

# New Ideas Conference: Design Thinking Activity

## Step 1: Empathize

Part 1: Write down some questions you would ask your members to help build empathy and learn on this topic.

Part 2: Take notes as you listen to the consumer share their perspective, focusing on goals, wants, needs, pain points...

## Step 2: Define

Write down any problems-to-be-solved that you heard, then link each problem to a *How Might We?* statement.

**Problem**  **How Might We?**

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## Step 3: Ideate

Write 8 ideas in 8 minutes that answer one or more *How Might We?* statements.


## Step 4: Prototype

Embellish the idea you are the most excited about, making a storyboard or quick sketch with bullet point descriptors.