

WORKSHEET 3

# Get going

Think about what you know about your customers, client, or stakeholders. Use your imagination and intuition to create a concept that could work.

Then use your bias towards action to try it out. Don't think too hard. Applying design can feel like something you need to be ready for. But practicing and building design skills means being open to getting stuck in. This activity is about generating an idea — you can refine and test it later.

Spend 10–15 minutes using your design mindsets and come up with something to try.



A product / service / experience I want to improve:

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Three things I know about my customer:

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A hunch I have about a better way to deliver to them:

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Something I'll try: write it, draw it

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