



How could the **internet** be better?

Design Thinking Workshop

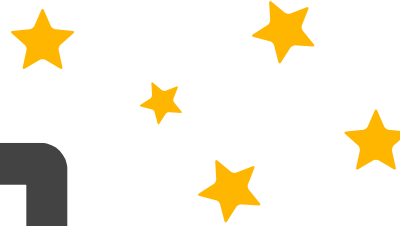


**ASPEN TECH
POLICY HUB**

 THE ASPEN INSTITUTE

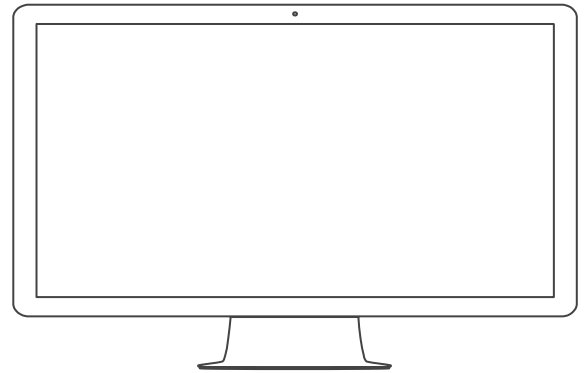
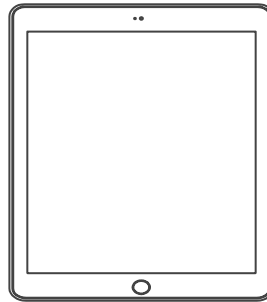
Hello!

Welcome to the workshop.



**Do you go
online?**

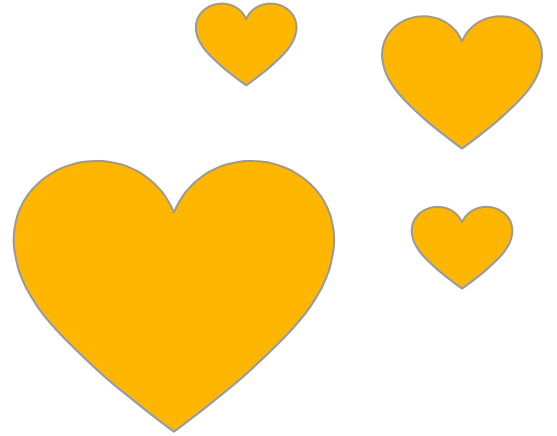
How often?



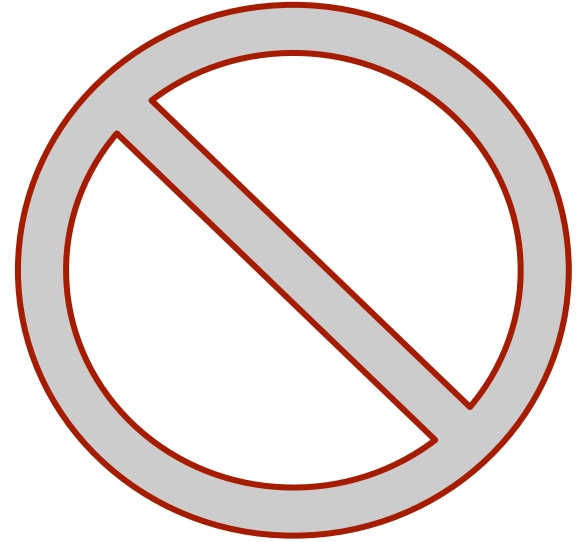
What for?



**Your most
used
website?**



What
challenges
do you face
online?



**What do you
do when you
need help?**



Intro to Design Thinking

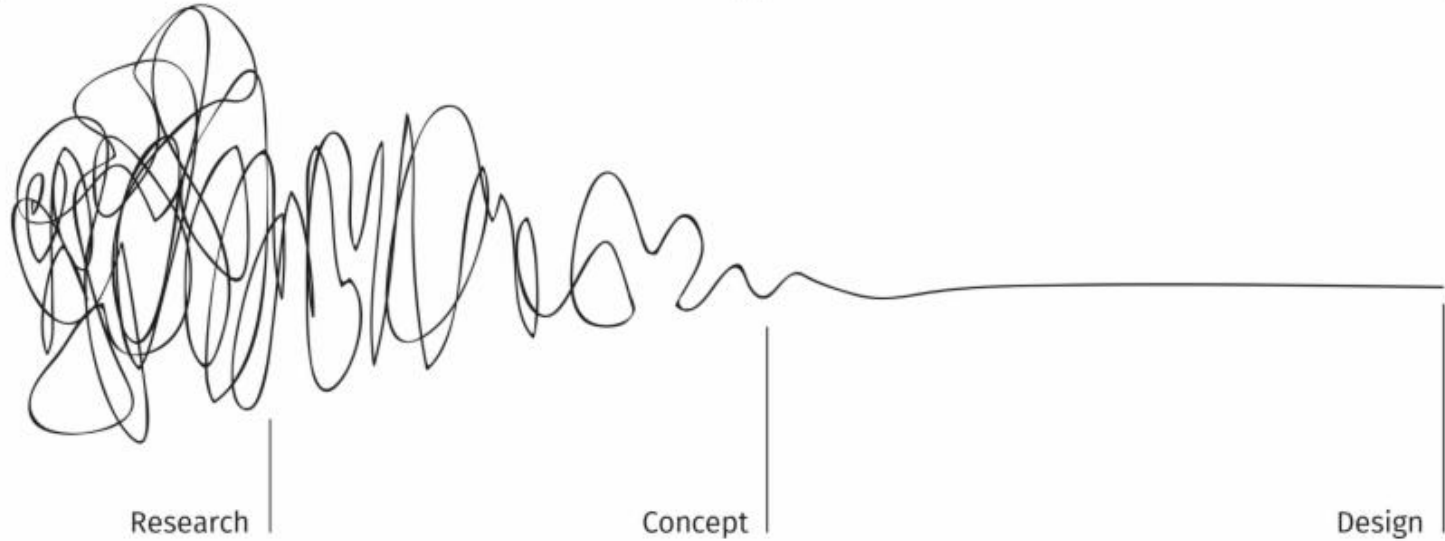




**Design is in service
of a **problem.****

Uncertainty / patterns / insights

Clarity / Focus



Research

Concept

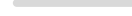
Design



Design = Empathy



Gaining empathy



**Conduct Research
To Understand**

**Meet and
Interview People**

**Immerse in
Another's Experience**

**Make Time to
Observe People**



A

B



Interview tips

- No interrupting
- Don't forget to take notes!
- Hear the story
- Lean into emotions
- Ask why



**Tell a story about a
frustrating experience
you had online.**



Forgot your password?

RESET PASSWORD

Thank you, an email has been sent to you.

SHOP

Women
Divided
Men
Kids
H&M Home
UNIDAYS

CORPORATE INFO

Career at H&M
About H&M
Sustainability
Press
Investor Relations
Corporate Governance

HELP

Customer Service
My Account
Find a Store
Legal & Privacy
Contact
Gift Card
CA Supply Chains Act

Become a member

Join now and get 10% off your purchase!

[READ MORE](#)

A

B



**Tell a story about a
frustrating experience
you had online.**



***Dig deeper* into what was
frustrating about the
experience.**



Capture your findings.



Take a break!

Hand in your worksheets. We'll come back in 5 minutes!



4 groups



**Think about a time when
you felt **unsafe** online.**

When you felt unsafe:



How did you react?



What triggered the unsafe feeling?



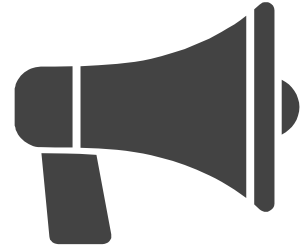
Where / who did you turn to for help?

Did you try to **report
your experience?**





How would you **report a
bad experience online?**



**How would you
want to **report** a bad
experience online?**



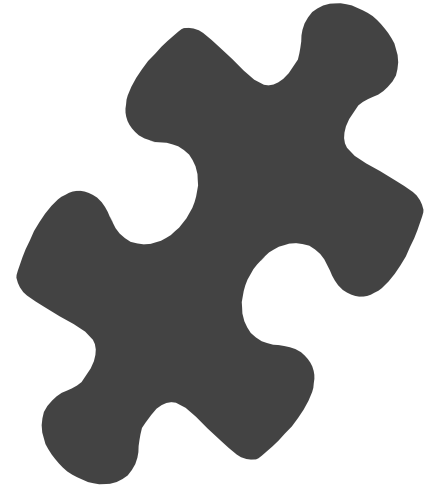
Share it out



In summary:

- Design is in service of a problem
- Design = empathy
- Process: Interview & capture findings
- It's all about the stories!

**What are
you taking
away?**





Thanks!

Excited by the workshop?

Stick around and help us test our ideas!