

# HOW TO USE THIS BOOK

## FACILITATION PAGES

This book is designed to provide a facilitation page (top) and a tool page (bottom). Facilitation pages have four sections:

**WHY** -- This section describes why a particular tool might be used. It will often speak to the core principles of design thinking: Empathy, Prototyping and Feedback.

**HOW** -- This section provides instruction on how we facilitate a particular tool. This is our only way of facilitating the tool! We hope that the How section can flex to meet your needs and that you become increasingly nimble with the tool through use.

**COMPASS ORIENTATION** -- This section gives one example lining up both Thinking Mode (Green) and Design Approach (Navy) rings. The example leans toward more of a beginner's approach to using the tool; however, it's only one of many ways in which to orientate the rings. What other ways might you use this tool in the design thinking process?

**CORE GAUGE** -- This section is a nod toward the core of design thinking and how we visualize the tool fitting into any process. The more dots, the more we tend to see the tool applied through that specific core principle.

## TOOL PAGES

These pages are graphic organizers, or in some cases pictures, to help aid the process of design thinking. We highly suggest using sticky notes instead of writing directly in this book. Additionally, if this book isn't big enough, we hope that you find the tools easy to replicate to larger surfaces.

## FACILITATION PAGE

| TOOL NAME           |            |
|---------------------|------------|
| Why                 | Notes      |
| How                 |            |
| Compass Orientation | Core Gauge |

TOOL NAME

## TOOL PAGE

# 3Cs

## WHY:

*Because design thinking is about seeing and leveraging trends and patterns.*  
After collecting a lot of information by observing and interviewing users, we need to organize our notes in order to make sense of them all.

## HOW:

Imagine you have 40 sticky notes in front of you. Start the 3Cs by **CLUSTERING** the notes into groups that have commonalities. When in a team of people, various members may see all different kinds of possible groupings. That's good! That's why we talk it out and use sticky notes so we can move things around. Ultimately, we want to land on the various **CATEGORIES** that make the most sense for right now. Once the team agrees on a set of groups, **CLARIFY** the groupings by labeling the various categorized clusters. These pattern identifications are invaluable for moving from the Discover to the Define mode.

## COMPASS ORIENTATION:

**DISCOVER** **CRITIQUE** Thinking through our user notes and reflecting upon what we have seen and heard works as a form of critique and allows us to detect the trends and patterns in our discovery data. This is critical to being able to define the problem.

## NOTES



## CORE GAUGE:

EMPATHY ● ● ● ● ●

FEEDBACK ○ ○ ○ ○ ○

PROTOTYPE ● ● ● ○ ○

# 3Cs

**CLUSTER**

**CATEGORIZE**

**CLARIFY**

**VERSION 1.0**

**SKETCH IDEAS HERE**

(Draw, Note, Dream)



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