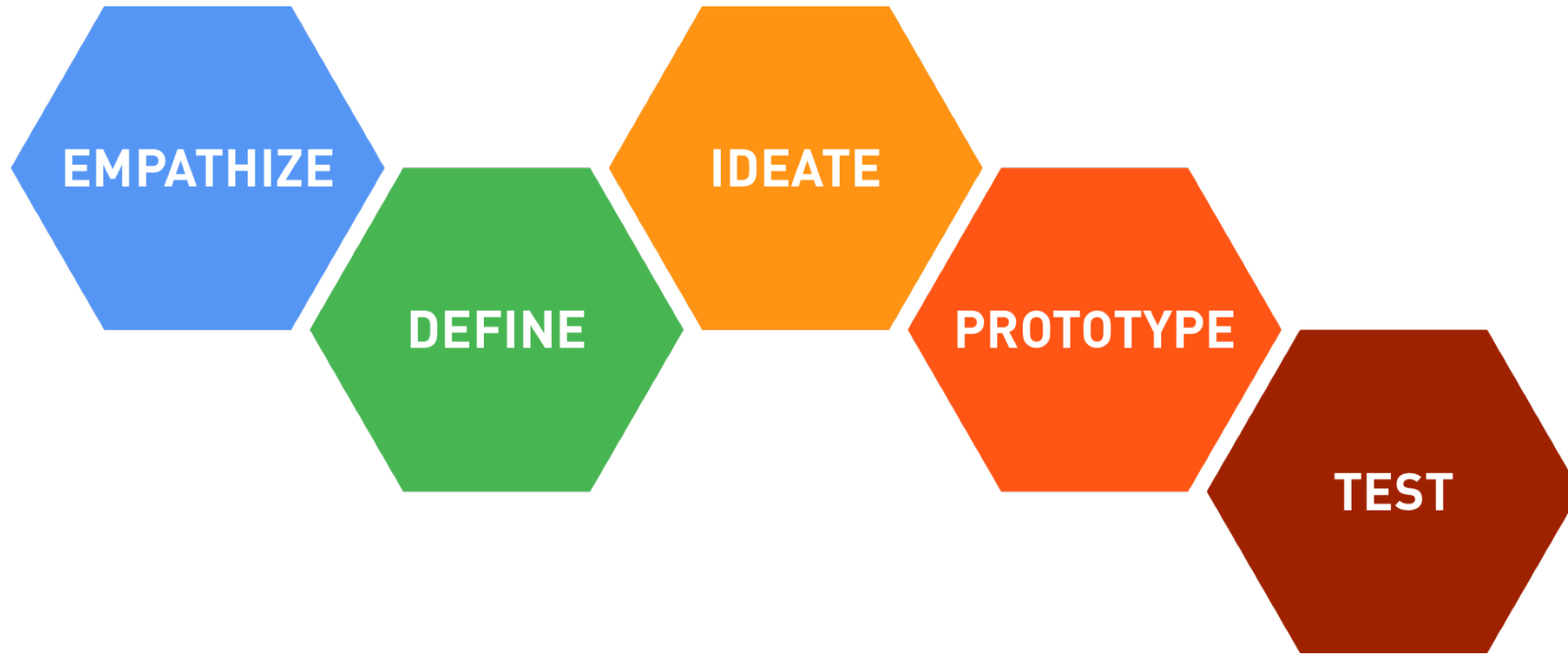


**D I S
C O V
E R Y**



Discovery and Empathy Building

Design Thinking



Core Principle of Design Thinking

Empathy: Care deeply about the people you are designing for and seek to understand their needs.

Empathy Building

“If I had asked customers what they wanted, they would have said a faster horse.”

- Henry Ford

Define your Focus

Rigor

Relevance

Social Emotional Academic Development

How Will We Use Empathy?

Define our end-users

Test our assumptions

Explore the deeper need of our students

Seek to Understand Deeper Need

Observing (in context)

Immersing (experiencing it for yourself)

Engaging (looking, listening, learning)

Engage (looking, listening, learning)

(Un)Focus Group



Engage (looking, listening, learning)

(Un)Focus Group

Purpose: Seek multiple perspectives from your users in a short timeframe.

Structure: Provide prompting questions and let the conversation go where it may. Gather notes and quotes to refine into insights about your end-users.

Who: Groups should represent one end-user group. One group should be convened for each end-user you are seeking to understand. (Extreme users)

Immerse (experience it for yourself)

Shadow
a Student
Challenge

Immerse (experience it for yourself)

Shadow a Student

Purpose: Deeply understand the experience of a user.

Structure: Full/ Half Day Immersion. Set your learning goals and follow a student from the start of the day to the finish to learn about their experience in the school.

Who: A single student that represents an end-user that you want to learn more about.

Planning

Identify your driving questions

Clarify your end-users

Plan for your empathy building experience

Complete Pages 6-8

Next Steps

Insight Tracker

Reflection Journal