

Challenge Framing

Implementation Guide

Material:

Pens

A framework for formulating a manageable topic. The framework helps to formulate individual challenges in a manageable and compact way.

Execution

- > Brief introduction to the aim and procedure of the method.
- > The worksheet can be completed individually or in a team. The framework serves to clearly formulate a challenge arising from a specific topic area.
- > The framework consists of three components:
 - » Topic / Problem
 - » User group
 - » Context / Influencing factors / Limitations
- > In order to formulate a topic in a way that can be worked on, all three components of the challenge should be identified: *What is it about? Who is it about? What has a significant influence?*
- > It is not about finding the most elegant wording, but rather ensuring that it is clear and unambiguous for everyone in the team.
- > The challenge is the clear task for the team and should not be formulated too broadly, but it should also not prescribe a solution.

Example too broadly formulated

Design the knowledge experience for employees in a world where there is a lot of fluctuation in organisations.

Example too narrowly formulated, already provides a solution

Design the knowledge-sharing platform experience for young professionals and trainees in medium-sized companies, in a world where internal wikis are sometimes filled with unsorted content.

Example well formulated and easy to work with

Design the knowledge-sharing experience for young professionals and trainees in medium-sized companies, in a world where there is a lot of fluctuation in organisations.

Tip:

Each team member formulates their own challenge on the selected topic. All challenges are then discussed within the group and a jointly agreed outcome is formulated. This allows all perspectives to be incorporated into the formulation.

The framework consists of three components:

- *topic / problem*
- *user group*
- *context / influencing or limiting factors*

Redesign the experience of
topic / problem

for
user group

in a world in which / where
context / influencing or limiting factors

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