



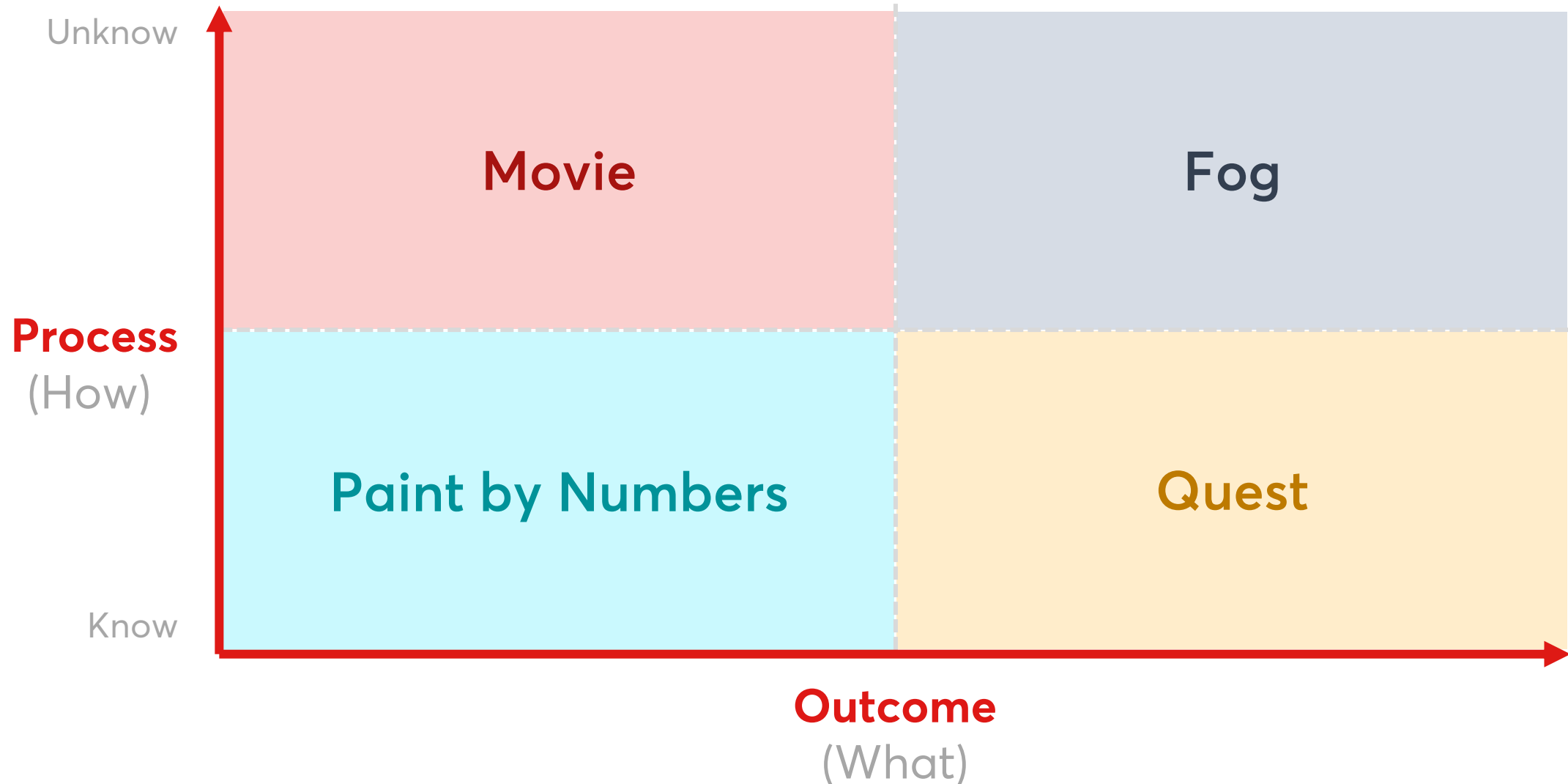
HASSO PLATTNER

d-school AFRIKA*

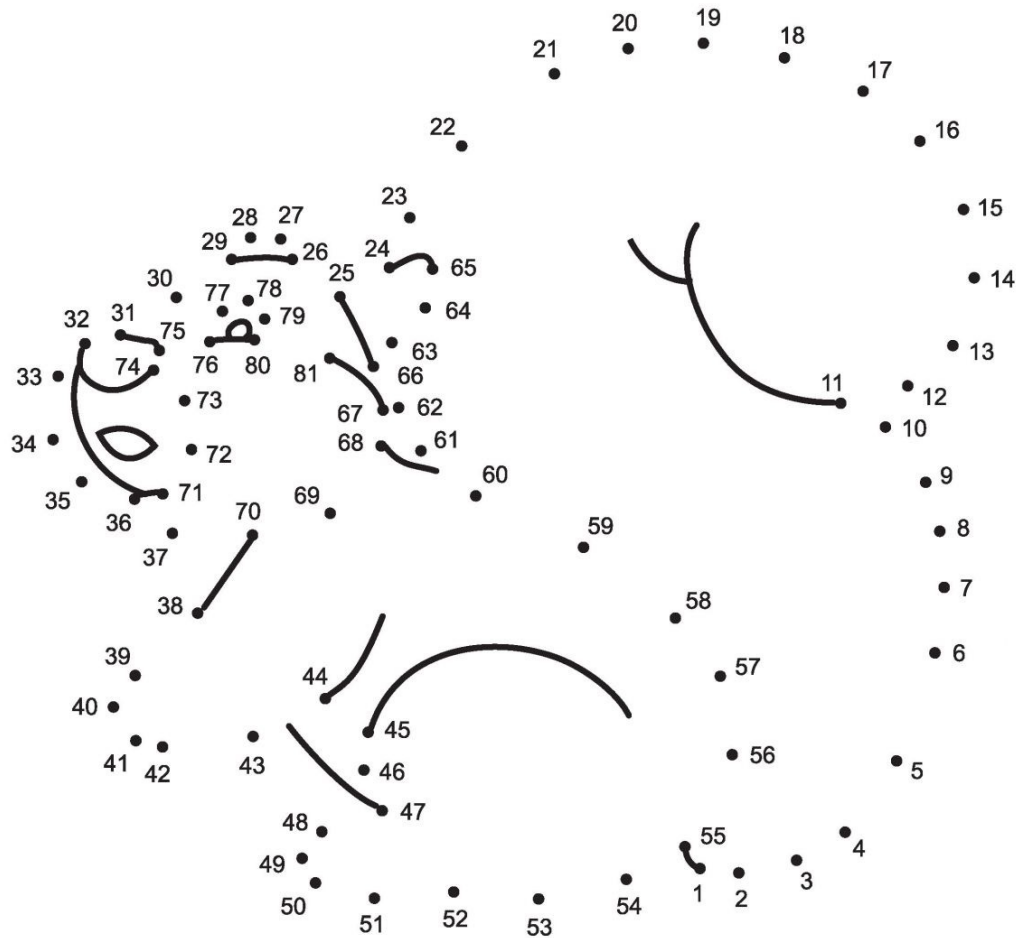
Framing & Reframing
Challenges

April 2022

4 Project Types – Eddie Obeng



Paint by Numbers



- familiar
- have done similar things in the past
- have the skills and technology to do it

Fog



- lost
- have never done anything like this before
- need to take time to define the what and how

Movie



- tools and technology are well known
- no clear idea of the outcome or impact
- dangerous – you don't know what to measure

Quest



- objectives are clear
- unsure how to go about achieving the goals
- explore in different directions and get feedback quickly

Nathan's Hot Dog Eating Competition

1972 – 3½ min – 10 HDB

1982 – 10 min – 11 HDB

1992 – 12 min – 19 HDB

2000 – 12 min – 25 HDB

2001 – 12 min – 50 HDB



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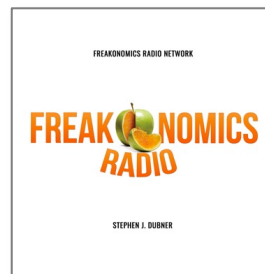


Takeru Kobayashi

Nathan's Hot Dog Eating Champion (2001 – 2006)

"People saw this as an extension of eating,
I saw this as an extension of sport – worth scientific enquiry."

"People make a limit in their mind – They listen to what other
people hold to be true."



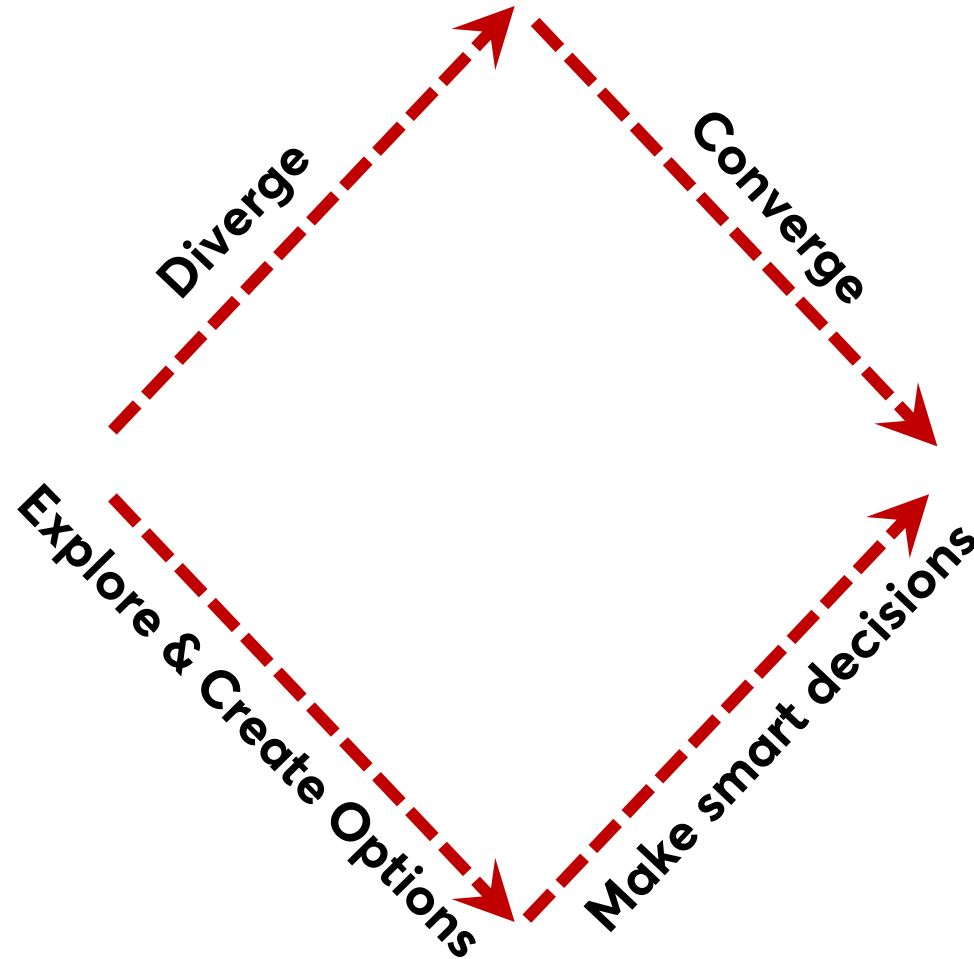
EPISODE 173 - A Better Way to Eat

<https://freakonomics.com/podcast/a-better-way-to-eat/>

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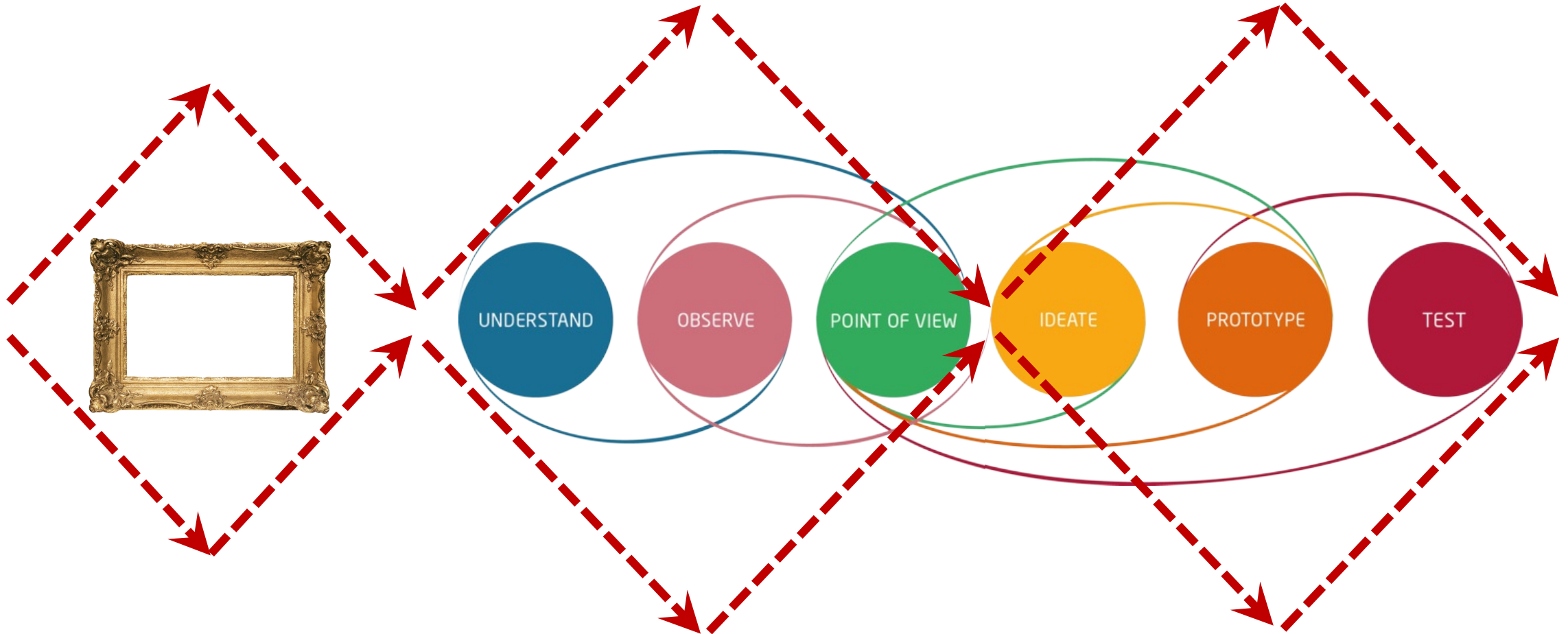
FRAMING & REFRAMING

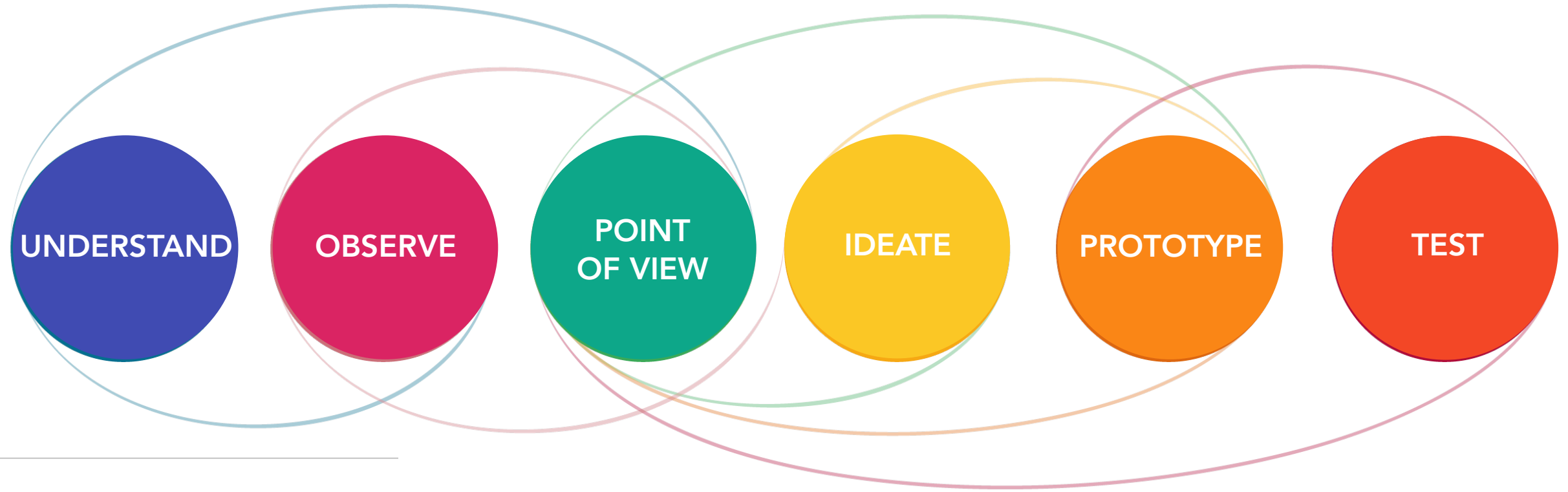


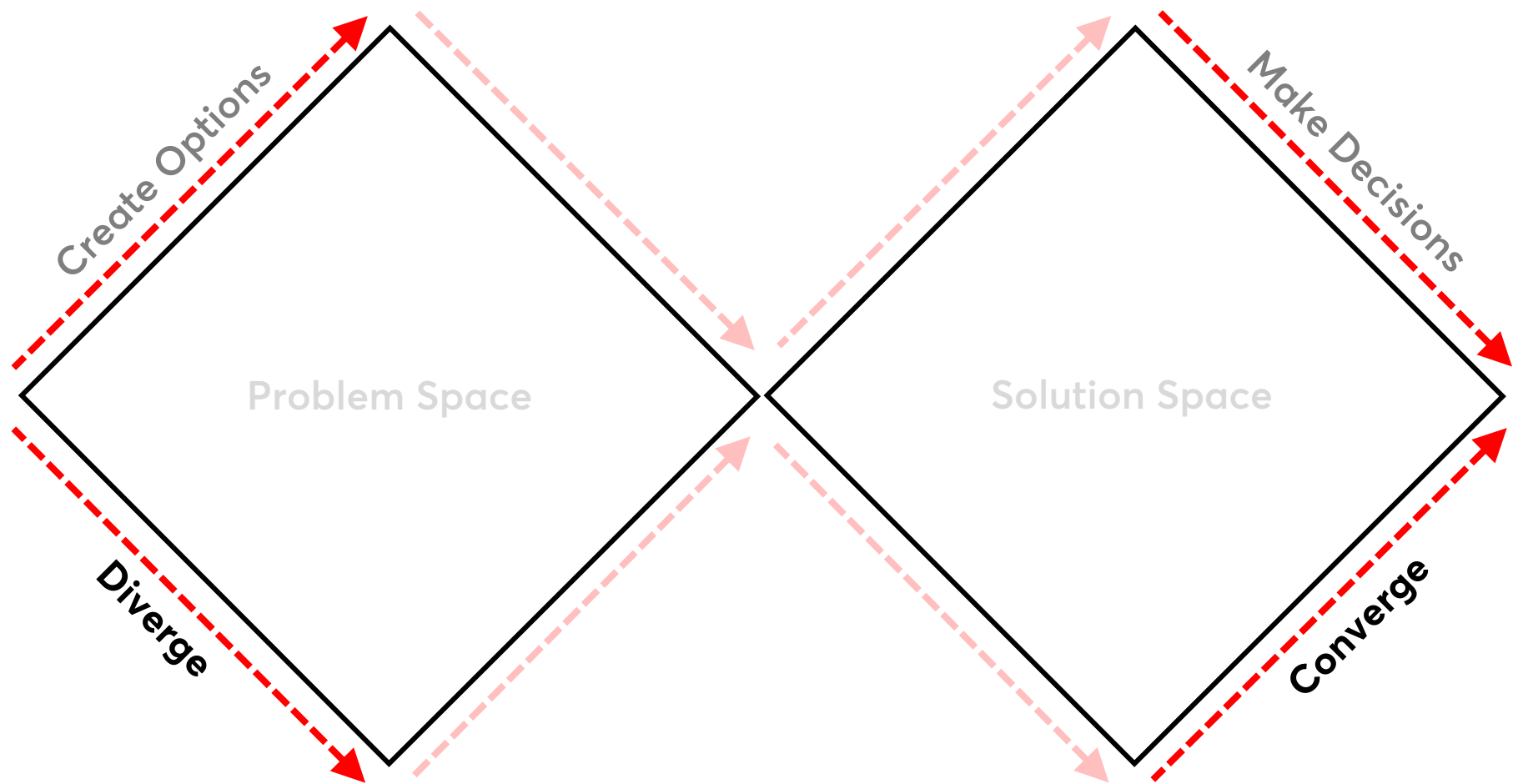
**Frame the
Challenge**

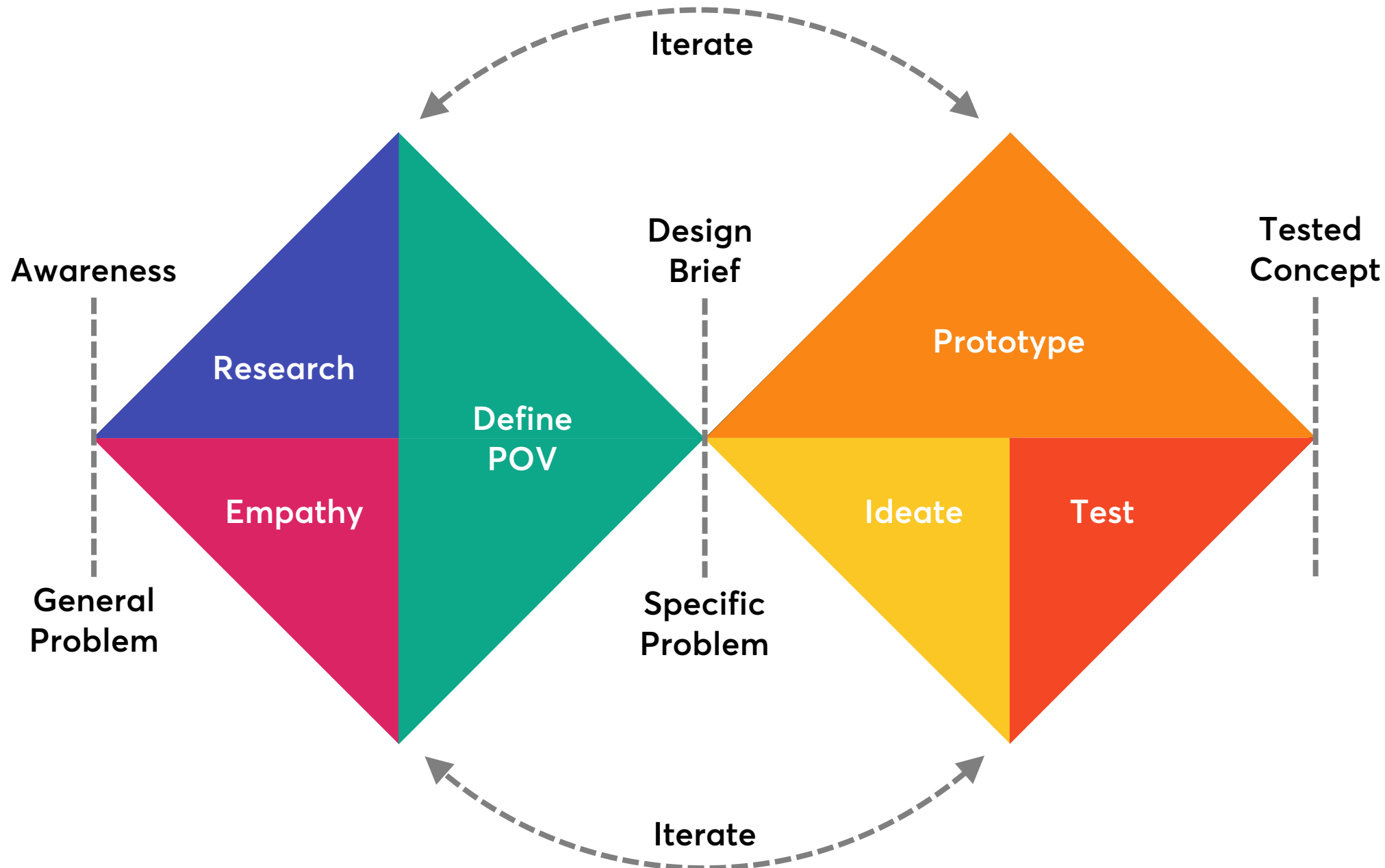
**Frame the
User Need**

**Frame the
Solutions**









Uncertainty / patterns / insights

Clarity / Focus



Research

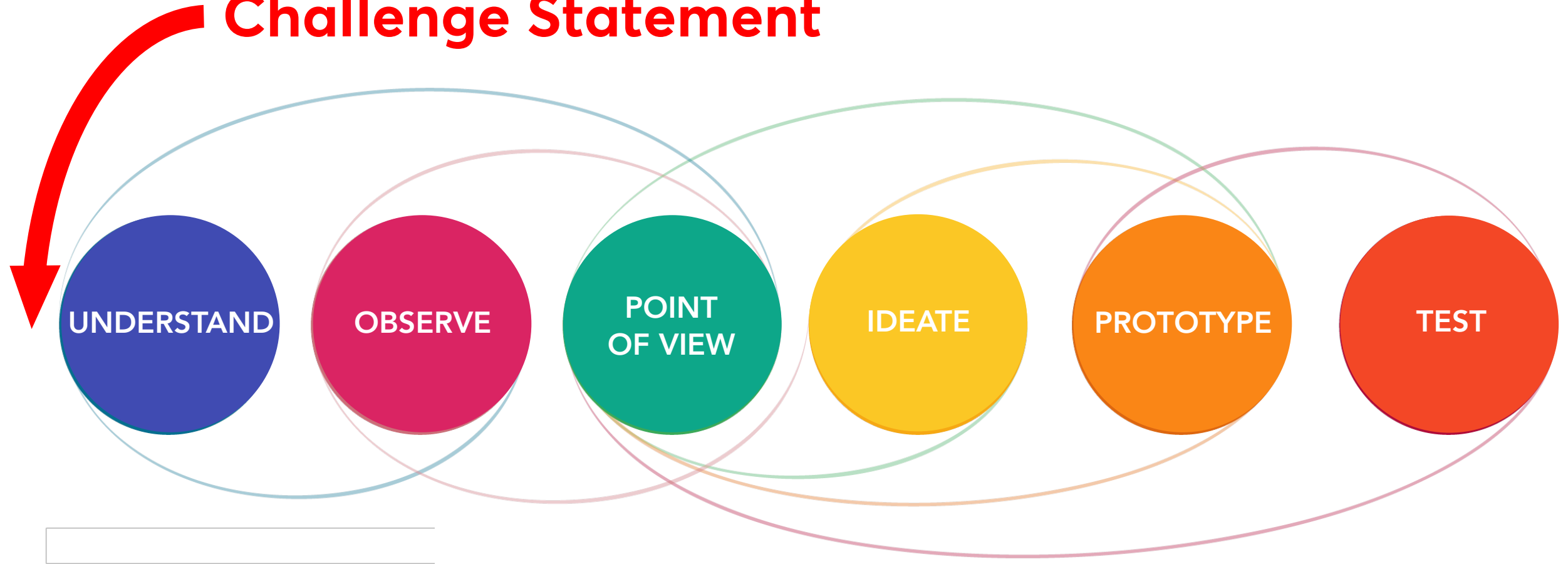
Concept

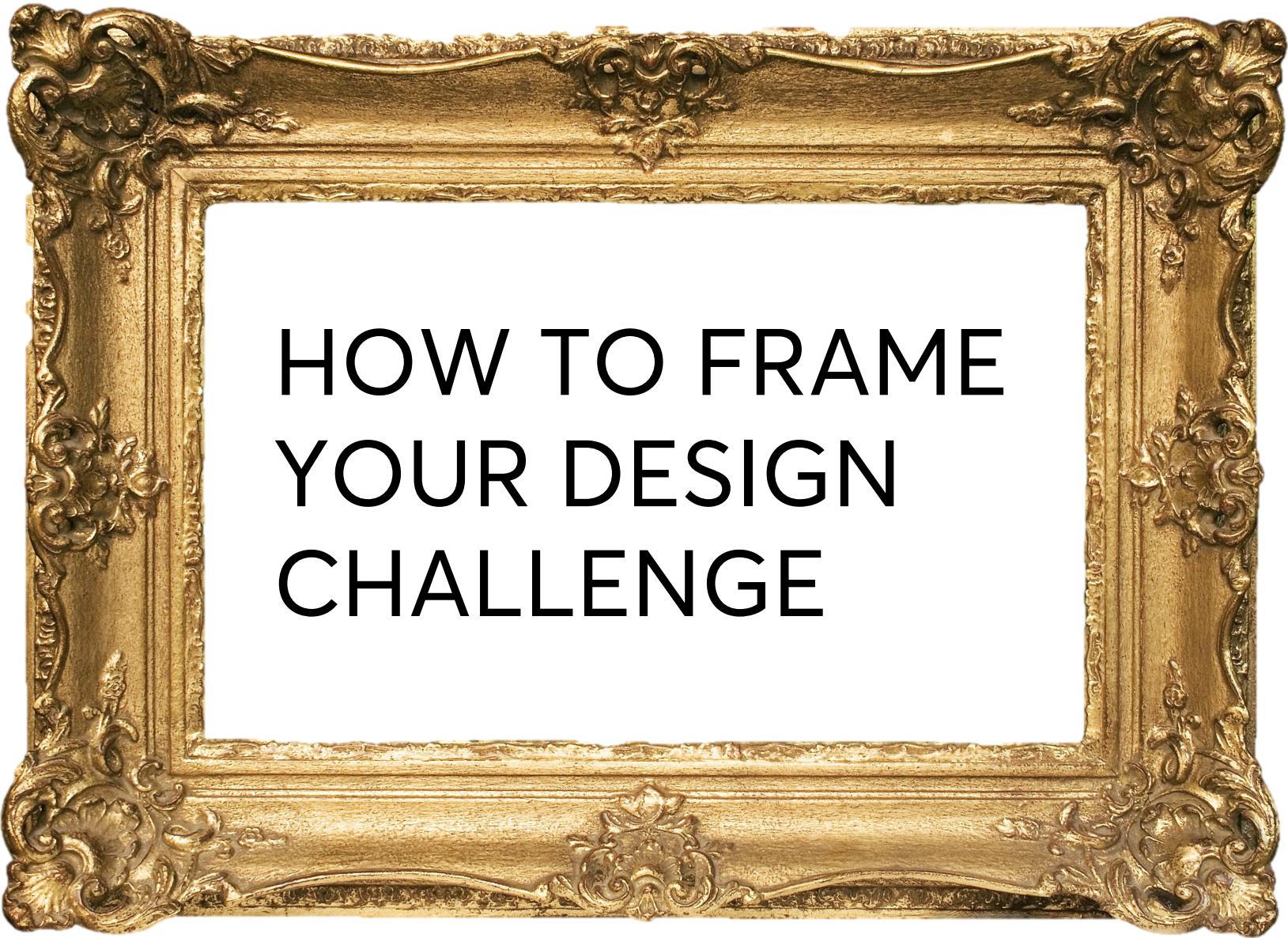
Design



Where to start?

Challenge Statement





HOW TO FRAME YOUR DESIGN CHALLENGE

THE DESIGN CHALLENGE

Why?

A starting point to get your team off on the right foot, to organize how you think about the problem, and during moments of ambiguity, it helps to clarify your direction.

DESIGN CHALLENGE

What?

a unique, concise statement about the problem, who it affects, and what you want to do about it

DESIGN CHALLENGE

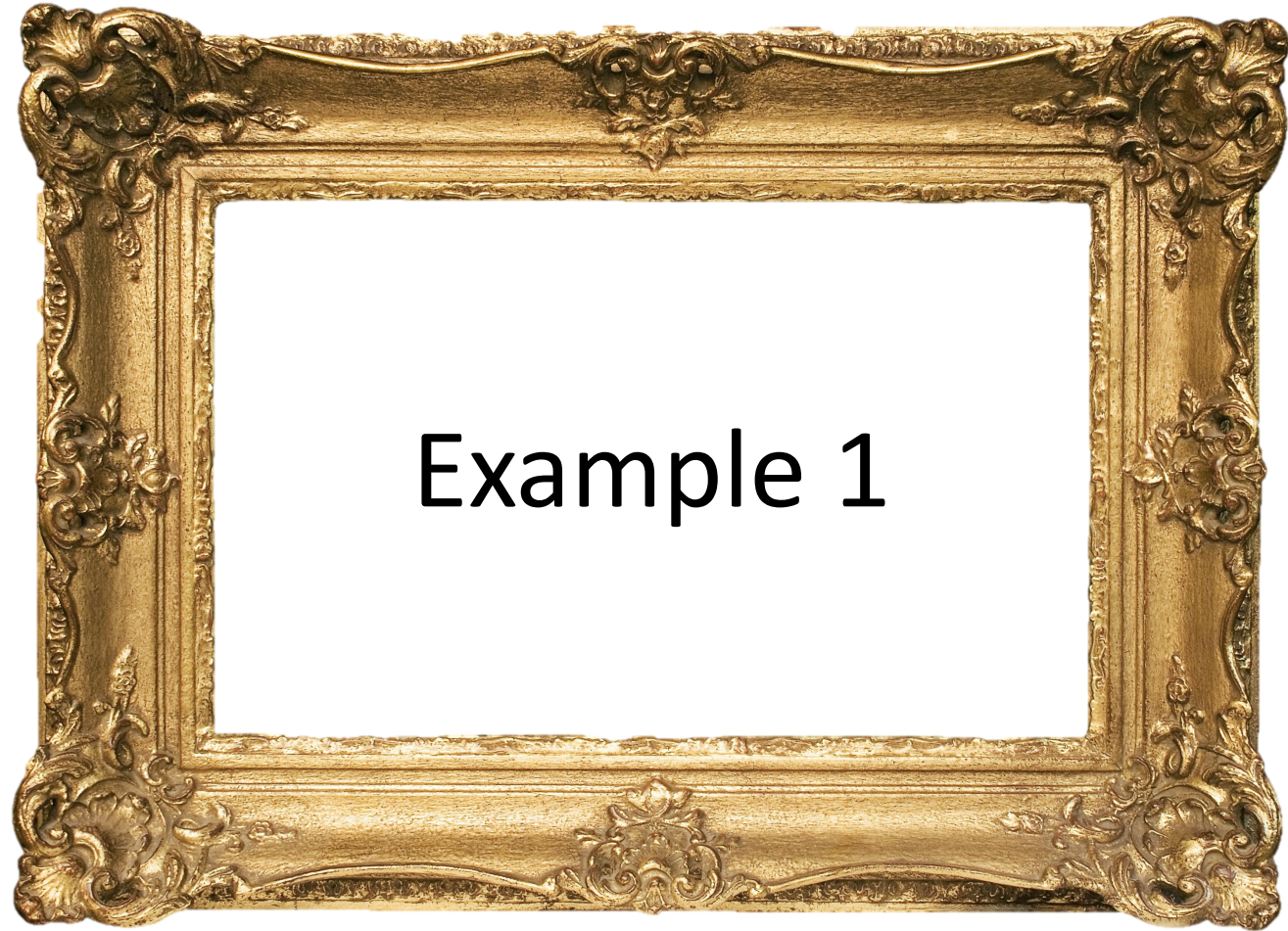
Why?

a starting point to get your team off on the right foot,
to organize how you think about the solution, and
during moments of ambiguity, it helps to clarify your
direction

DESIGN CHALLENGE

Scope

1. Does the challenge contain a variety of explicit and implicit human needs?
2. Does the challenge allow for a range of solutions?



What is the problem
you're trying to solve?

Improving the lives of children

What do you want to
do about it?

How might we improve
the lives of children?

What is the ultimate impact you
want to have?

We want young communities
to thrive

What are some possible solutions to the problem?

- better nutrition,
- parents engaging with young kids to improve brain development,
- better access to neonatal care,
- early childhood education centres

What is the context?

What are possible constraints?

Because children aren't in control of
their circumstances, we want to
address our solution to their parents.

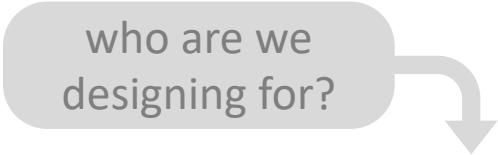
How can we frame this?

How might parents in low-income communities ensure children thrive in their first five years of life?

1. Does the challenge contain a variety of explicit and implicit human needs?
2. Does the challenge allow for a range of solutions?

How might parents in low-income communities ensure children thrive in their first five years of life?

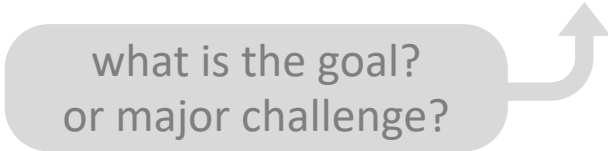
who are we
designing for?

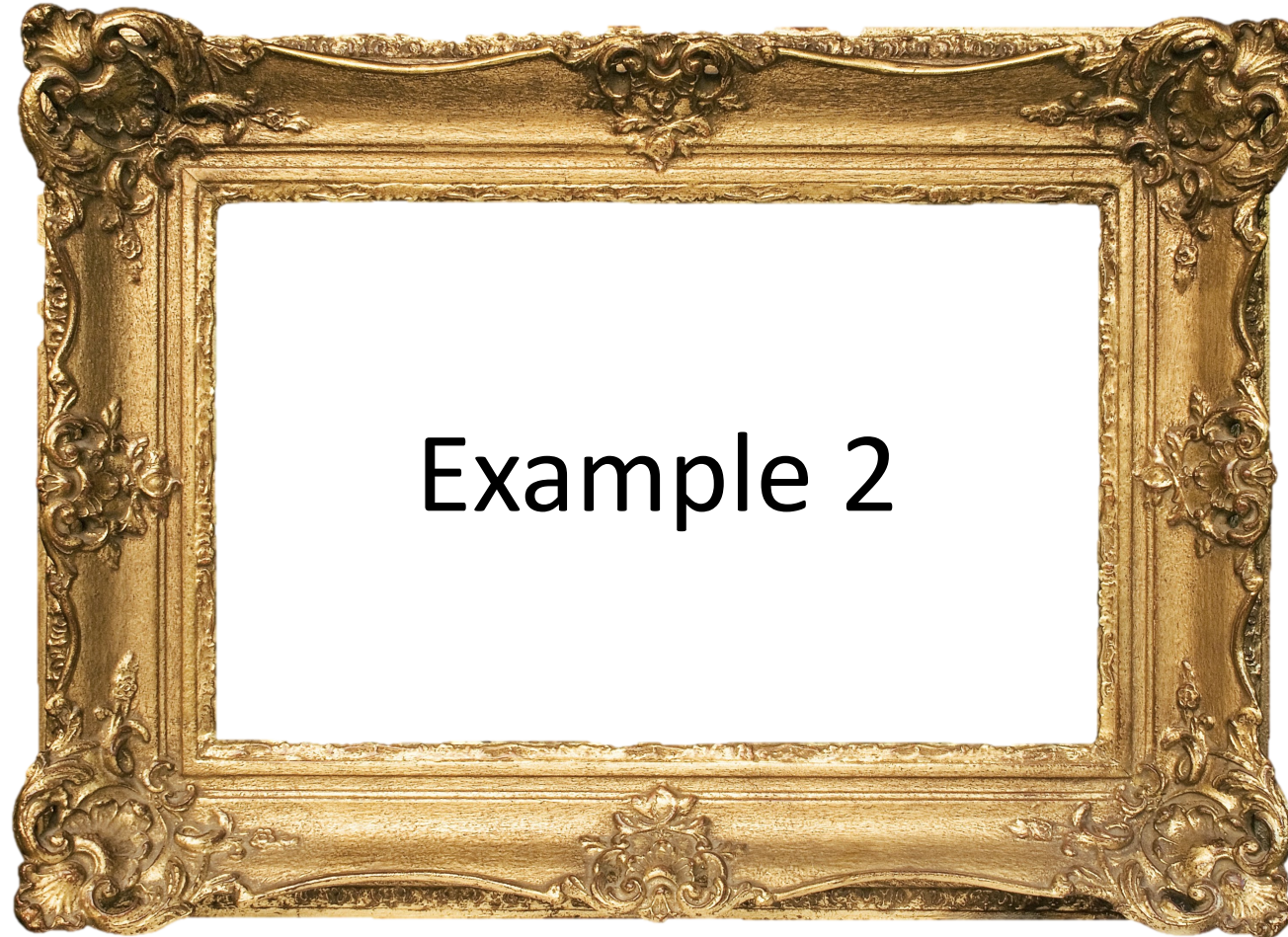


How might **parents in low-income communities** ensure children thrive
in their first five years of life?

How might parents in low-income communities ensure children thrive in their first five years of life?

what is the goal?
or major challenge?





We want to sell more Big Issue Magazines

business-centred challenge



How might we sell more Big Issue Magazines?

How might the Big Issue Magazine foster mutually beneficial relationships with their vendors, in a world where the Big Issue needs to be more resilient?

human-centred challenge



1. Does the challenge contain a variety of explicit and implicit human needs?
2. Does the challenge allow for a range of solutions?

How might **the Big Issue Magazine** foster mutually beneficial relationships with their vendors, in a world where the Big Issue needs to be more resilient?

How might the Big Issue Magazine foster mutually beneficial relationships with their vendors, in a world where the Big Issue needs to be more resilient?

How might the Big Issue Magazine foster mutually beneficial relationships with their vendors, in a world where the Big Issue needs to be more resilient?



Your turn...

Redesign the _____
[area of concern] experience
for _____
[the user or stakeholder for whom potentially this is an issue]
in a world where _____
[goal / major constraint].

How might _____
[client / key stakeholder] _____
[action / verb]
_____.

In a world where _____
[goal / major constraint] ?

Redesign the _____
[area of concern] experience
for _____
[the user or stakeholder for whom potentially this is an issue]
in a world where _____
[goal / major constraint].

[e.g. Redesign the savings experience for young, low-income earners, in a world where savings is seen as a grudge purchase.]

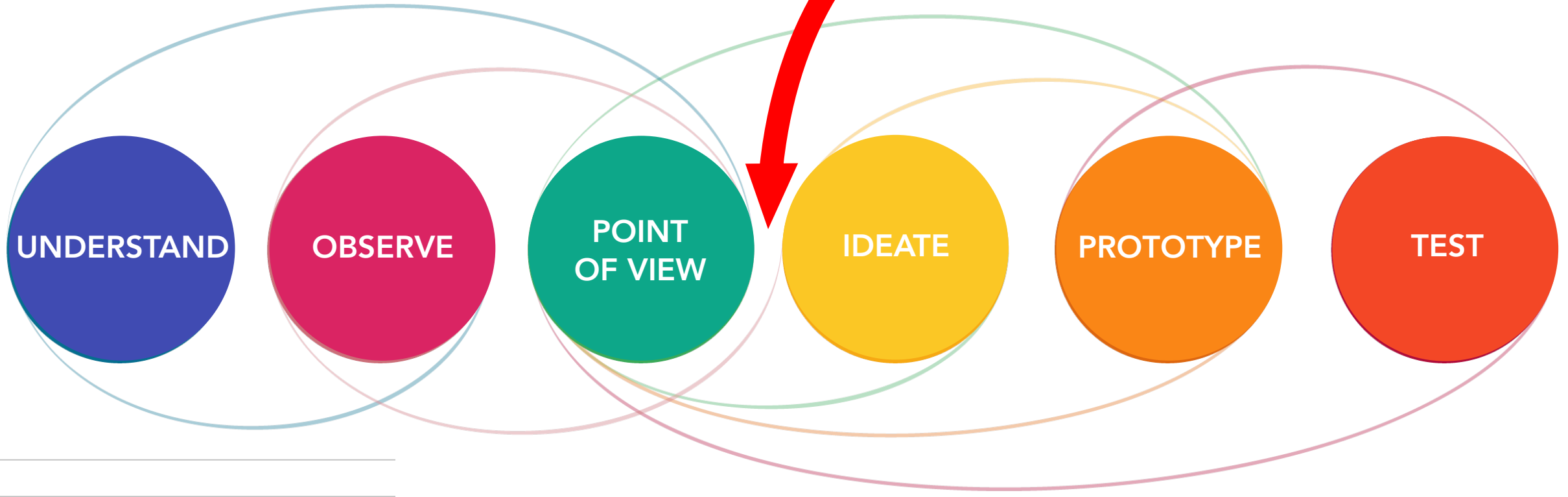
How might _____
[client / key stakeholder] _____
[action / verb]

[area of concern],

In a world where _____
[goal / major constraint] ?

[e.g. How might young, low-income earners be more intentional about saving for their future, in a world where savings is seen as a grudge purchase?]

Specific Challenge



USER + NEED + INSIGHT

USER

Think *Specific* –
empathetic language about who your user is

INSIGHT

Think *Observation + Interpretation* –
surprises, tensions, or contradictions
(provides context ; is changeable)

NEED

Think *Verbs* –
physical or emotional necessities
(concrete / not changeable / not a feeling)



Who are you designing for?
What is their context?
(social, emotional, functional)



What is the underlying insight / problem / need?



What is the underlying insight / problem / need?



Elements of a good POV

The USER:

a teenager

super vague

The NEED:

needs to eat nutritional food

your Need, not the user's

The INSIGHT:

because (what we didn't realize) a good diet is vital for adolescent growth and development

obviously

Elements of a good POV

The USER:

vivid user

14yo girl at a new school

The NEED:

her Need, not yours

needs to feel socially accepted when she eats her healthy lunch

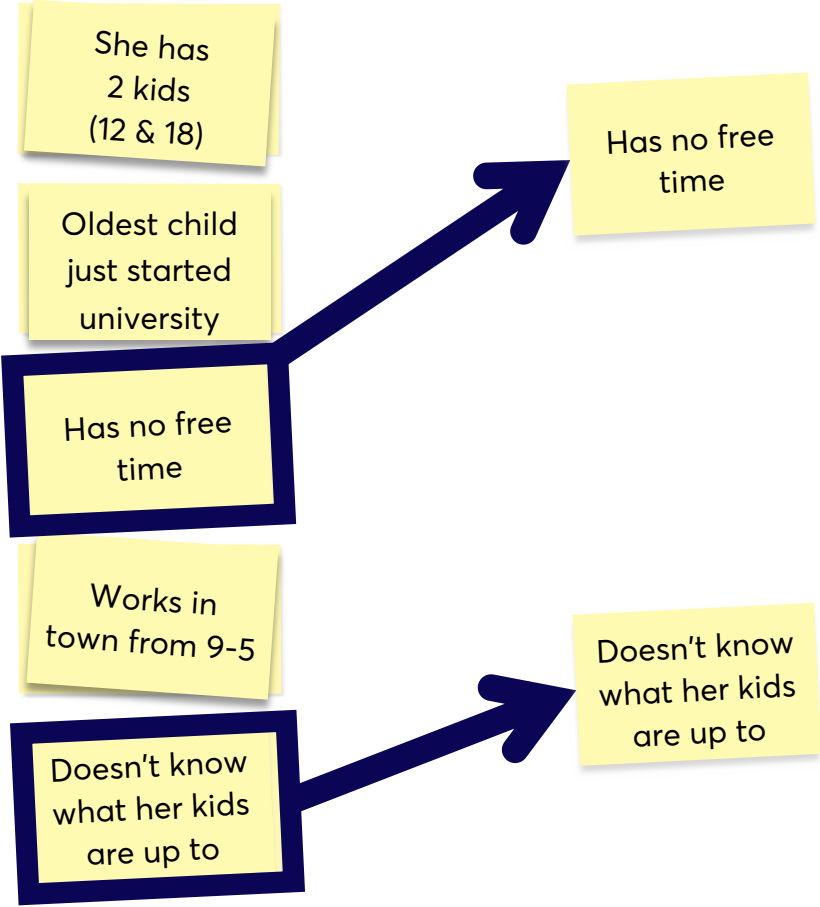
The INSIGHT:

surprising finding from empathy work

because (what we didn't realize) in her neighborhood, a social risk is more dangerous than a health risk

What does a POV look like?

Angela told us...



INSIGHTS

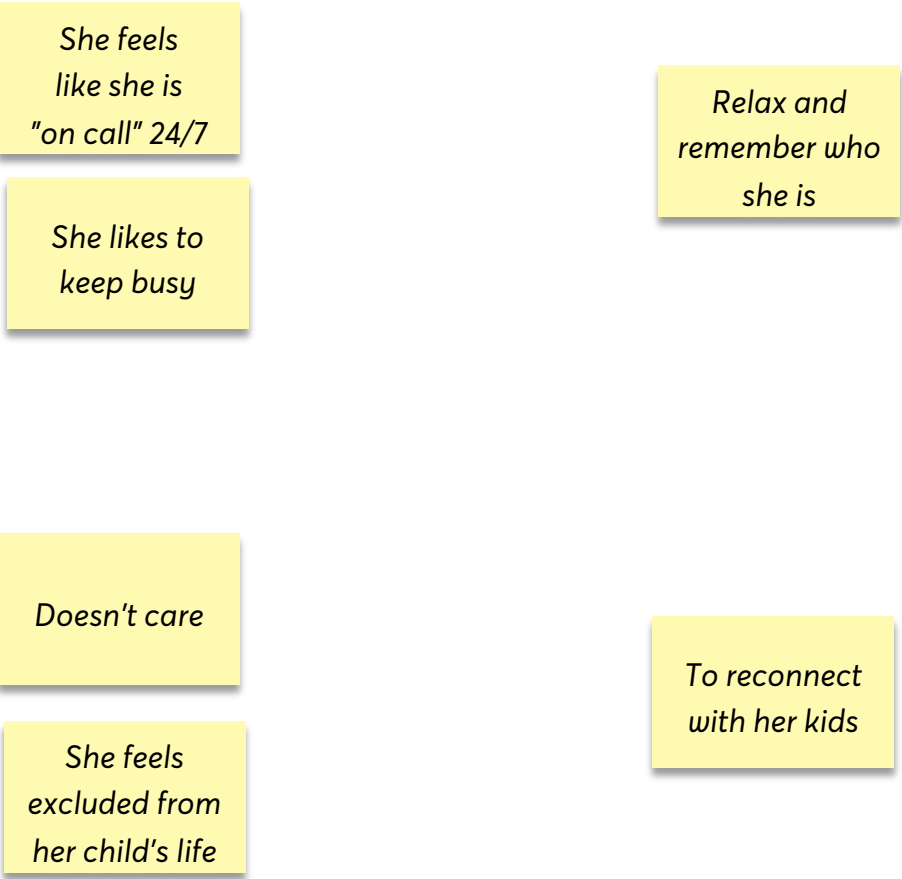
The biggest insight for me was...

Inference

I think this means...

Underlying NEED

She needs a way to...

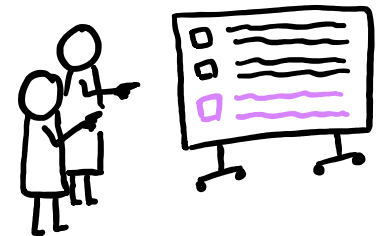


Point of View Statement

Use your Insights and Needs to frame a human-centred design challenge.
Be quick to write down your thoughts.
Then discuss and edit.

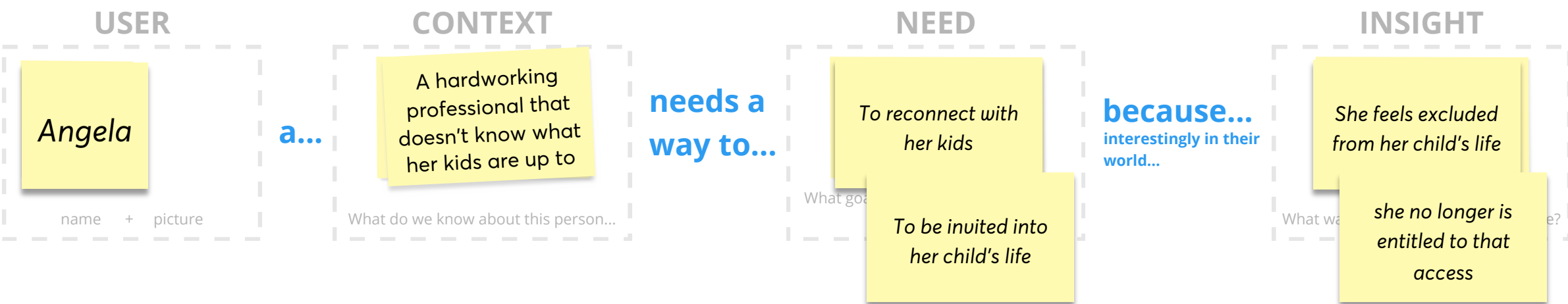
USER		CONTEXT		NEED		INSIGHT
	a...		needs a way to...		because... interestingly in their world...	
name + picture		What do we know about this person...		What goal or action are they trying to achieve?		What was your big insight or inference?

CONVERGE AS A TEAM
AROUND ONE P.O.V.



Point of View Statement

Use your Insights and Needs to frame a human-centred design challenge.
Be quick to write down your thoughts.
Then discuss and edit.



Angela

a working parent that has no free time for herself

an overworked parent, with two kids

Relax and remember who she is

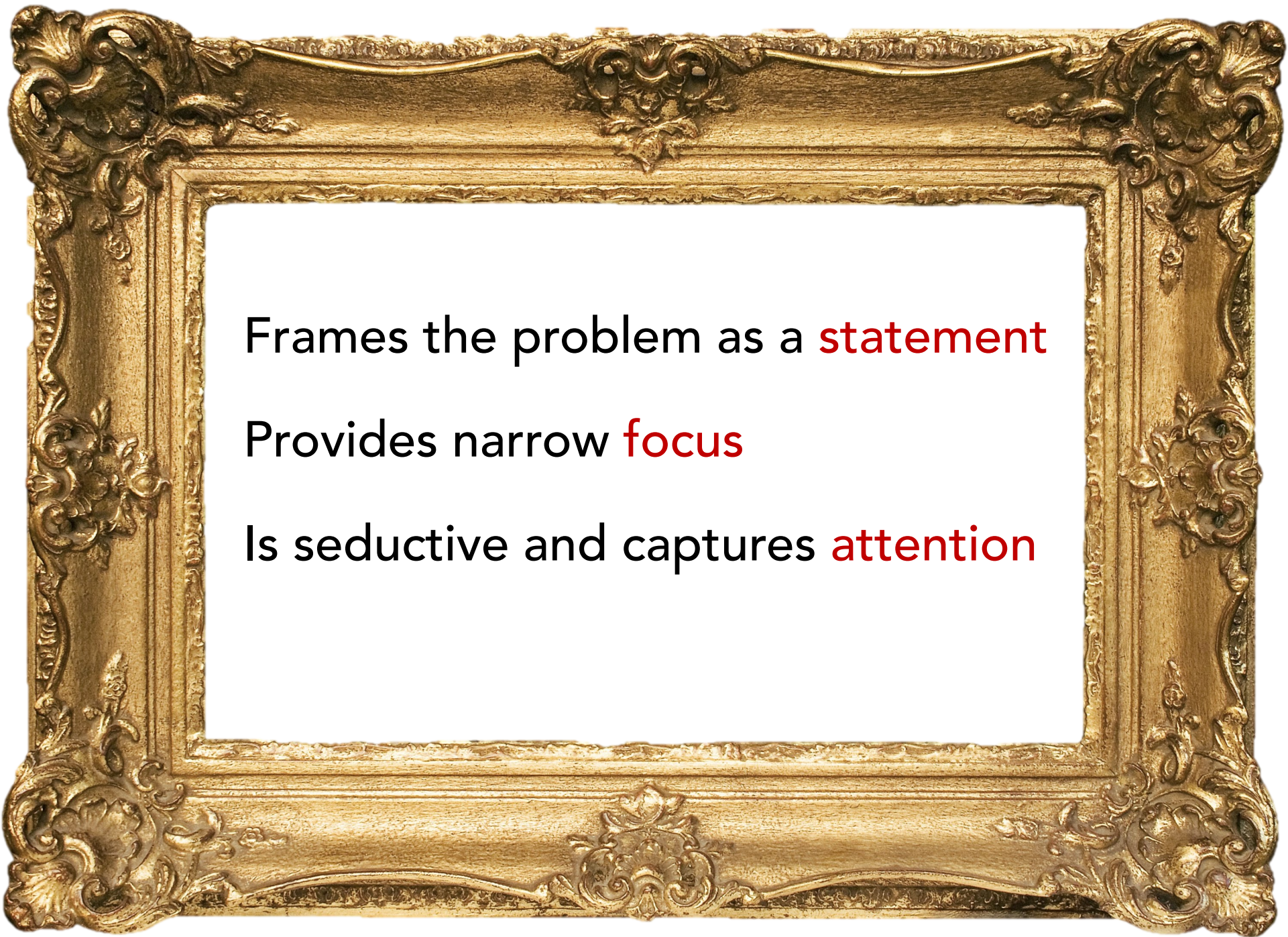
find stolen moments of personal time

She feels like she is "on call" 24/7

point of view

USER + NEED + INSIGHT

problem statement



Frames the problem as a **statement**

Provides narrow **focus**

Is seductive and captures **attention**



Does not design for everyone

Does not include all insights

Does not contain a specific solution

Does not tell you how you are going to fulfill your user's needs

THANK YOU*

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Why Design Thinking?