



SOMEONE ELSE'S BRAIN(STORM)

One of the most important traits we can cultivate is empathy—the ability to see the world through another’s eyes, without judging what we see. Empathy helps us understand what people need, and design with those needs in mind. Seeing a problem from another’s perspective can give us new clues for solving it.

COMMUNICATION

CREATIVE PROBLEM SOLVING

EMPATHY

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4-30 people



clothes and accessories for costumes

GET INTO CHARACTER Take on an alter ego of your choosing.

Fun ways to decide who to be:

- 1) choose costumes from a giant bin of dress up clothes
- 2) spin a wheel to pick different character traits
- 3) pick professions, habits and opinions from a hat and weave them together into a character

NARRATE In writing or out loud, narrate a story about your character. What did they have for breakfast this morning? Where do they live, and how did they get here from there? What are their likes and dislikes? Why are they interested in the problem you've come together to investigate, and how do they feel about it?

CONVERSE Agree on the problem or question you want to investigate as a group. Each character shares a potential solution and everyone discusses that idea from their character's unique perspective. Record the observations and ideas the characters come up with.

ADAPT You can also use any of the other IMAGINE design activities found in this toolkit to come up with ideas through the brain of your new persona.