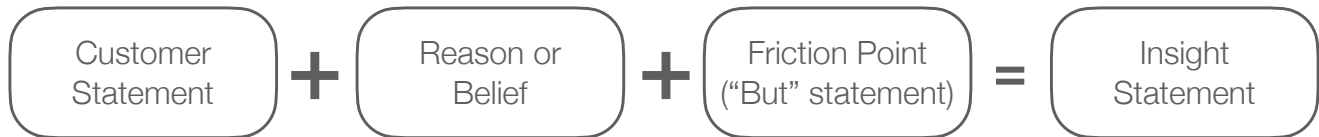


# Design Thinking Exercise



## Build an Insight Statement

### Example

The Proctor and Gamble Crest White Strips example from Maddock Douglas.

"I want whiter teeth, because it makes me feel younger and healthier, but brushing alone doesn't do the trick. "

## Create Your Initial Insight Statement

Thinking about the video you just saw, make an initial attempt at an insight statement.

Customer Statement:

Reason or Belief:

Friction Point (but,...):

## Revise Your Insight Statement

Based on additional research and critique, try iterate and revise your insight statement

Customer Statement:

Reason or Belief:

Friction Point (but,...):

## Reflect

Your insight statement should frame "the right problem" to address. After revising your insight statement, what are some solutions you might prototype and test?

List two obvious solutions you might prototype?

List two non-obvious solutions you might prototype?