

**Process**



DISCOVERY



INTERPRETATION



IDEATION



EXPERIMENTATION



EVOLUTION

***Introduction to Design Thinking:  
Character Analysis in Jack London's  
"To Build a Fire"***

***Adapted from Design Thinking for Educators  
By Debra J Drummond***



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Adapted from Stanford dschool's "Gift Giving Project" (<http://dschool.stanford.edu/dgift/>)

### “To Build a Fire” Interview Questions

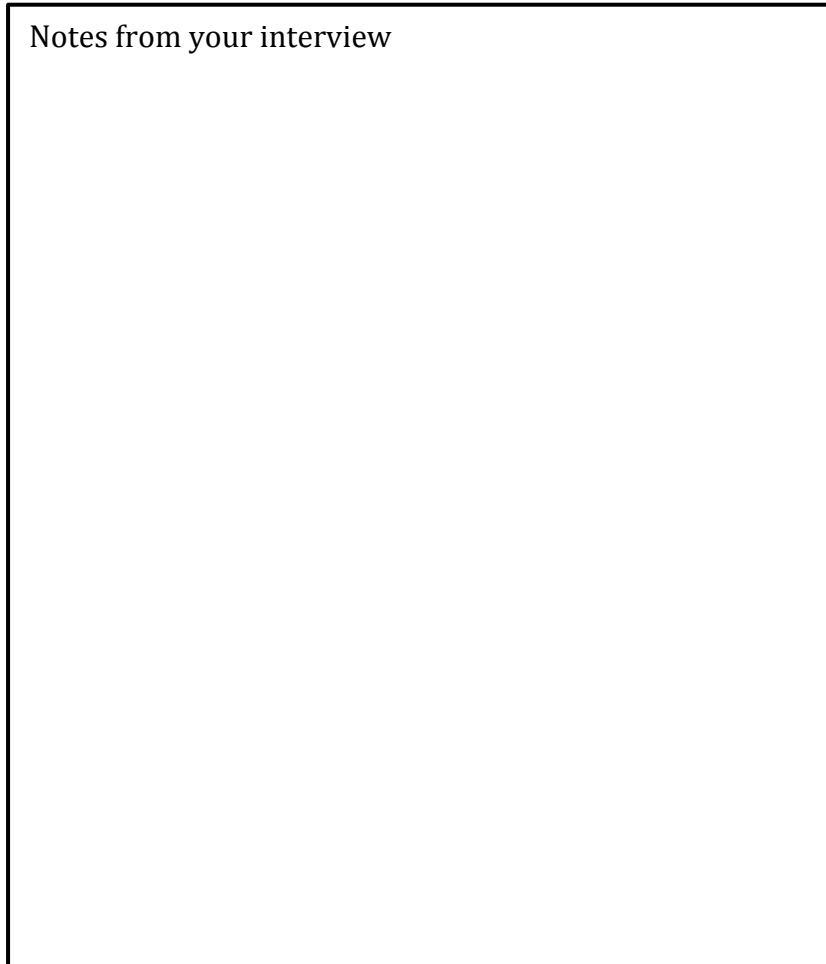
1. London writes, “He was quick and alert in the things of life, but only in the things, and not in the significances.” What does this tell us about you? What is your character like?
2. Why don't you worry more about the cold? What is alarming/absurd about your reaction to the frostbite?
3. Why do you think London continues to emphasize the coldness, and how you had never felt such cold before?
4. Why does London point out that the dog acts from instinct?
5. While eating, what startles you? Why is this important?
6. After deciding not to eat your lunch, how does your outlook of your situation drastically, albeit briefly, change?
7. What do you think London means when he says, “This man [you] did not know cold”?
8. When you fall in the river, you curse your bad luck. Is “bad luck” really to blame? Why or why not?
9. In the paragraph where you reflects on “old-timers” and “men who are men” what does this tell us about your mentality and beliefs?
10. What happens to your fire and why?

# Discovery

**Your mission:** Redesign the survival experience for "the man/newcomer." Start by gaining **empathy**.

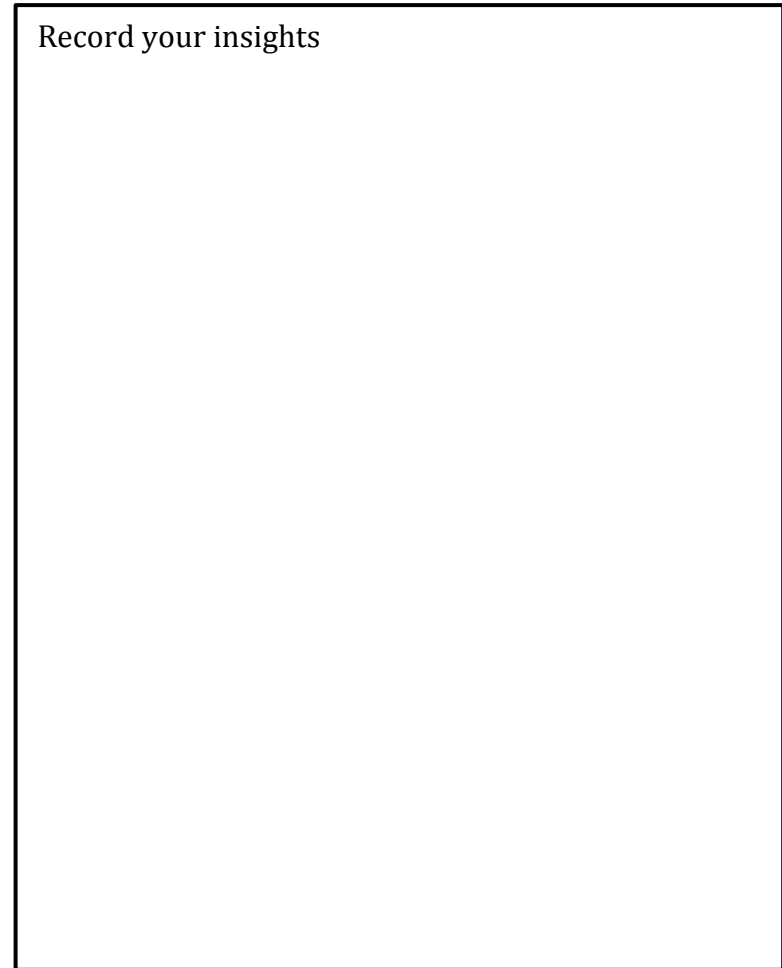
## Interview

Notes from your interview



## Insights

Record your insights



# Character Analysis Text-Dependent Empathy Map

Be sure to include page # references

Quotes & Defining Words

Thoughts & Beliefs



Actions & Behaviors

Feelings & Emotions

List the explicit/implicit inferences about the character based on the data detailed in the Empathy Map:

# Interpretation: Defining Needs

## Capture findings

**needs:** things the **newcomer** is trying to do\*  
\*use verbs

**insights:** new learnings about the **newcomer**'s feelings/  
worldview to leverage in your design\*  
\*make inferences from what you learned

## Write Point-of View or Need statement\*

The newcomer needs a way to  
(user)

---

(user's need)

because, unexpectedly, in his world,

---

(insight)

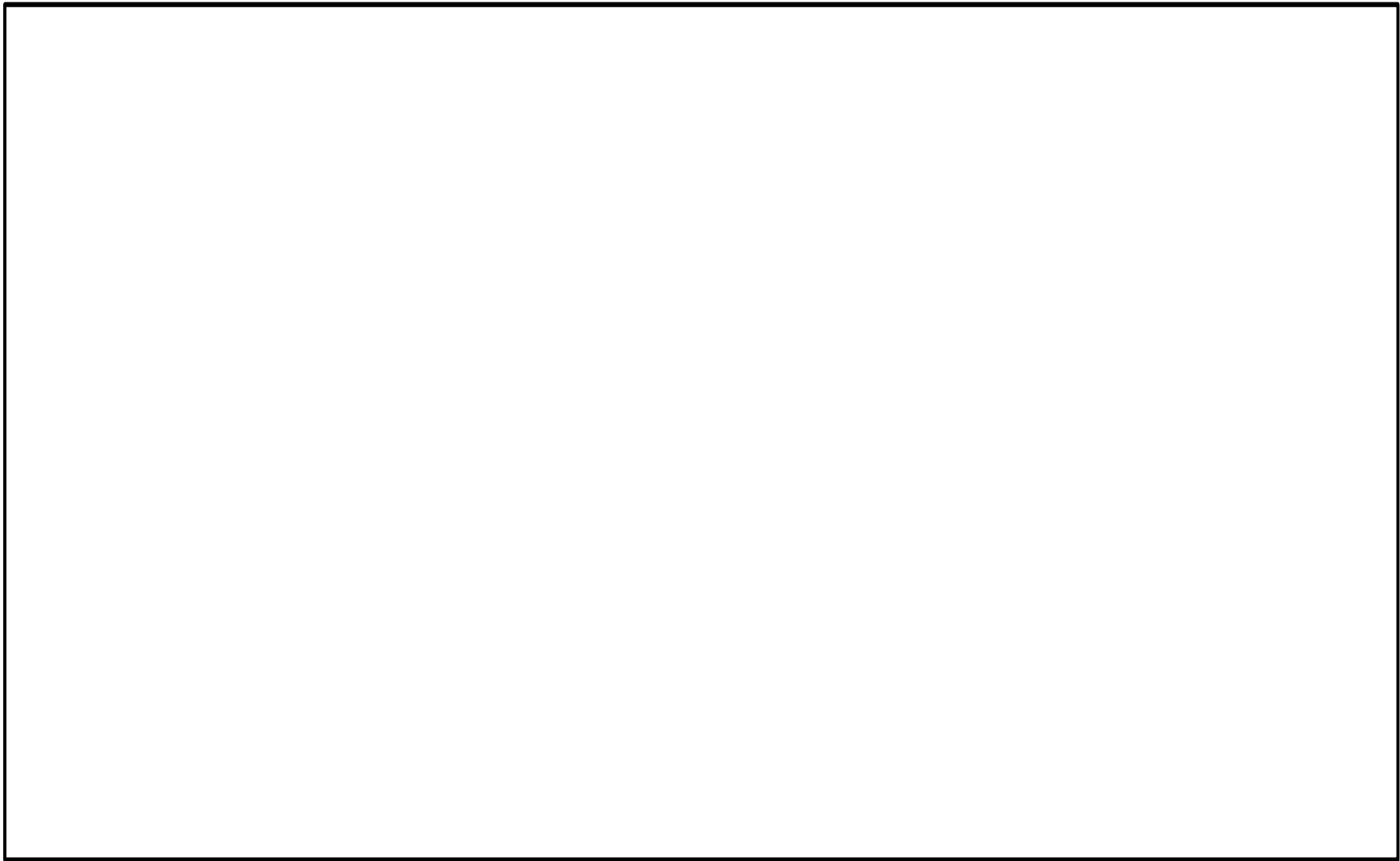
\*

POV ( user+need+interesting learning)=a Claim

# Ideation

**Ideate:** generate alternatives to test.

**Sketch or List 25 radical ways to meet the newcomer's needs**

A large, empty rectangular box with a black border, intended for sketching or listing 25 radical ways to meet the newcomer's needs.

# Evolution: Prototyping and Testing

## Build and test.

### Build your solution.

Make something the **newcomer** can interact with!\*

\*Make a prototype.

Be sure to include detailed explanations about how the prototype addresses the **newcomer's** need.

### Share your solution and get feedback.

+ What worked

- What could be improved

? Questions

! Ideas