Frame your Design Challenge

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.
Example: 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.
Example: How might we reduce stress?

3 State the ultimate impact you're trying to have.
Example: 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.
Example: community 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. *Examples: 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 in our workforce?*

QuestionStorming

1 **Use questions to build empathy**

- Write down one personal or professional goal (that you don't mind sharing).
- Pair up with another person at your table. Share your goals with each other.
- Ask each other 10 curious questions about the goal. Don't stop asking questions, even if you don't.

2 **Use questions to break through**

- In small teams, identify a personal or professional problem.
- As a group, write down at least 50 questions about that problem.
- Generate only one question at a time.
- Have one person write the question on a white board or other visible display
- No one can ask a question until the last one is completely written down.
- Use the full range of *what is, what caused, why, why not, and what if* questions.

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