



## Design Thinking

Design Thinking is a creative, human-centered approach to problem-solving that engages stakeholders in brainstorming ideas and exploring new ways to address complex challenges. Stages in the Design Thinking process include: **Empathy**—deeply understanding stakeholders’ needs; **Insight**—developing clarity about the issue that is to be addressed; **Brainstorming or Ideation**—developing lots of ideas with a diverse group of people about how to address the problem or take advantage of an opportunity; **Prototyping**—building a preliminary model, tool, or service; **Testing**—assessing the validity of the prototype; and last, **Repeat, Repeat, Repeat**—refining the prototype based on feedback to try to make it better.

The Design Thinking process can be used to engage students and stakeholders together in collaboratively designing programs and activities that are personally relevant and support broader community issues. In afterschool, Design Thinking is useful for developing strategies for implementation and can be used to identify and address issues and opportunities.

## Afterschool Campaign Spotlight Activity

For the purposes of this workshop, you will create an animated display of the ideas developed during brainstorming. Imagine that you have already created and tested a prototype of your program, and you are now ready to recruit students and stakeholders for your career exploration program.

- Select one strategy per table
- Identify a medium for the campaign spotlight (for example, television, social or print media, radio, skit)
- Develop the campaign spotlight
  - Name your campaign spotlight
  - Include a brief description of the spotlight in your presentation
  - Identify reasons stakeholders will want to participate in your new program
- Each table will have up to three minutes to present their campaign spotlight
- Every table will receive feedback regarding the spotlight’s appeal to stakeholders

Sources:

Afterschool Programming as a Lever to Enhance and Provide Career Readiness Opportunities,

<https://ccrcenter.org/sites/default/files/Afterschool%20Career%20Readiness.pdf>

The Nueva School: Design Thinking, <https://www.nuevaschool.org/notably-nueva/design-thinking>

There is a Better Way: Design Thinking for Nonprofits, <https://blog.techimpact.org/there-is-a-better-way-design-thinking-for-nonprofits>

