

# DESIGN THINKING METHODOLOGY

EMPATHIZE	DEFINE	IDEATE	MODEL	FEEDBACK
<p>Learn about the audience whom you are designing.</p> <p>The teams explains their research technique (interviews, experiencing, observing) to identify and define the emotions and concerns of the primary stakeholder(s). Team displays a deep understanding of the various viewpoints of the primary stakeholder(s).</p>	<p>Construct a point of view that is based on user needs &amp; insights.</p> <p>The team has analyzed the information gathered in the Empathy phase to create a problem statement that defines the target user and their true need.</p>	<p>Brainstorm and come up with creative solutions.</p> <p>The team has generated a high volume of ideas comparing and grouping possible solutions, many of which include innovative and non-traditional ideas. The final design solution is well justified and highly likely viable.</p>	<p>Build a representation of one or more of your ideas to show to others.</p> <p>The table-top model is clearly and fully explained, with enough detail to assure that nearly/all design requirements are addressed. The model shows great display of imagination, creativity, aesthetics and workmanship.</p>	<p>Return to your original user group to test your ideas for feedback.</p> <p>The team has developed a testing plan that addresses nearly/ all of the design requirements. The team has provided a logical, well-developed explanation regarding the potential effectiveness of the design.</p>
SCORE:	SCORE:	SCORE:	SCORE:	SCORE:

(MODIFIED FROM THE HENRY FORD LEARNING INSTITUTE DESIGN THINKING PROCESS)

## MAKERS LEAGUE 2019 JUDGING RUBRIC

SCORE	DESCRIPTION
5 - Exemplary	Strong evidence of meeting or exceeding the objectives Strong evidence of meeting or exceeding expected effort. Response is compelling and specific, responding effectively to all parts of the prompt. Response is enriched by critical thinking, creativity, and insight.
4 - Competent	Evidence suggests adequate meeting of objectives. Response is detailed and specific, responding to all parts of the prompt. Shows critical thinking, and/or creativity. Evidence suggests appropriate effort has been applied to this task.
3 - Developing	Evidence suggests some objectives are met. Responds to all parts of the prompt but response lacks 1-2 important details. Shows some critical thinking and/or creativity. Evidence suggests some effort has been applied, but greater effort would have improved the response.
2 - Marginal	Evidence suggests some partially met objectives. Responds to only part of the prompt. Response lacks detail. Minimal evidence of critical thinking and/or creativity. Evidence suggests minimal effort has been applied to this task.
1 - Needs Major Support	Evidence suggests failure to meet desired objectives. Response is off topic or largely incomplete. No critical thinking or creativity evident. Evidence suggests no serious effort has been applied to this task.

(MODIFIED RUBRIC FROM THE NYC BLENDED COMPETENCIES PROJECT)