4 FRAME THE CHALLENGE

Urban Minds

01 SITE ANALYSIS

Thinking in your persona's shoes, what's important? What's missing? Think 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 CONT'D

- 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

Green:
Intangible qualities

	THERE	NOT THERE
IMPORTANT	Benches Trees Garbage/recycling bins Quiet Easily accessible	Chess boards Bocce balls Presence of other older adults
MAYBE	Drinking fountain Feels safe at night	Dog park Yoga classes
NOT IMPORTANT	Children's playground Close to school	Basketball nets Music playing

02 DEFINE YOUR CHALLENGE

What is the design challenge that your team 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 team to find the one single problem that you think is the most important to your persona. Remember to take notes!

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02 DEFINE YOUR CHALLENGE CONT'D

The "How Might We..." Question

- Many well-defined design challenges start with the question "How might we..." (HMW) because they help you launch your team'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?

http://crowdresearch.stanford.edu/w/img_auth.php/f/ff/How_might_we.pdf

02 DEFINE YOUR CHALLENGE (CONT'D)

The "How Might We..." Question

- By now, you may have multiple HMW questions. That's great, but you have to choose one that your team 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 an art than a science, and it will take some back-and-forth discussion among your team members to igure this out.
- Feel free to reach out to your Mentor and the Program Coordinator if you feel stuck at this stage. We are happy to help!

Write it down.

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

How might we _____?

03 SUBMISSION

Submit the folowing items to your school chapter folder on Google Drive in the subfolder titled "Activity 4"

- Photo of your team's sorting table from *Section 01 Site Analysis* (make sure the text is legible)
- Your team's HMW question from *Section 02 Define Your Challenge* in a Google Doc/ written document

Post of your Instagram account

- At least three photos taken while completing this Activity Sheet (multiple photos in one post)
- In your caption, share your chosen HMW question
- Be sure to tag @1uptoronto in your post

Share the following to Discord in the channel titled "activity-sheets-submissions" for other school chapters to see

- Your Instagram post and caption