

WHY DOES THIS ISSUE EXIST?
HOW DO WE KNOW?

1

WHO DOES THIS ISSUE AFFECT?
HOW DO WE KNOW?

2

THINGS WE DON'T KNOW

DESIGN QUESTION

HOW DOES THIS ISSUE AFFECT THESE PEOPLE?
HOW DO WE KNOW?

3

IF WE SOLVE THIS DESIGN CHALLENGE,
WHAT WILL BE DIFFERENT?

4

IDEA IN A SENTENCE

Our group will (**what will you do**) for (**who will you engage**) because we want to (**what is the change you want to make**) in (**where will your work happen**).

Practice!

HOW does your idea work?
What are the **KEY ACTIVITIES**?

1

WHO does your idea benefit?

2

**QUESTIONS, CHALLENGES
OR CONSTRAINTS**

TITLE FOR YOUR IDEA

WHO or **WHAT** do you need to deliver
this idea?

3

WHO ELSE is doing similar work?

4