

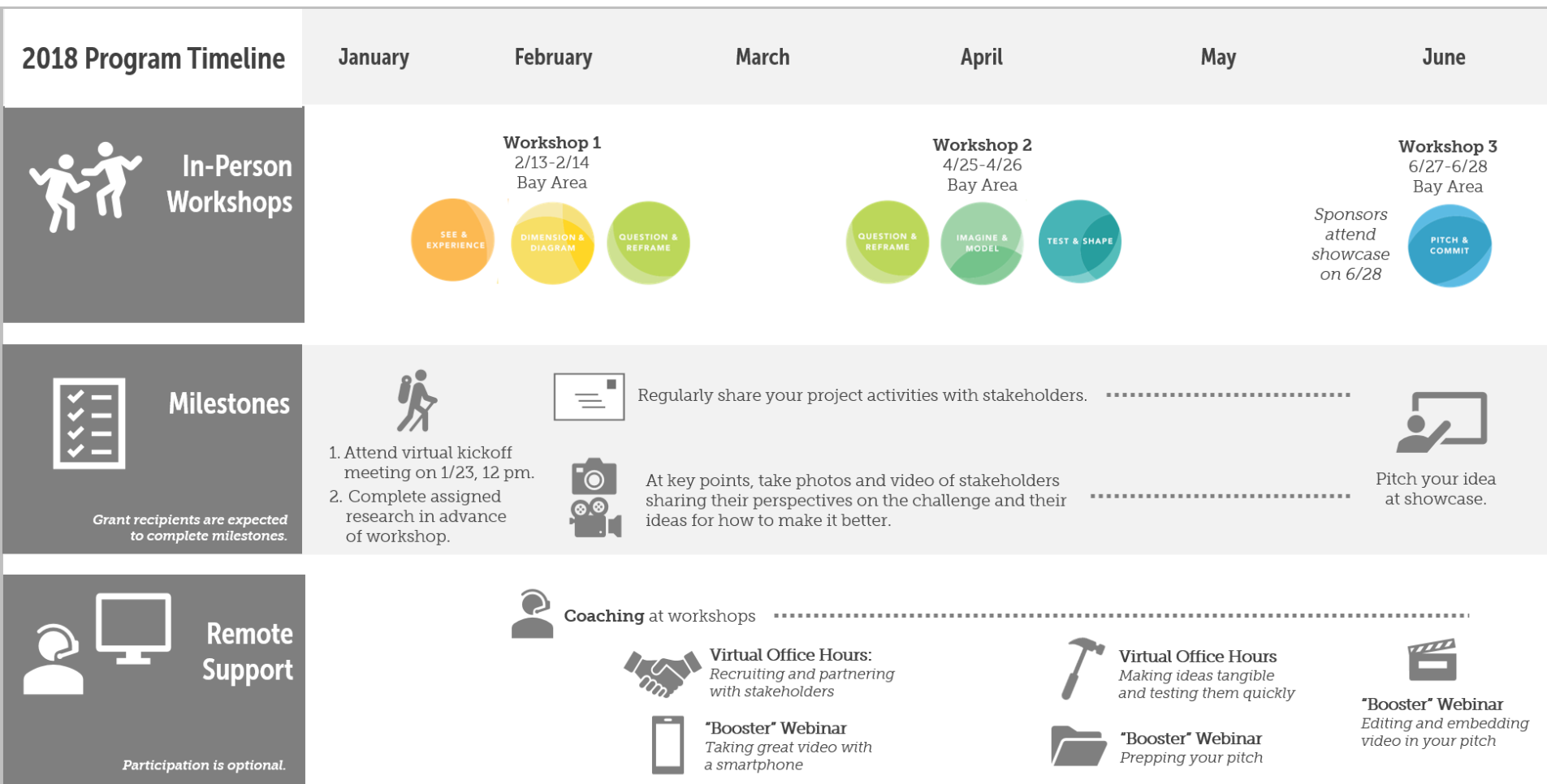
Reframing Your Problem

Catalyst Program at CCI
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The Catalyst Journey



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...

What?

which
made us
think...

So What?

So we
ask...

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?](#)

