

# MODULE 3 – DESIGN THINKING – EMPATHIZE & DEFINE

## Content

1. PPT – Human centered design & design thinking
  - Introduction to human centered design
  - Introduction to the design thinking model
  - How are human centered design and design thinking connected?
  - From SDGs to wicked problems to design thinking
  - How to use human centered design and design thinking for you social enterprise?
2. PPT – Design thinking model – Empathize
  - Step 1 design thinking model: Empathize
  - Exercise: Research plan & empathy map
3. Handout – Research plan & empathy map
4. PPT – Design thinking model – Define & focus
  - Pitch research plan & empathy map
  - Step 2 design thinking model: Define
  - Exercise: Persona
  - Step 2 design thinking model: Focus
  - Exercise: Design challenge
5. Handout – Persona

## Learning Objectives

- Know human centered design
- Know design thinking and the design thinking model
- Be able (skill) to approach societal challenges from a human centered perspective
- Be able (skill) to apply human centered design and design thinking for their social enterprise
- Know theory and be able (skill) to use tools regarding empathizing and defining the design challenge
- Approach (attitude) societal challenges with insightfulness and objectivity
- Be able (skill) to set up and conduct a research plan and use empathy maps for defining user need and perspective
- Develop skills like active listening, pitching their results and critically feed back

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