Reframing Your Problem

Catalyst Program at CCI
April 17, 2018

Patricia Merino Price, HumanSights
# The Catalyst Journey

## 2018 Program Timeline

<table>
<thead>
<tr>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
</tr>
</thead>
</table>
| **In-Person Workshops** | **Workshop 1**  
2/13-2/14  
Bay Area | | **Workshop 2**  
4/25-4/26  
Bay Area | | | **Workshop 3**  
6/27-6/28  
Bay Area |
| **Remote Support** | | | | | |
| **Milestones** | | | | | |
| 1. Attend virtual kickoff meeting on 1/23, 12 pm.  
2. Complete assigned research in advance of workshop. | | | | | |
| **Coaching at workshops** | | | | | |
| **Virtual Office Hours**  
 Recruiting and partnering with stakeholders | | | | | |
| **“Booster” Webinar**  
 Taking great video with a smartphone | | | | | |
| **Virtual Office Hours**  
 Making ideas tangible and testing them quickly | | | | | |
| **“Booster” Webinar**  
 Prepping your pitch | | | | | |
| Sponsors attend showcase on 6/28 | | | | | |
| | | | | | |
| **Grant recipients are expected to complete milestones.** | | | | | |
| | | | | | |
| **Regularly share your project activities with stakeholders.** | | | | | |
| | | | | | |
| **At key points, take photos and video of stakeholders sharing their perspectives on the challenge and their ideas for how to make it better.** | | | | | |
| | | | | | |
| **Pitch your idea at showcase.** | | | | | |

**Participation is optional.**
February – April: Design Research & Sensemaking

**SEE & EXPERIENCE**

Research your project’s context through immersive experiences and listening to first-hand perspectives.

Collect quotes, photos, and video from observational, and show & tell interview research.

**DIMENSION & DIAGRAM**

Make sense of what you documented and learned from your research.

Analyze qualitative research and convey patterns using visual frameworks.

**QUESTION & REFRAME**

Refine and focus the scope of your challenge based on key insights from your research.

Articulate your challenge in a concise, focused, and optimistic way.
What to prepare for Workshop #2

Go deep into design research, and use visual frameworks and diagrams to make sense of what you are learning.

When we come together again April 25-26, we’ll start with another peer pitch session where you’ll share with other teams:

1. What methods you tried.
2. What you learned about the current experience from key stakeholder perspectives.
3. What/where the key pain points are in the current experience.
4. Which pain point(s) might you focus on in Phase 2 that would benefit from some good, creative ideas.
Learning invites us to **rethink our starting point.**
Better questions lead to Better answers!
Synthesis

Synthesis enables us to establish a new perspective and identify opportunities for innovation.
your turn!

Write down your original problem statement
The basic idea

We saw
and
heard...

which
made us
think...

So we
ask...

What?

So What?

Now What?
We saw and heard...

Compelling quotes, stories, and other inspiring nuggets + Themes + Analogous inspiration
Look across all your interview and observation data for patterns

- Needs
- Gaps
- Processes
- Emotions
- Relationships
- Roles
- Time frames
- Beliefs
Which made us think (aka: INSIGHTS!)

oooh! aha! (surprises) + Needs & Wants + Principles
So we ask... How Might we...?

Aspirational + Open Question + Inspires multiple solutions
For example

**We Saw and Heard…**
(Observations & Quotes)

“I was kind of in a fog... I was so overwhelmed with emotion and anxiety.”

**Which made us THINK…**
(Needs & Insights)

Patients need to be able to reduce the anxiety that comes from delays in starting cancer treatment.

**Which made us ASK…**
(Opportunity)

How Might We... help patients move forward swiftly and seamlessly to cancer treatment?
your turn!

We Saw and Heard…  
(Observations & Quotes)

Which made us THINK…  
(Needs & Insights)

Which made us ASK…  
(Opportunity)
Learning invites us to **rethink our starting point.**
What you can do next

Convert your most interesting observations into meaningful insights and **How might we questions**, and bring these to the next Catalyst Gathering.
Bridge to better ideas
Be a Hero.

Make time to explore the problem you want to solve.
Resources & Inspiration

- Min Basadur, Center for Applied Creativity
- DesignKit.org
  - Frame your design challenge
  - Download your learnings
  - Find Themes
  - Create Insight Statements
  - How might we?