

EXAMPLE: DESIGN CHALLENGE



Problem:

The bicycle is one of the most popular means of transportations in big cities like Berlin. Unfortunately, they often get stolen. A design thinking project aims to solve this problem. The team is working on defining a suitable design challenge.

Too broad:

“How might we prevent crime in big cities?”

Too narrow:

“How might we improve bike locks?”

Suitable:

“How might we help cyclists in Berlin safeguard their bikes?”

