

Frame and re-frame technique

1. Start with a short sentence that states what the problem is you're trying to solve.

2. Questions allow for a variety of solutions — rephrase your statement above into a question starting with 'How might we...?'

3. A well-framed design challenge drives toward ultimate impact, write what you think the ultimate impact is that we're trying to have.

4. A common pitfall is a design challenge that is too narrow or too broad. If it's too narrow you can't explore solutions, and if it's too broad, you'll have no idea where to start. A quick test of a design challenge is to see if you can think of five solutions in a few minutes. It's a gut test, you don't need to write anything down. You can also ask the facilitator to do a gut test.

5. Write some of the contexts and constraints that you would be facing with your challenge.

6. Does your original question need a tweak? Iterate.

Perform steps 1–6 until you get to a challenge that feels correct.

Exercise originally from IDEO