Components of a compelling design challenge

Design Challenges set the stage for a successful design project. When crafting them, pay close attention to 4 key components.

**Opportunity** - what areas in your work could you build a design challenge around?
**Possible Needs** - are there compelling human needs that can immerge from the challenge?
**Available Empathy** - who could participants engage with in order to conduct empathy?
**Interest** - how motivated are the participants to work on the challenge?

In the space below, list possible opportunities you see to incorporate design challenges in your work (i.e. redesigning staff meetings, a challenge around middle school geography). Try start with “small” challenges. Be generative! (5 minutes)

Smaller:

Larger:
Pick a few opportunities and for each one, generate some possible needs, available empathy, and interest. Hint: to gauge interest, find people in the room similar to your target audience and ask them how they feel about the potential challenge. (10 minutes)

Example:

Opportunity: staff meeting  
Interest: people in my team are sick of not being heard  
Available Empathy: coworkers, friends at other jobs  
Possible Needs: empathetic communication, hearing from everyone

Design Challenge Phrasing

In the space below try to form some sentences that encapsulates a design prompt. Play around with the wording to affect the scope of a challenge. For example, a general topic like safety in our community might be narrowed into, “how might we improve the emotional well-being of youth in our school.” (5 minutes)