



1. Identify

Find A Problem Worth Solving



Getting Started

- 1) Observe your surroundings and the things you are familiar with. What can be changed or improved?
- 2) Choose an affirmative, strategic topic. (select from the 5 Design Challenge topics)
- 3) Gather data, understand and empathise with unmet needs.
- 4) You would want to focus on your scope of problem identification. It should not be too general, yet you want it to be feasible.

Why Emphasise



Uncover needs that people have which they may or may not be aware of

Guide innovation efforts

Identify the right users to design for

Discover the emotions that guide behaviors

Empathy Mapping

What did the user SAY?

Write down significant quotes and keywords that the user said.

What did the user DO?

Describe which actions and behaviours you noticed or insert pictures or drawing.own significant quotes and keywords that the user said.

What did the user THINK?

Dig deeper. What do you think that your user might be thinking? What are their motivations, their goals, their needs, their desires?

How did the user FEEL?

What emotions might your user be feeling? Take subtle cues like body language and their choice of words and tone of voice into account

Finding The Roots

After you have selected a topic from the 5 Design Challenges, you can follow the steps below to analyse the problem you want to solve.



Identify causes of your problem

Look at the current situation, rather than its history. For example: Once, farming was good for the environment. But now, high farming rate is causing climate change and we have to innovate and do sustainable farming.

List and organize the causes of the problem.

QUESTION SESSION

What's going on locally, nationally, globally?

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What changes could make a positive impact?

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What inventions already exist in this field?

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What recent developments have there been?

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What key challenges are there?