

DESIGN CHALLENGE FRAMING

COMPONENTS OF A COMPELLING DESIGN CHALLENGE

Design Challenges set the stage for a successful design project. When crafting them, pay close attention to 4 key components.

Opportunity - what areas in your work could you build a design challenge around?

Possible Needs - are there compelling human needs that can immerge from the challenge?

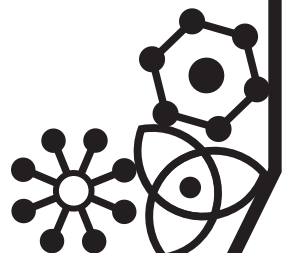
Available Empathy - who could participants engage with in order to conduct empathy?

Interest - how motivated are the participants to work on the challenge?

In the space below, list possible **opportunities** you so see to incorporate design challenges in your work (i.e. redesigning staff meetings, a challenge around middle school geography). Try start with "small" challenges. Be generative! (5 minutes)

Smaller:

Larger:



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Pick a few **opportunities** and for each one, generate some **possible needs, available empathy**, and **interest**. Hint: to gauge **interest**, find people in the room similar to your target audience and ask them how they feel about the potential challenge. (10 minutes)

Example: Opportunity: staff meeting → Interest: people in my team are sick of not being heard → Available Empathy: coworkers, friends at other jobs → Possible Needs: empathetic communication, hearing from everyone

DESIGN CHALLENGE PHRASING

In the space below try to form some sentences that encapsulates a design prompt. Play around with the wording to affect the scope of a challenge. For example, a general topic like safety in our community might be narrowed into, "how might we improve the emotional well-being of youth in our school." (5 minutes)

