1. EMPATHIZE

Design Thinking is a human-centered approach to solving challenges. One of the most common methodologies to design thinking is the 5 phase model. **Empathize. Define. Ideate. Prototype. Test.**

The key to this stage is understanding your audience.

**Audience:**

1. All UConn Students
2. UConn Faculty & Staff

Observation, Consultation & Feedback:

3. A team in last year’s challenge brought up frustrations regarding not having a committee centered around conversations between students and administration.
4. We need to create paths (internships or course-credit) for students to engage with creating a culture of wellness on campus.

Stage 1:

Where to start:

1. Identify your audience (demographics)
2. Assess needs and/or wants of your audience (data & testimonials)
3. Observe behaviors
4. Consult experts, industry professionals, or field researchers (mentoring sessions)

**Tips:**

Throughout this process you will be using these worksheets to guide your team through the 5 stages of the Design Thinking Process. These stages will help you develop a successful solution to the case. The empathize phase is designed to help you fully understand your audience. For the Innovate Wellness Challenge, empathizing consists of analyzing the data, obtaining student testimonials, and attending mentoring sessions.

Project Name:

Innovate Wellness Challenge