

Design Sprint: Designing a Personal Organization Hub

A 1-Hour Sprint Challenge for Creative Problem-Solving



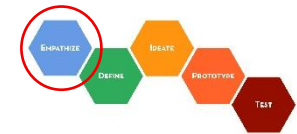
DESIGN CHALLENGE: Design a Personal Organization Hub for Your Partner

Design something useful and meaningful for your partner. Be **curious**. Start by gaining **empathy**.

Focus on how their partner manages their stuff, schedules, or information - could be physical, digital, or hybrid. Everyone has something they need to organize better.

EMPATHIZE: Empathy Map

Be **curious**. Start by gaining **empathy**.



Think & Feel <i>(Internal thoughts, emotions, concerns, and aspirations)</i>	Hear <i>(Influences from others: friends, family, colleagues, media)</i>	See <i>(Environment: what they notice in their surroundings)</i>	Say & Do (Behaviors) <i>(Observable actions, routines, habits, and verbalized statements)</i>
<ul style="list-style-type: none"> • What do they worry about when it comes to staying organized? • How do they feel when things are messy, lost, or disorganized? • What motivates them to try to be more organized? • What frustrations or stress do they experience with their current system (or lack of one)? • What would “being organized” allow them to feel or achieve? 	<ul style="list-style-type: none"> • What do others (partner, family, coworkers) say about their organization habits? • Do they get reminders or feedback from others about things being missed or forgotten? • What advice or tips do they hear about staying on top of things? • Who or what influences how they try to stay organized (apps, coworkers, podcasts, social media)? 	<ul style="list-style-type: none"> • What kinds of tools, apps, or systems do they see others using? • What’s around their home/office that affects how they manage stuff (clutter, calendars, sticky notes, phone apps)? • Do they notice things piling up or getting lost? • What inspires them (color-coded planners, minimalist setups, digital dashboards)? 	<ul style="list-style-type: none"> • What do they say when they’re stressed about being disorganized? • What do they currently do to manage tasks (lists, sticky notes, calendar apps, piles)? • What’s a typical routine they follow when trying to stay on top of schedules or tasks? • Do they procrastinate, multitask, or try quick fixes? • How do they celebrate when they <i>are</i> organized (e.g., “Finally cleaned up my desk!”)?

EMPATHY MAP

THINK & FEEL

What matters to them?
What do they worry about?
What motivates them?

HEAR

What/who influences them?
What would family say about
their organization?
Are there any other factors?

SEE

What kinds of tools, apps or systems
do they see?
What are their friends doing?
How do they manage their
surroundings

WHO?

SAY & DO

How do they currently manage tasks?
What is their routine?
What do they say when they're
stressed about being disorganized?

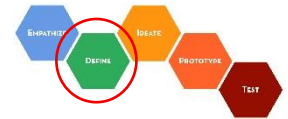
PAINS

What are their frustrations, fears,
obstacles?

GAINS

What do they want? Their goals,
success?

DEFINE: User Personas



Let's synthesize our findings by **creating a persona** and further **defining the problem**.

List your partner's characteristics:

What stood out to you when interviewing your partner? What are they trying to achieve? What are their challenges? What are some motivating factors, personal circumstances or an explanation or connection to the challenge you may face?

Defining the Problem

I am *(insert main characteristics here)*. **I am trying to** *(outcome/job to be done)*, **but** *(problem they are facing)* **because** *(deeper route cause for why the problem is happening)*

I am _____

I am trying to _____

But _____

Because _____

OR

How can I offer my user,

(main user + characteristic)

help/support in

(the problem or need)

to help them

(are you solving a deeper problem?)

Based on the information gathered and looking at the challenge from multiple perspectives, **rephrase the main problem or insight as an open-ended question that invites exploration and sparks new ideas**. The question:

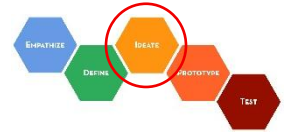
- Should be challenging and inspiring
- Should not be too broad or vague
- Should not provide a solution or make assumptions
- ...but also, not too narrow to stifle creative ideas

HOW MIGHT WE...

(Find the sweet spot of not too broad and vague, but also not too narrow to stifle creative ideas)

IDEATE: 5-Step Sketch Activity

Now let's start to narrow our focus on a solution to prototype, by sketching-out your ideas visually. Even if you're not artistically inclined, rough sketches can help convey the essence of a concept and spark further discussion. Suspend judgement and explore wild ideas.

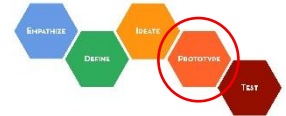


Sketch 1	Sketch 2	Sketch 3
Sketch 4		Sketch 5

Share your solutions with your partner and capture their initial feedback. What do they like about the solutions? What do they wish they saw more of? What are they still left wondering?

PROTOTYPE: Build your solution

Decide on one solution to prototype (this could be one idea, a combination of multiple ideas, or a completely new idea) and sketch your idea, or use what's around you! Feel free to use technology if it's available to you:



Share your solution with your partner and get feedback:

What worked:	Improvements:
Questions:	Ideas:

TEST: Improve & Iterate

Reflect a bias towards action and don't be emotionally invested in your prototype. Remember – we want to fail and fail quick during this prototyping and testing!



Adjust your prototype based on feedback and testing, and share you new solution with your partner:

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