

Frame Your Design Challenge

A design challenge articulates the problem you are trying to solve, and helps you define a scope that is neither too narrow nor too broad. This worksheet will guide you through a series of steps to get the right frame on your challenge and get started on the right foot.

How to Use It

Start by taking a first stab at writing your design challenge down. It should be short and easy to remember. Try composing a single sentence that conveys the problem you want to solve.

Review and refine your question, and the information you used to get there, using the prompts in this worksheet. As you do this, you'll ask yourself:

Does my challenge drive toward ultimate impact, take into account context and constraints, and allow for a variety of potential solutions?

You'll dial those in, and then refine your challenge until it's one you're excited to tackle.

What Next?

Framing the right design challenge is key to arriving at a good solution. A quick test we often run on a design challenge is to see if we can come up with five possible solutions in just a few minutes. If so, you're likely on the right track. Try this, and make tweaks as needed to get to the right framing and scope.

Frame Your Design Challenge

What is the problem you're trying to solve?

1. Take a stab at framing this challenge as a question:

2. Now state the key outcome you're trying to achieve:

3. Write down important aspects of the context or constraints that you need to consider:

These could be shifts that we need to see in the ecosystem around the user, or factors that are technological, geographic or time-based.

4. What are some possible solutions to your design question?

Think broadly. It's fine to ... sentence is same as existing.

5. Does your original design question need a tweak? Try it again.

Frame Your Design Challenge

What is the problem you're trying to solve?

There is an alarmingly high rate of unintended teen pregnancy which is prevent adolescent girls from attaining educational potential and leading fulfilling, financially prosperous lives. Many girls do not know enough about contraception to make informed decisions. Parents and community members are skeptical of SRH services for youth. And boys are completely left out of the conversation on contraception, even though this concerns them too!

1. Take a stab at framing this challenge as a question:

How Might We reduce unintended pregnancy among adolescent girls?

2. Now state the key outcome you're trying to achieve:

All adolescent girls have the ability to make informed choices about contraception so they can decide when and how to start a family, fulfill their educational potential and lead fulfilling lives.

3. Write down important aspects of the context or constraints that you need to consider:

These could be shifts that we need to see in the ecosystem around the user, or factors that are technological, geographic or time-based.

Restrictive legal environment unfavorable to adolescents receiving SRH services. Conservative religious context makes it difficult for providers to openly support contraceptive use, especially for unmarried adolescents. Low access to technology may mean that digital solutions are unlikely to be successful.

4. What are some possible solutions to your design question?

Think broadly. It's fine to ... sentence is same as existing.

What if there was a safe space where girls AND boys could learn about sexual health in a way that felt fun? What if there was a support group for parents who were nervous to talk about sex with their kids? What is healthcare providers had the training and resources to offer counseling on contraception without letting their personal feelings get in the way?

5. Does your original design question need a tweak? Try it again.

HMW equip adolescent girls with the knowledge and support she needs to make informed decisions about contraception?