

— CHARETTING

When starting a Design Thinking project, it can be difficult to find a suitable design challenge and to frame appropriate how-might-we-questions. Charetting can help you find potential fields of interest. Additionally, you can use Charetting to discuss a project objective with your sponsors if it has not yet been clearly defined.

1. On a whiteboard, write down your current design challenge.
2. Brainstorm a set of relevant users or contexts.
3. Pick the most important user or context.
4. Brainstorm potential issues or insights that are relevant to that user.
5. Pick the most important or interesting insight.
6. Brainstorm potential solutions for the chosen issue or insight.
7. Repeat steps 4-6 for more users.
8. Ask yourselves: What have we discovered?
Which aspects are most interesting?
9. Rephrase the design challenge or problem statement based on these discoveries.

Now you are prepared for the start of your project.