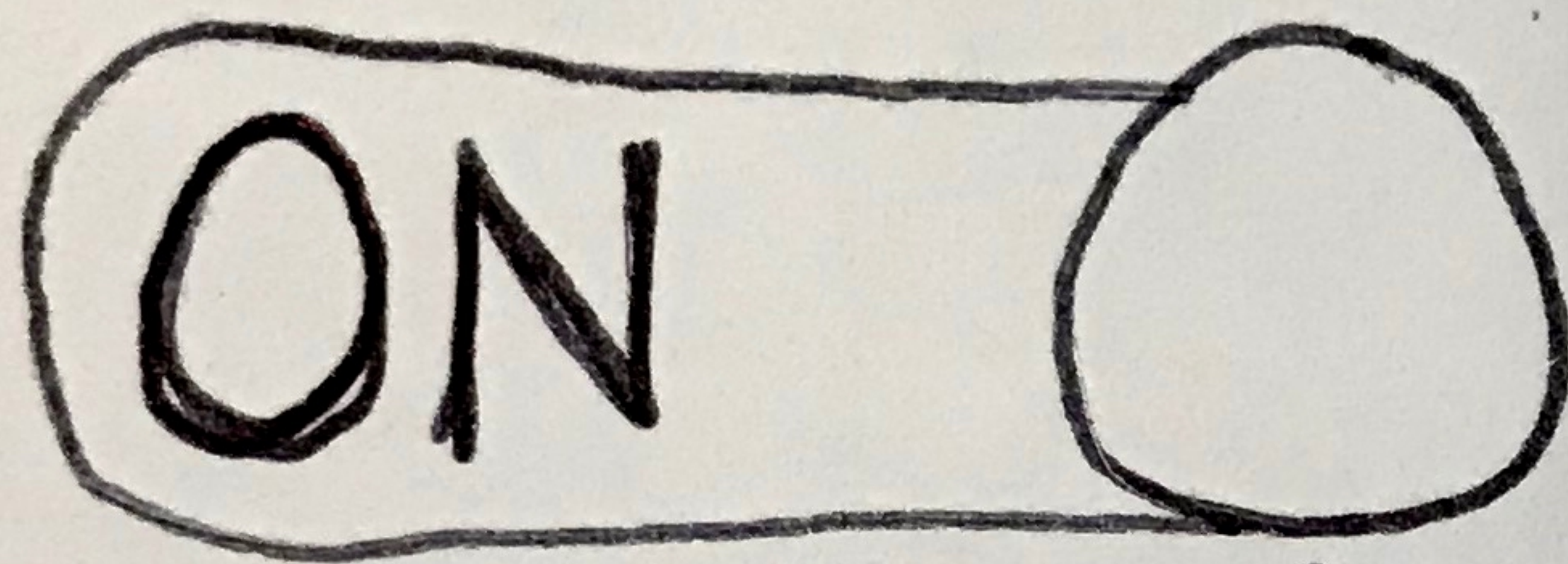


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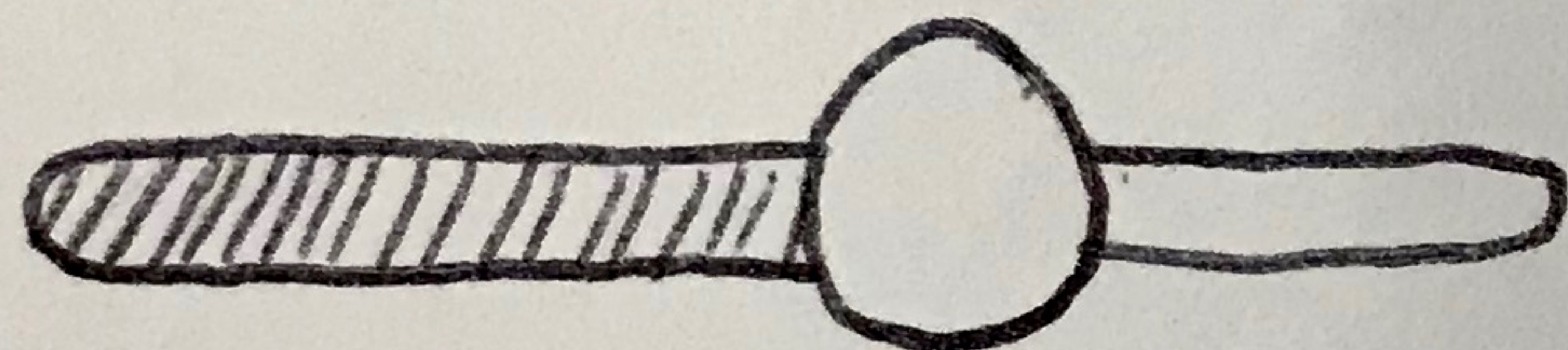






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