



DISCOVER PHASE / Joint Activity

Reframe the Challenge

Make a high-level design challenge more specific and actionable by brainstorming and prioritizing target users, experiences, and constraints.

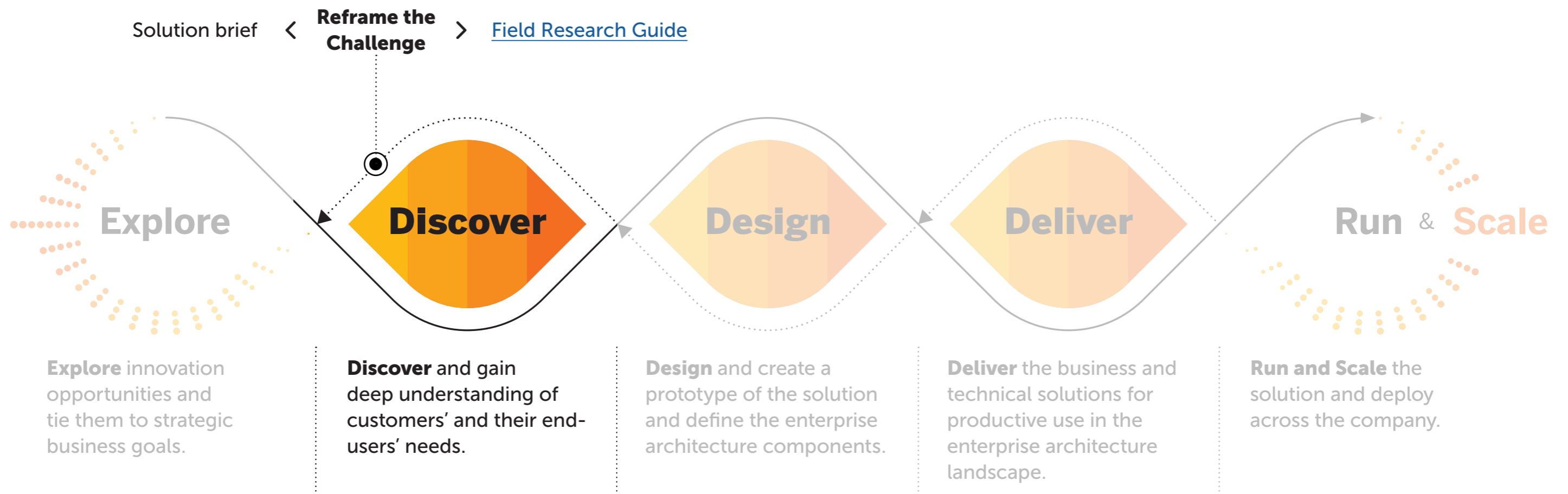
Why to use Reframe the Challenge

The Reframe the Challenge helps a team to make a design challenge more specific and actionable by articulating what user groups, experiences and constraints exist. Once articulated, team can prioritize which target user, experience and constraints to focus on. This exercise is critical for a team to discover the right problem to solve.



When to use Reframe the Challenge

We use Reframe the Challenge in the Discover Phase to help the team translate a high-level challenge and into a specific and actionable design challenge. After reframing, the team can confidently move forward with discovery.



Lear more about SAP's Human-Centered Approach to Innovation: <https://experience.sap.com/designservices/approach>

How to use

Reframe the Challenge



Duration
30 Minutes



Participation
5–6 People



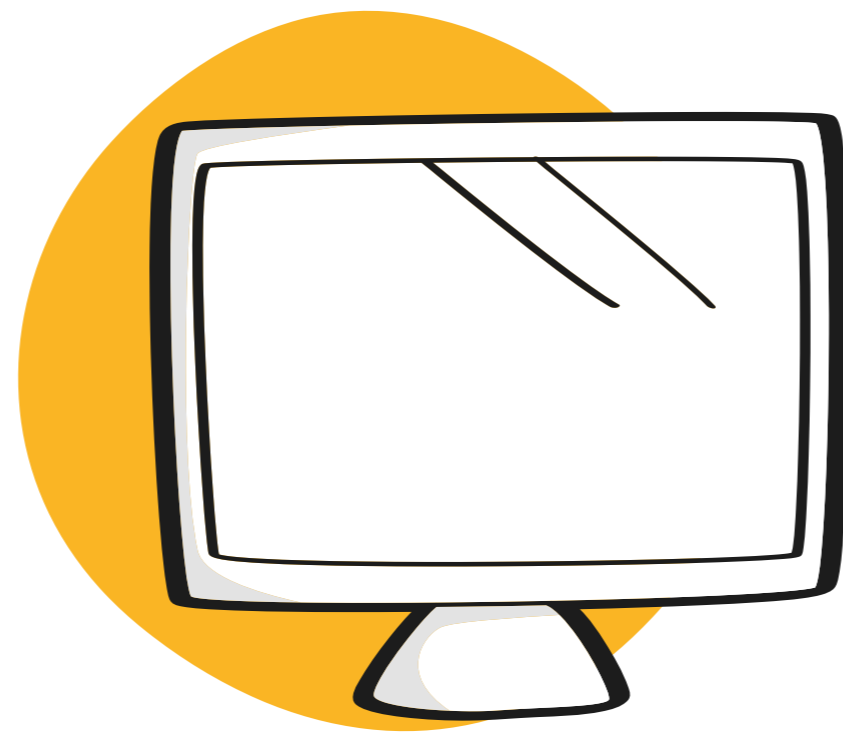
Roles
Designers, Business Leads

Steps

- 1** Silently brainstorm for each aspect of your challenge. Think about how you could narrow down the topic or challenge to an experience, user group and constraints.
- 2** Share your ideas with the group. Together, cluster ideas by experience, user group and constraint based on similarity. Once you cluster the ideas, decide on one cluster to be the final one based on priority and impact.
- 3** Give another 5 minutes for participants to review the responses and ask questions for clarification.
- 4** Define the final challenge based on your team's clustering and prioritization.
- 5** Now, you have a reframed challenge and are ready for the next step.

Expert Tips

Help the participants look at the challenge from different angles, express their understanding of the focus and open up to other interpretations.



Virtual Collaboration Template

MURAL Template

Reframe the Challenge

[Insert given challenge]

1. Silent Braindump (3min)

Select the area you will work in and enter your name. Brainstorm silently 3 minutes for each aspect in your challenge. Think about how you could narrow down the topic/challenge to an experience, to which user group do you want to target your challenge and what are possible constraints for your experience and/or user group. Examples are listed in your brainstorming area. Let your brainstorming be guided by the target sentence structure : Re-Design the [experience] for [user group], in a world where [constraint].

[Name Participant 01]

What experiences do you want to improve?

Re-Design the coffee-buying experience...

Which user group are you trying to help?

... for business people ...

What are possible constraints?

... in a world where nobody has time to queue.

[Name Participant 02]

What experiences do you want to improve?

Re-Design the coffee-buying experience...

Which user group are you trying to help?

... for business people ...

What are possible constraints?

... in a world where nobody has time to queue.

[Name Participant 03]

What experiences do you want to improve?

Re-Design the coffee-buying experience...

Which user group are you trying to help?

... for business people ...

What are possible constraints?

... in a world where nobody has time to queue.

[Name Participant 04]

2. Share and Cluster (20min)

Drag the rectangle containing your ideas to the corresponding category and explain them to the team. As you explain them, drag the post-its out of the rectangle and position them underneath. Delete your rectangle once you have explained all your ideas. Discuss the different aspects and decide which will be part of your final reframed challenge. Make sure the different parts are logically connected.

Re-Design the ...

... for...

In a world where...

Experience

User Group

Constraint

3. Define the Final Challenge (5min)

Fill in the [gaps] with the aspects you agreed on to create your final challenge.

Access the MURAL template: <https://app.mural.co/template/869de63d-68ef-4319-81f9-366f5a621c8c/e88c1b6e-011c-4551-8950-7c48456db036>