

# The tourist project.

A design thinking workshop for attendees of the **Tourism Academy**. It was used on **June 9, 2016**, facilitated by Troy Thompson and is **version 04b**.

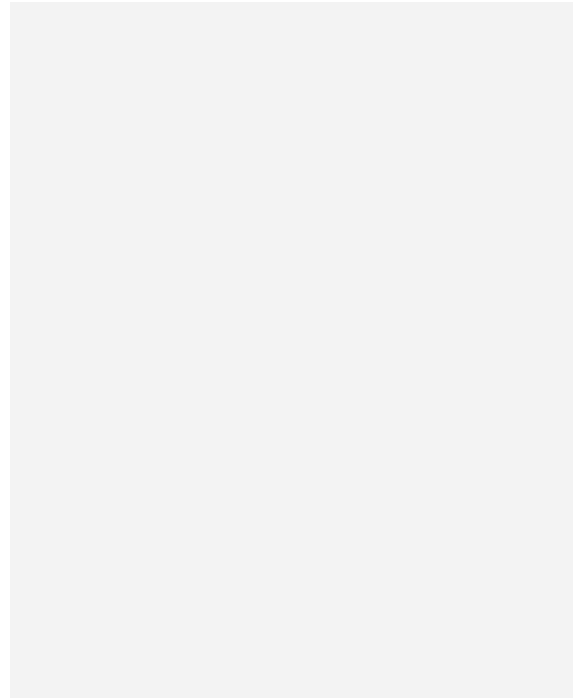
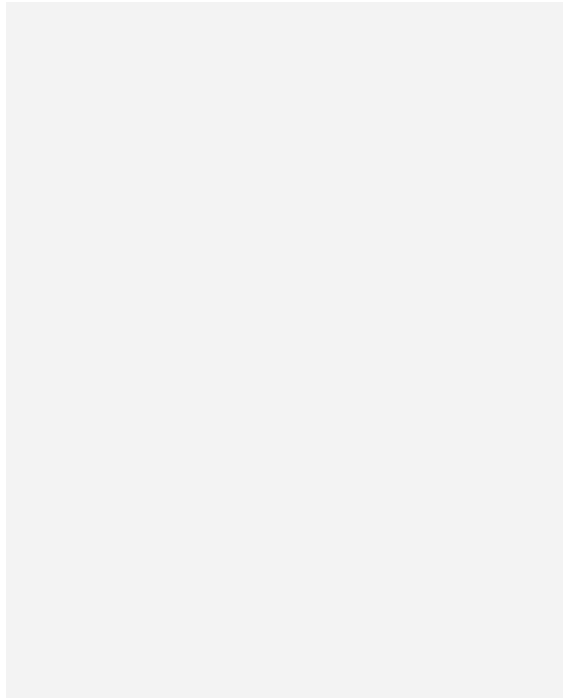
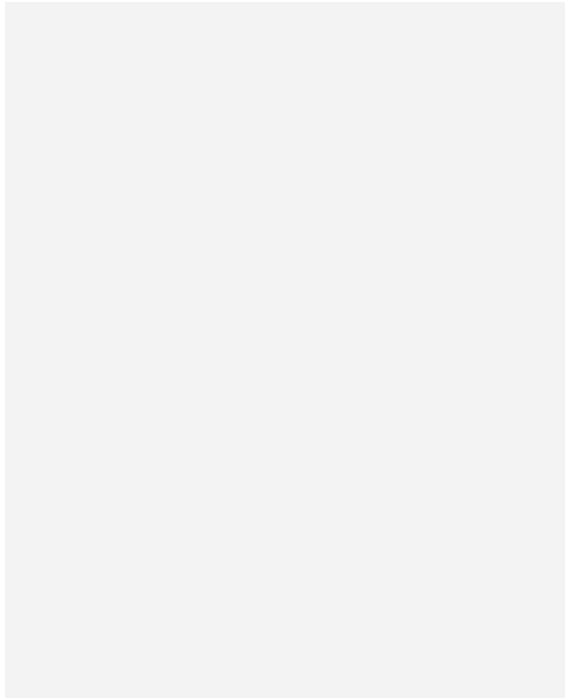
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TROY RUNS WORKSHOPS  
" > < "

## How can we get more people to take trains (when they travel)?

Draw / 3 min

Sketch three (3) complete and presentable ideas here.



## Redesign (part of) the travel experience for your partner.

### Interview

8 min / 2 sessions x 4 min each

Start by trying to understand your partner -- what do they like, dislike, love or hate?

When 4 minutes is up, switch roles and repeat.

### Dig deeper

10 min / 2 sessions x 5 min each

Now try to empathize with them. Why did they choose those answers? What other things are causing these answers?

When 5 minutes is up, switch roles and repeat.

## Reframe the problem.

### Capture findings

3 min

What is your partner trying to achieve when they travel?  
(This is their need.)

What do you see about your partner's experience that maybe  
s/he doesn't see?  
(These are your insights.)

### Take a point-of-view

5 min

\_\_\_\_\_ (partner's name)

needs a way to

\_\_\_\_\_ (their need)

because (or "but..." or "surprisingly...") \_\_\_\_\_

\_\_\_\_\_ (insight)

\_\_\_\_\_ (insight)

**Come up with ideas to solve the problem.**

**Write your problem statement:** \_\_\_\_\_

**Sketch 4 *radical* ways to solve the problem.**

10 min

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Share your ideas with your partner and write down feedback.

10 min / 2 sessions x 5 min each

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**Extra space to sketch.**

**Iterate based on feedback.**

**Pick an idea and improve it (or start a new idea!).**

8 min

Sketch your final idea. Note details. Label it. Draw it in context with the overall experience.

## Build and test.

### Build your prototype

10 min

Make something your partner can interact with.



(Not here. Go grab materials and get building!)

### Get feedback

10 min / 2 sessions x 5 min each

**What worked?**

**What could be improved?**

**What questions did your partner have?**

**What ideas did your partner give you?**



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# Thanks.

## Who to contact.

Troy Thompson prepared this exercise. To have him run this workshop for your team, contact him at:

troy@troydthompson.com  
(720) 515-6010

## This document is not confidential.

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## Credit to Stanford's dschool.

The tourist project is based upon the Insitute of Design at Stanford's 'An Introduction to Design Thinking in One Hour.'