

Frame Your Design Challenge

When you frame a design challenge you set the stage for teams to turn problems into inspiring and thought-provoking design opportunities. At Sprint we look to frame each design challenge with a design question because it not only ensures the creation of impactful solutions, but it also helps the team generate as many ideas as possible along the way. It is important to remember that the best framing, and the best design questions, do not constrain the challenge to one problem to solve nor leave it too broad that there is no way to find tangible solutions.

How to Frame Your Design Challenge

- 1** Use the [Design Question Worksheet](#) to help understand the problem you are trying to solve and translate it into a design question.
- 2** While determining your design question - be sure to ask yourself 3 key questions:
 - Will the question achieve ultimate impact?
 - Does the question allow for a variety of solutions?
 - Does the question take into account context and constraints?
- 3** Next, make sure the design question isn't going either too narrow or too broad. Once you have run the question through these filters, do it again. Although repetitive it is important to start with the right question, because asking the right question is key to arriving at a good solution.
- 4** Finally, use the [Design Challenge](#) document to extend your question into a usable framework. Framing our problems as "How might we... in order to..." statements allows us to approach the problem holistically and inspire others to contribute their best thinking.

Process Phase



understand

ideate

experiment

Time

20 minutes

Level

Moderate

Materials

Pen, Design Question worksheet, Design Challenge Framework



Be sure not to go too narrow or too broad with your design question!



The Design Question Worksheet



1 What is the problem you're trying to solve?

2 Try framing it as a question.

How might we ...

3 What is the impact you would like to see?

4 What are some possible solutions to your problem?

Be sure to think broadly. You don't want to answer your question definitively, only lead-in with a hunch or two for clarity.

5 Now write down some context and constraints that you might face.

These could be financial, time-based, or technological. Understanding the context and constraints will help you narrow down your design question.

6

Does your original question need ...

Too broad.

How might we improve our 20-50 day SPS score at Sprint?

This question is massive, and though it does allow for a huge variety of solutions, how do you know where to start? Too broad.

Just right.

How might we improve our new customers' onboarding experience?

Too narrow.

How might we get new customers to use a digital checklist?

This question is too narrow because it focuses on one type of solution. What if a paper solution is actually a better option for our customers?

The Design Challenge



How might we...

your design question

...in order to invent, build, and test ways to:

your design framework?

Design Thinking

www.sprintdesignthinking.com/tools/DesignQuestionWorksheet.pdf
www.sprintdesignthinking.com/tools/DesignChallenge.pdf

More Resources:

www.sprintdesignthinking.com/tools.html