



4 FRAME THE CHALLENGE





01 SITE ANALYSIS

Thinking in your persona's shoes, what's important? What's missing?
Discuss with your team. *20-30 minutes*

It's time to figure out your priorities.



Sorting Table

- Draw a 2x3 table on a large sheet of paper, and use the [Sorting Method Cards](#) as your headings. (*There/Not There* as your COLUMN headings; *Important/Maybe/Not Important* as your ROW headings)



01 SITE ANALYSIS (CONTINUED)

- From the perspective of your persona(s), identify the physical features of the space, e.g. seating, and sort them as “Important”, “Maybe”, or “Not Important” under the “There” column based on the needs of your persona(s). Write each feature down on individual sticky notes, one feature per note
- Identify what’s missing in your space that you may find in other similar spaces, and again sort them as “Important”, “Maybe”, or “Not Important” under the “Not There” column based on the needs of your persona(s). Write each feature down on individual sticky notes, one feature per note
- Repeat the same process with intangible features of the space, e.g. quietness, with sticky notes or a marker of a different colour

Example

- We’re redesigning a park for older adults. Here’s how the table might look:

Orange: Physical, tangible features		Benches Trees Garbage/recycling bins Quiet Easily accessible	Chess boards Bocce balls Presence of other older adults
Green: Intangible qualities		Drinking fountain Feels safe at night	Dog park Yoga classes
		Children’s playground Close to school	Basketball nets Music playing



02 DEFINE YOUR CHALLENGE

What is the design challenge that your chapter is going to tackle? You're about to find out. *20-30 minutes*

This step is the most important part of your project thus far. Any good project starts with a well-defined design problem.

How can we make it better?

- That is the obvious question to ask. But we need to be more specific.
- Take a look at the table you just created. What's important that's there? What's important that's not there? Why are these things important?
- Are we removing barriers for your persona to come here? Are we adding features to attract your persona? Or are we improving what's already there?
- Discuss with your chapter to find the one single problem that you think is the most important to your persona. Remember to take notes!

	Benches Trees Garbage/recycling bins Quiet Easily accessible	Chess boards Bocce balls Presence of other older adults
	Drinking fountain Feels safe at night	Dog park Yoga classes
	Children's playground Close to school	Basketball nets Music playing



02 DEFINE YOUR CHALLENGE (CONTINUED)

The "How Might We..." Question

- Many well-defined design challenges start with the question "How might we..." (HMW) because they help you launch your chapter's brainstorming session. See below for an example and some tips from Stanford University:

Challenge: Redesign the ground experience at the local international airport

Persona: Harried mother of three, rushing through the airport only to wait hours at the gate, needs to entertain her playful children because "annoying little brats" only irritate already frustrated fellow passengers.

- **Amp up the good:** HMW use the kids' energy to entertain fellow passenger?
- **Remove the bad:** HMW separate the kids from fellow passengers?
- **Explore the opposite:** HMW make the wait the most exciting part of the trip?
- **Question an assumption:** HMW entirely remove the wait time at the airport?
- **Go after adjectives:** HMW we make the rush refreshing instead of harrying?
- **Identify unexpected resources:** HMW leverage free time of fellow passengers to share the load?
- **Create an analogy from need or context:** HMW make the airport like a spa? Like a playground?
- **Play persona against the challenge:** HMW make the airport a place that kids want to go?
- **Change a status quo:** HMW make playful, loud kids less annoying?
- **Break persona into pieces:** HMW entertain kids? HMW slow a mom down? HMW mollify delayed passengers?



02 DEFINE YOUR CHALLENGE (CONTINUED)

The “How Might We...” Question

- By now, you may have multiple HMW questions. That’s great, but you have to choose one that your chapter will focus on. Which question is the most relevant to the needs of your persona? Does the question excite you and instantly make you think of many possibilities? It’s more of an art than a science, and it will take some back-and-forth discussion among your chapter members to figure this out.
- Feel free to reach out to your Mentor and Program Coordinator if you feel stuck at this stage. We are happy to help!

Write it down.

- Once your chapter has decided, write it down, and make sure all your chapter members are on the same page about this.

How might we _____?



03 SUBMISSION

Complete the following items before your second check-in with your Mentor and Program Coordinator (mid-February):

Add these items to your chapter's whiteboard on Canva:

- Your chapter's sorting table from *Section 01 Site Analysis*
- Your chapter's HMW question

* SNEAK PEEK: ACTIVITY SHEET #5 WARM-UP ACTIVITIES

These warm-up activities can help your chapter members become more comfortable with thinking as quickly and creatively as possible.

You can play one or more of the following games with your chapter members before you start Activity Sheet #5.

- Scattergories
 - A letter is given alongside various themes (eg. Foods, Names, Songs, Cities), and players are given a set amount of time to brainstorm as many words within each category as possible that begin with the given letter
 - Everyone will go around sharing their words and if any two groups come up with the same word, that word must be crossed out
 - Each non-crossed out word is worth 1 point, and the person with the most amount of points wins
- Naming an object and having attendees think of as many possible use cases of the object as possible (same game as from Activity Sheet 2)
 - E.g. "plastic water bottle" - it can be used as a storage for spices and herbs, cut the top off and use as a funnel, grow plants in it, etc.



- 20 words or less
 - A game where a set of 8 words are given
 - Within a certain time limit, a player must get other players to guess the 8 words by describing them with 20 total words or less
 - E.g. one of the 8 words could be “short” and the player could say “opposite tall”
 - Once the other players guess the word “short”, the player moves onto the next word
- [NYT Connections](#)
- Riddles and brain puzzles
- Word puzzle board games