

Summary and Objective

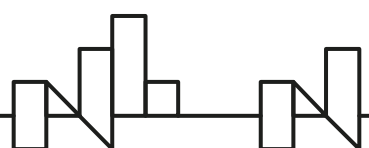
How to Define a Problem

If you want to be good at solving problems, you need to be good at problem framing. A lot of the time, new and innovative ideas come out due to different ways of framing a problem.

Understanding and using different tools and techniques will enable you to think differently and therefore generate new solutions as a result

Session Objective

You will learn different tools and techniques to help you frame and reframe a problem. By framing a problem differently you will be able to generate new and different ideas



How to Define a Problem



Framing the challenge

According to the Harvard Business Review, this is the top secret phrase that innovators use.

HOW

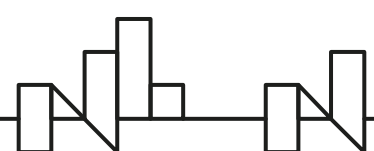
Assumes that a solution exists — it provides creative agency and confidence.

MIGHT

We can be comfortable coming up with ideas that may or may not work — it's ok because we should be iterative.

WE

We're going to collaborate and build on each other's ideas.



Framing the challenge

FAIR...

How might we use incentive programs to increase our market penetration?

BETTER...

How might our customers become our advocates?

FAIR...

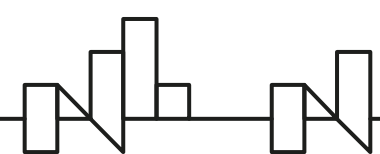
How might we reduce our maintenance service costs by 50%?

BETTER...

How might we create self-maintaining products?

AWESOME...

How might we create products that heal themselves?



Creating a HMW statement

How Might We (HMW) Statement

ACTION you want to achieve (e.g. verb), **SUBJECT** to be influenced or affected, so that... **WHAT** you would like to ideally achieve (outcome)?

1

Action

Redesign, encourage,
improve, solve,...

2

Subject

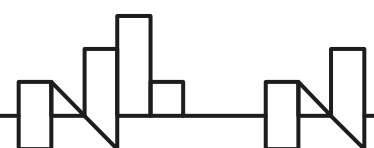
millennials, sales managers,
retired women, CEOs, ...

3

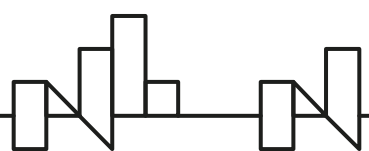
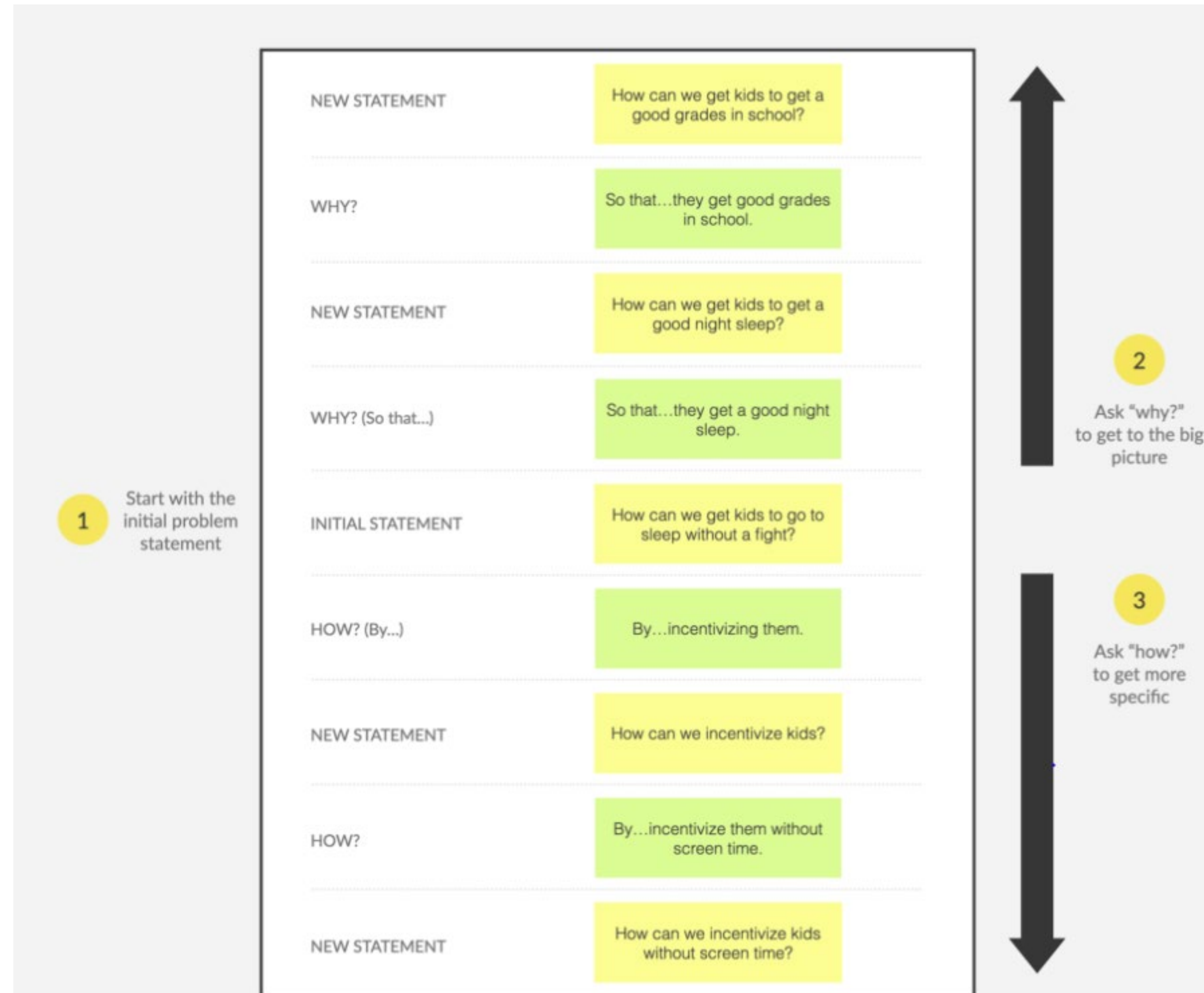
Outcome

frictionless, affordable, fun,
engaging, ...

Example: HMW redesign the contraceptive buying experience for teenage girls to make it less stigmatising?



Abstract laddering – bigger picture or getting specific



Case Study



- A team of postgraduate students at Stanford were tasked with developing a new type of incubator for developing countries.
- Their direct contact with mothers in remote village settings who were unable to reach hospitals, helped them to reframe their challenge to a warming device rather than a new kind of incubator
- The Embrace Warmer is capable of going where no incubator could go before, due to its portability and dramatically reduced production costs (\$25 vs \$20k). The Embrace Warmer is an ultra-portable incubator which can be wrapped around an infant and be used while the infant is held in the mother's arm

