

*The way you ask a question matters*

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## Capture a few challenges.

Finding opportunities for design often begins by noticing problems. Sometimes it comes out as wishes ("I really wish we \_.") Sometimes it comes out as complaints ("It annoys me that we're not \_."). Either starting point is fine... sometimes good old fashioned complaining is the easiest. Pair up with someone... share your gripes or dreams and ask them to reflect back design opportunities.



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## How might we...

A good challenge is phrased with a sense of possibility. Make it broad enough to allow you to discover areas of unexpected value, and narrow enough to make the topic manageable.

# Seek inspiration

What are some ways you can get inspiration about who (or what) you are designing for?  
Develop a quick list of ideas that can help you think in new ways about the challenge you are working on.

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## Walk in their shoes.

Remember what it feels like to be the person you are designing for. What does the world look like through their eyes?  
Consider the things these people do each day. What can you do to see the world through their eyes?

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## Find extremes.

“Extremes” help us see beyond what we could have imagined.  
Consider which people might be considered extreme for your challenge... at either end of the bell curve.

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## Be an anthropologist.

Who are you designing for? You may think you know a lot about them already, but getting out to meet them will keep your mind fresh on their interests and concerns, and help you learn new depths of their lives. Consider what interesting questions you might ask them to better understand their motivations.

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## Leverage analogous settings.

What analogous situations might you be able to learn from?  
Who, outside of your field, has similar challenges to yours?  
What have they created that could inspire your work (aka: you could steal!)? Consider what some of the emotions and behaviors are in your question, and think about analogous settings that employ those same emotions and behaviors.