Design Challenge: Create awareness and launch a campaign to discourage the use of single-use plastics that targets the CHS school community

Team Members:

Empathize

Create Empathy! You need to “convince” the intended audience to agree with your stance. How are you going to get them on your side? First, you need to learn more about your audience. Record notes and sketches in the space below.

Our User/Audience: _______________________

Collect data, interview, research, learn:
To help you get started, try to answer the following questions:
What data do we need to collect on our school community?
Who should be interviewed/involved?
What quantitative data can be collected?
What qualitative data can be collected?
Are there outside resources that can help?
What have you learned in class to help you reach your audience?
What can you do to “shock” your audience?

Attach
Define

Now that you know your user better, identify what you want to make better for them through your design.

How your user wants to feel:

1.

2.

3.

What your user needs:

1.

2.

3.

Write a Purpose Statement: Choose one thing from each of the boxes above to fill in the Purpose Statement for your Design Challenge below.

_______________________ needs _________________________ that ___________________
(user’s name) (design concept)

____________________________________________________________________________

___________________________ so that he/she feels ________________________________

___________________________________________________________________________.


## Ideate

**Sketch at least 4 ideas** for your product. You may also add labels and brief notes, but this stage relies primarily on sketching to make your ideas visual. Populate the page with a wealth (4 minimum) of ideas. Radical ideas and “bad” ideas belong here, too. Put them all on the page.

Copy your **Purpose Statement** to help you stay focused:

<table>
<thead>
<tr>
<th>1.</th>
<th>2.</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.</td>
<td>4.</td>
</tr>
</tbody>
</table>

| __________________ needs __________________ that ____________________________ |
|----------------------|-------------------|
| _________________ so that he/she feels ________________________________ |
Prototype

FIRST PROTOTYPE: Sketch your first-choice idea here, with call-outs to important elements of your design. Remember, you are designing for your user, not you!
GET FEEDBACK: Show your first prototype (the previous page) to your user, or other critic, and explain your idea. Ask them to critique your design idea, and take notes about what they like and don't like. Record your notes in the space below and sketch a revised prototype based on the critiques you received. (Remember, effective critiques are Kind, Helpful, and Specific.)
Design Thinking Graphics

**Empathy**
- Learning about the audience for whom you are designing.
- Redefining and focusing your question based on your insights from the empathy stage.

**Define**
- Brainstorming and coming up with creative solutions.
- Building a representation of one or more of your ideas to show to others.

**Ideate**

**Prototype**
- Returning to your original user group and testing your ideas for feedback.

**Test**

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**Focus**

**Empathy**
- Empathize with all life. Notice as a stakeholder.
- Identify function and context. Formulate your research question: "How does nature ______?

**Define**
- Define

**Ideate**
- Ideate

**Prototype**
- Prototype

**Test**
- Test

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**Flare!**

**Iteration**
- Seek inspiration in biological strategies. Craft design strategies and consider nature's unifying patterns.
- Is the design "life-friendly"? Does it follow nature's unifying patterns?