



Project Name:

Innovate Wellness Challenge

Tips:

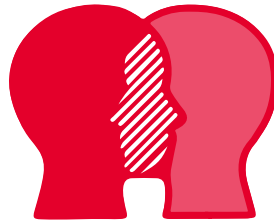
Throughout this process you will be using these worksheets to guide your team through the 5 stages of the Design Thinking Process. These stages will help you develop a successful solution to the case. The empathize phase is designed to help you fully understand your audience. For the Innovate Wellness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

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)

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.

2.

Observation, Consultation & Feedback:

3.

4.





Project Name:

Innovate Wellness Challenge

Tips:

Start stage two of the Design Thinking Process by writing down insights your team discovered from the empathize stage. Then, based on the case and your insights describe the problem that you are looking to address. Identify action steps that can be taken to address the problem. Combine steps 1, 2, and 3 to create an Actionable Problem Statement (APS.)

Stage 2:

Where to start:

1. Insights from empathizing
2. Describe the problem
3. Action steps
4. Actionable Problem Statement (audience, insights, problem & actions steps)

2. DEFINE



During the Define Stage, you are identifying trends in your data and across your research. Insights from your empathize stage will help you to describe the specific problem you are looking to address.

The result of this stage is an **Actionable Problem Statement (APS)**.

Insights, Problem, Action Steps:

1.

2.

3.

Actionable Problem Statement:

4.





Project Name:

Innovate Wellness Challenge

Tips:

When you ideate it is important that you have a diverse team to generate as many ideas as possible.

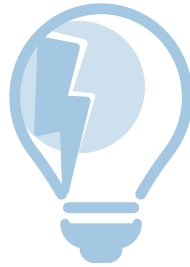
Quick idea generation without getting caught up in specifics is at the core of the Design Thinking Process.

Stage 3:

This includes:

1. Collecting all ideas regarding your project
2. Prioritizing the ideas
3. Ranking the top three ideas

3. IDEATE



In the Ideate Stage, generate as many ideas as possible and narrow down the options from there. It is highly encouraged to thinking freely and creatively.

Idea Generation:

1.

2.

Top Ideas:

3.

a.

b.

c.





Project Name:

Innovate Wellness Challenge

Tips:

Once you have selected your idea, now it is time to start making it a reality. Remember, design thinking is an iterative process. Meaning you might check back in with your audience to make sure your idea is a viable solution or go back to the ideating stage if a part of your prototype needs to be changed.

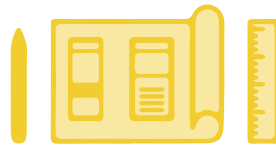
Stage 4:

Create a prototype based on the top idea from the Ideate Stage:

1. Work with staff & faculty to assess feasibility and potential restrictions
2. List resources and materials needed to prototype your idea
3. Set goals based around the idea you choose
4. Design and build the prototype

Be well. Feel well. Do well.

4. PROTOTYPE



In the Prototype Stage, it is important to develop a sample product that you can engage with. A prototype can be models of your idea made of cardboard and scrap material, mockups of apps and digital products, storyboards of an experience, or skits and simulations.

Prototype Preparation:

- 1.
- 2.
- 3.

The Prototype:

- 4.





Project Name:

Innovate Wellness Challenge

Tips:

Now it is time to put your prototype to the TEST! In this stage, you will create a plan for testing your prototype. Think of the Test Stage as a pilot program.

The top three teams may have the chance to work with staff and faculty to implement their solutions.

Stage 5:

Develop a plan to test your prototype:

- 1. Resources and personnel needed to finish developing your prototype or to test your prototype
- 2. Measures of success
- 3. Any anticipated barriers
- 4. Test timeline

5. TEST



In the Test Stage, you set standards and measures to test your prototype against. This is an iterative process so often you go back and change your prototype and keep testing it until the project is where you want.

Resources & Evaluation Measures:

- 1.
- 2.
- 3.

Timeline:

- 4.

