

Frame Your Design Challenge

A design challenge articulates the problem you are trying to solve, and helps you define a scope that is neither too narrow nor too broad. This worksheet will guide you through a series of steps to get the right frame on your challenge and get started on the right foot.

How to Use It

Start by taking a first stab at writing your design challenge down. It should be short and easy to remember. Try composing a single sentence that conveys the problem you want to solve.

Review and refine your question, and the information you used to get there, using the prompts in this worksheet. As you do this, you'll ask yourself:

Does my challenge drive toward ultimate impact, take into account context and constraints, and allow for a variety of potential solutions?

You'll dial those in, and then refine your challenge until it's one you're excited to tackle.

What Next?

Framing the right design challenge is key to arriving at a good solution.

A quick test we often run on a design challenge is to see if we can come up with five possible solutions in just a few minutes. If so, you're likely on the right track. Try this, and make tweaks as needed to get to the right framing and scope.

Frame Your Design Challenge

What is the problem you're trying to solve?

Find places where people can feel pleasantly relaxed to combat the stress of living in the city.

1. Take a stab at framing this challenge as a question:

What venues are relaxing?

2. Now state the key outcome you're trying to achieve:

Pools, parks, scenic nature, amusement parks

3. Write down important aspects of the context or constraints that you need to consider:

These could be shifts that we need to see in the ecosystem around the user, or factors that are technological, geographic or time-based.

Even after visiting these places, people's relaxed mood only lasts for a short time.

4. What are some possible solutions to your design question?

Think broadly. It's fine to ... sentence is same as existing.

By attracting people from afar through sound (music), advertising on social media, people sharing the placement with each other

5. Does your original design question need a tweak? Try it again.

Frame Your Design Challenge

What is the problem you're trying to solve?

There is an alarmingly high rate of unintended teen pregnancy which is prevent adolescent girls from attaining educational potential and leading fulfilling, financially prosperous lives. Many girls do not know enough about contraception to make informed decisions. Parents and community members are skeptical of SRH services for youth. And boys are completely left out of the conversation on contraception, even though this concerns them too!

1. Take a stab at framing this challenge as a question:

Where would people choose to go to relax without hesitation and without the financial burden?

2. Now state the key outcome you're trying to achieve:

Public space, free, sustainability

3. Write down important aspects of the context or constraints that you need to consider:

Will it take up new urban space, where will it be located in the city, how many people will it accommodate, and will it be fresh the next time you go?

4. What are some possible solutions to your design question?

*Think broadly. It's fine to ... sentence is same as existing.
Easy access, free of charge, lively, low noise level, nature view, dining available, large space, decentralized people flow*

5. Does your original design question need a tweak? Try it again.

HMW equip adolescent girls with the knowledge and support she needs to make informed decisions about contraception?