Instruction Sheet: Framing the Challenge

WHAT IS IT?
A tool to develop a problem statement to accurately reflect the vision developed throughout this stage of the design thinking journey.

WHY USE IT?
These early decisions require focus on some clear ideas about your business and your clients. It’s common for this early commitment to lead to some anxiety.

HOW TO BEST USE IT?
Thoroughly answering the Business Framing and the Problem Framing questions, and thinking of the Problem Statement as being at the intersection of the two.

Using the questions to guide your discussion, complete the three boxes and create a problem statement
Framing the Challenge

Think about:
• What is the scope?
• What is our ambition level?
• What metrics will ensure success?
(e.g., we are trying to get more consumers and corporates to use RTP for utilities bill pay)

Think about:
• What metrics will ensure success?
• What is the scope?
• What is our ambition level?
(e.g., we want to create a product that allows consumers to improve the way they do payments for utilities bill pay)

Think about:
• What are customers/users doing?
• What activities or tasks are they trying to accomplish?
• What barriers exist?
• Where is this happening?
• How is where shaping what?
• Can we observe it?
• Can we get access?
(e.g., we want our clients to have faster and more reliable payments available to them)

Business Framing
What are we trying to achieve for the organization?

Problem Framing
What are we trying to achieve for our clients?

Problem Statement
A short description of your project’s ambitions