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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