



DESIGN THINKING

First Stage: Empathy

Empathetic thinking means trying to imagine how someone else feels. It's like putting yourself in their shoes! When we listen, watch carefully, and ask questions, we can learn what others need. This helps us come up with smart ideas to fix problems and make life better for people.

OBSERVE

Watch how people do things.
What looks tricky?

QUESTION

Ask questions.
What do they find difficult or frustrating?

LISTEN

Really listen.
What do they need, want, or wish was different?

IMAGINE

Imagine being in their shoes.
What would challenges feel like in their situation.

RECORD

Record findings.
Draw ideas, take notes, or snap pictures of things that inspire you.

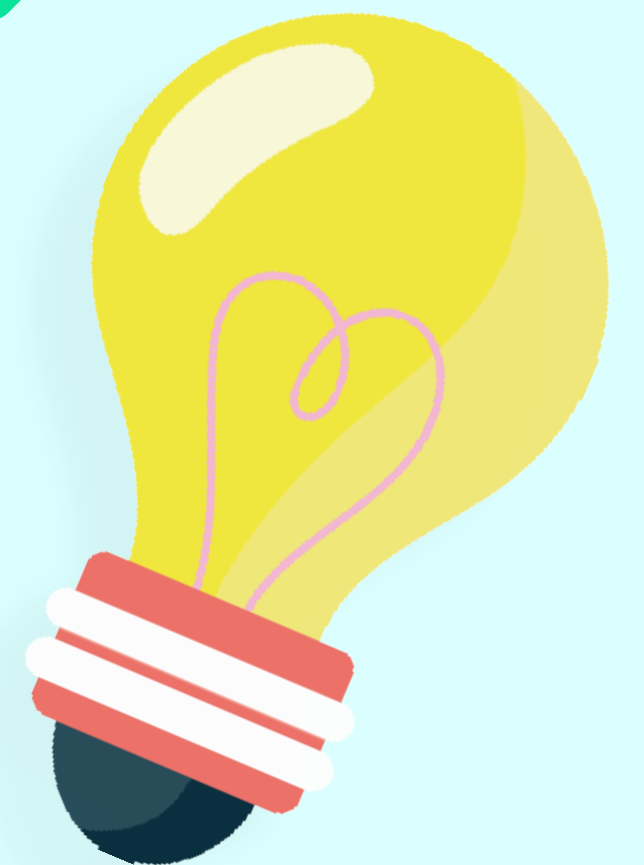
CASE STUDY: OXO GOOD GRIPS

Designer: Sam Farber

What he noticed: Sam saw that his wife, Betsy, had trouble using kitchen tools because she had sore hands from arthritis.

What he did: He wanted to help! He started thinking about how to make handles that were softer and easier to hold. He made some early models with different shapes. He then teamed up with other designers and together, they created a new range of kitchen tools called OXO Good Grips. Now, people all over the world use them!

OXO
GOOD GRIPS



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