



THE DAILY DESIGN TOOLKIT

Experiential design is the art and science of shaping an experience.

...and it matters more today than ever before.

This toolkit walks you through practices to help channel your design mindset, build your creative confidence and design great experiences.

PERSPECTIVES

POWERED BY **thoughtium™**

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Build Your Creative Confidence

Design thinking is all about creativity and collaboration, which means bringing half-baked ideas forward and working together without judgement. Try a few of the following exercises to build your creative confidence – Remember, we are all capable of creativity!

BUILD YOUR CREATIVE CONFIDENCE

EXERCISE 1: Put Pen to Paper

From childhood to our careers, we have learned to celebrate when we complete a task. Creative Confidence requires that we share ideas and engage with others when our ideas are half-baked, rather than just when we have a final solution.

Challenge: Put Pen to Paper and share work early. How quickly can you do this 10 times? Add this checkmark ✓ to track your progress!

EXERCISE 2: Timed Jam Session

How often do you find yourself holding back on an idea because you know it will immediately get shot down - from others or your own judgement? Creative Confidence is the ability to completely defer judgement and really encourage the wild ideas.

Challenge: Think of a process, product, etc that your team or customers interact with. Set a timer for 10 minutes. Write down as many questions and ideas as you can!

Just know that creative confidence requires a real vulnerability and acceptance of failure as part of the process.

Creative Confidence Reminders:

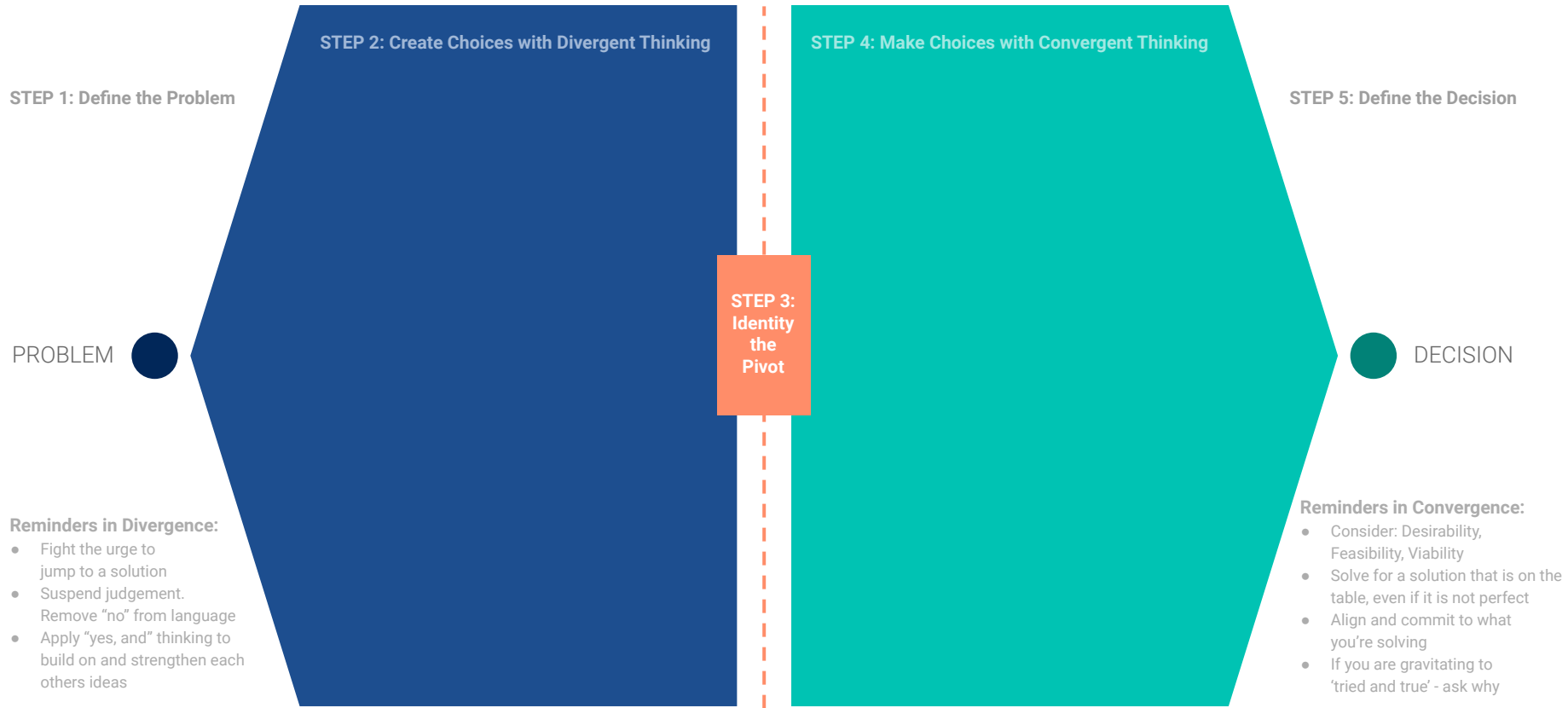
- Go beyond the status quo
- Do not seek perfection
- Seek to fail fast, learn and improve
- Ask for input and feedback from others

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Practice Divergent & Convergent Thinking

Design thinking requires getting as many ideas on the table as possible *then* narrowing in on a solution by considering desirability, feasibility, and viability – but to never do these at the same time.

PRACTICE DIVERGENT & CONVERGENT THINKING



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Get to Know Your User

Our ability to empathize means we can “step into our audiences’ shoes” and create more relevant impactful designs and experiences for them. Empathy Maps help us get really specific about our audience and paint a real picture of what they are experiencing.

GET TO KNOW YOUR USER

STEP 1: Create an Audience Profile

Think of a single person, give them a name. Describe their role and association to the experience. What are some important aspects to their life? What might they be challenged with?

Name: Julia

STEP 2: Fill out the Empathy Map

- Focus on a specific person versus a group
- Go for volume – this is divergent thinking
- Keep asking 'why' to get deeper insights
- Set aside your own assumptions

What are they **saying**?

What are they **thinking**?

What are they **doing**?

What are they **feeling**?

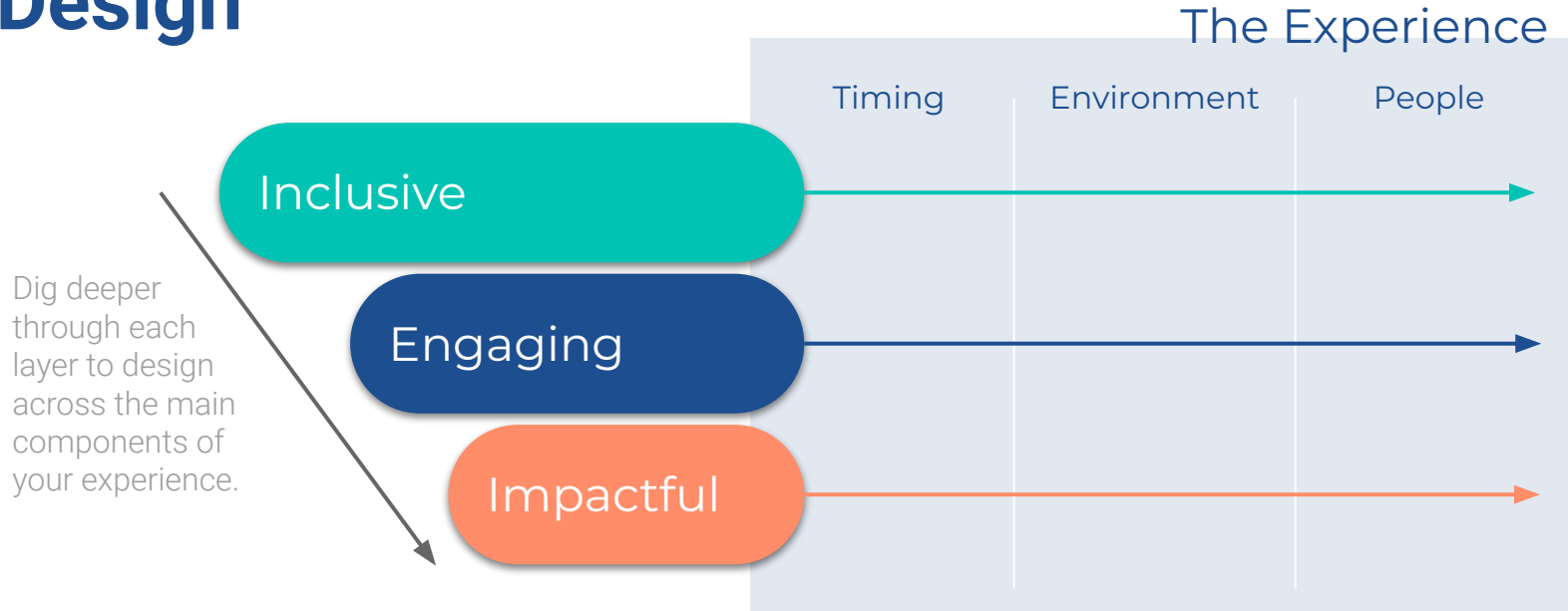


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Uncover the Hidden Layers of Design

The different layers of inclusivity, engagement and impact are crucial to consider when designing an experience. Exploring each layer helps to create a more holistic and fulfilling experience for all.

Uncover the Hidden Layers of Design



The Experience

Timing

Environment

People

Inclusive

How can you make your experience more inclusive across each component?

Engaging

How can you increase the engagement for your audience?

Impactful

How can you create a long-lasting impact?

Dig deeper through each layer to design across the main components of your experience.



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