

WALLET CASE

EXAMPLE

EMPATHIZE

TASK 1

1. Form pairs: an interviewer and an interviewee who takes the role of the potential customer. Spend a few minutes trying to put yourself in the customer's place and personality.
2. The potential customer takes out their wallet and the interviewer starts discussing it, asking questions (for example, "Do you use it differently when you travel internationally?"; "What items do you take out most often?").
3. Afterwards, you switch roles and play through the whole thing again.

DEFINE

TASK 2

After you understand the customer's view of the wallet, you should record these findings.

1. First collect all the findings (needs, shortcomings, wishes, etc.).
2. Finally formulate a concluding sentence. An example of its structure: "My customer needs a way to ... [user needs] ... in a way that gives him a sense of ... [meaning/emotion] ... [because] ... [insight]."

IDEATE

TASK 3

1. Everyone brainstorms some concepts of what the new wallet could look like, these can be physical or digital. You can first think about it by yourself for a short time and then exchange ideas with others and add new ideas to existing ones.

PROTOTYPING AND TESTING

TASK 4

1. Try to implement your idea in the form of a prototype. The prototype does not have to be fully developed, the main thing is that the idea behind it becomes clear.
2. Show your prototype to someone not a part of the process previously, and observe and listen to what they say about your idea. It is important that you do not explain anything.
3. Typically, you would now use the feedback to optimize your idea and prototype. However, for the understanding of the process within this case study, you can leave this step out.