Frame your Design Challenge

A six-step tool to frame your design challenge, as adapted from IDEO:

1. **Write down the problem you are trying to solve**. It should be short and easy to remember, a single sentence that conveys what you want to do. *e.g. Make people less stressed.*

2. Now **try phrasing this as a design question**. This can set you and your team up to be solution oriented and to generate loads of ideas along the way. *e.g. How might we reduce stress?*

3. **State the ultimate impact you're trying to have**. *e.g. eliminate all unnecessary stress.*

4. **What are some possible solutions to your problems?** If you can come up with 3–5 possible solutions in just a few minutes, you're likely on the right track. But remember to think broadly, and allow for surprising outcomes. *e.g. urban garden.*

5. Finally, **write down some of the context and constraints that you're facing**. They could be geographical, technological, time-based, or have to do with the population you're trying to reach. *e.g. stress in cities, commuting = stress.*

6. **Does your original question need a tweak?** Try it again. It may seem repetitive, but the right question is key to arriving at a good solution. *e.g. How might we create an environment to reduce stress amongst urban workers?*

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