

# Choosing Your Project Challenge

*Put your skills to work to identify fresh insights for a target audience you care about.*

## Designing the Challenge

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Once you've identified an area of interest for your project, write a one sentence "Project Challenge" to guide your research. It should be:

- + Focused on a need (rather than a functional benefit)
- + Broad enough to allow you to discover unexpected areas of value
- + Constrained enough to make the topic manageable
- + Phrased as a goal (using an action verb)  
e.g. "To understand how people manage their time within the context of their social lives."

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### WHAT DO YOU KNOW ALREADY?

Describe existing assumptions around the challenge (current paradigms, industry norms, default mindset) and the reason why this problem exists.

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### FRAME THE CHALLENGE

Describe the challenge, problem, or perceived need you see. Paint a picture of the current landscape and why there is an opportunity for a new solution.

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### WHY IS THIS IMPORTANT TO YOU?

Describe the personal or professional reasons that make this challenge appealing to you? What do you hope to learn and explore?