## 1. get to know your user ~2 min

first, find a partner and ask them to tell you three things they recently found annoying:

_____ ○
something annoying

_____ ○
something annoying

_____ ○
something annoying

pick your favorite, then switch roles.

## 2. dig deeper ~4 min

next, have your partner describe their most recent encounter with the annoyance. take notes:

stuck? try asking "how?" or "why?".

## 3. define the problem ~1 min

now distill what you've learned about your partner by completing the following sentence:

_____ needs
your partner's name

_____ ;
a desired outcome

interestingly/amusingly/ironically,

_____ .
an insight into your partner's life

validate this with your partner.

## 4. sketch your solution ~3 min

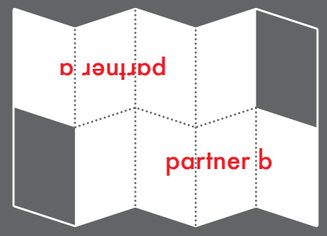
finally, draw an ambitious solution to your partner's problem, then give it a name:

_____

satisfied? now iterate; build and test an interactive prototype on your own.

### instructions:

1. find a pen, grab a friend & unfold me.
2. trade roles after each step:




3. send a pic of your completed booklet to: mihix691@tumblr.com
4. see them all online at: mynextbigthing.tumblr.com

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# the next big thing*

you're going to invent

* in 20 minutes or less. instructions on back.


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