Campus
MMXVII

HELLO ALL & WELCOME

WHY PROBLEM FRAMING

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@harryford

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TODAY'S AGENDA

WHY PROBLEM FRAMING

1. Our approach
2. Quick overview Problem Framing
3. Why Problem Framing
4. Questions & Answers

TOMORROW'S AGENDA

WHAT WE DO

1. Remote workshops
2. Workshop principles
3. Workshop Walkthrough
4. Questions & Answers

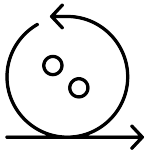
Our approach

PROBLEM FRAMING.

ONE DAY

DESIGN SPRINTS.

ONE WEEK



MVP PRODUCTION

ON-GOING

Problem Framing

DISCOVER

Finding the right problem to solve.

CONTEXT

Understanding the business.

PERSPECTIVE

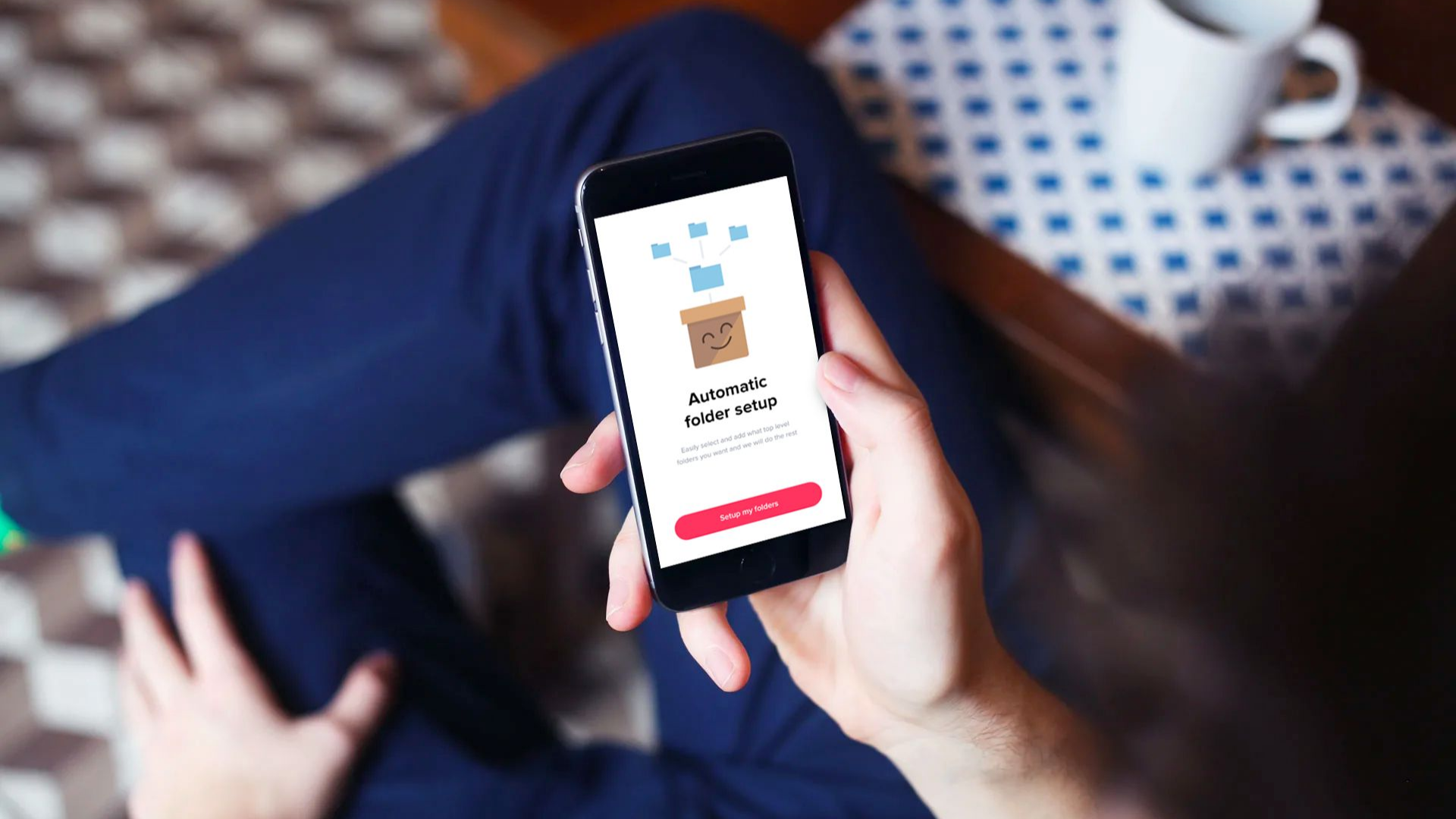
Knowing who our audience is.

ALIGN

Agreeing goals, hurdles, and expertise.

FRAME

Summarising the problem to solve.


Automatic
folder setup
Easily select and add what top level
folders you want and we will do the rest
Setup my folders

Design sprints are perfect for solution design and validation, but they can't tell us if we're working on the right problems

Imagine designing products to help solve difficult problems… that don’t really exist

Croc gloves

Avocado on a stick

Lego socks

The path of least resistance

The path of least resistance

Nah this way!

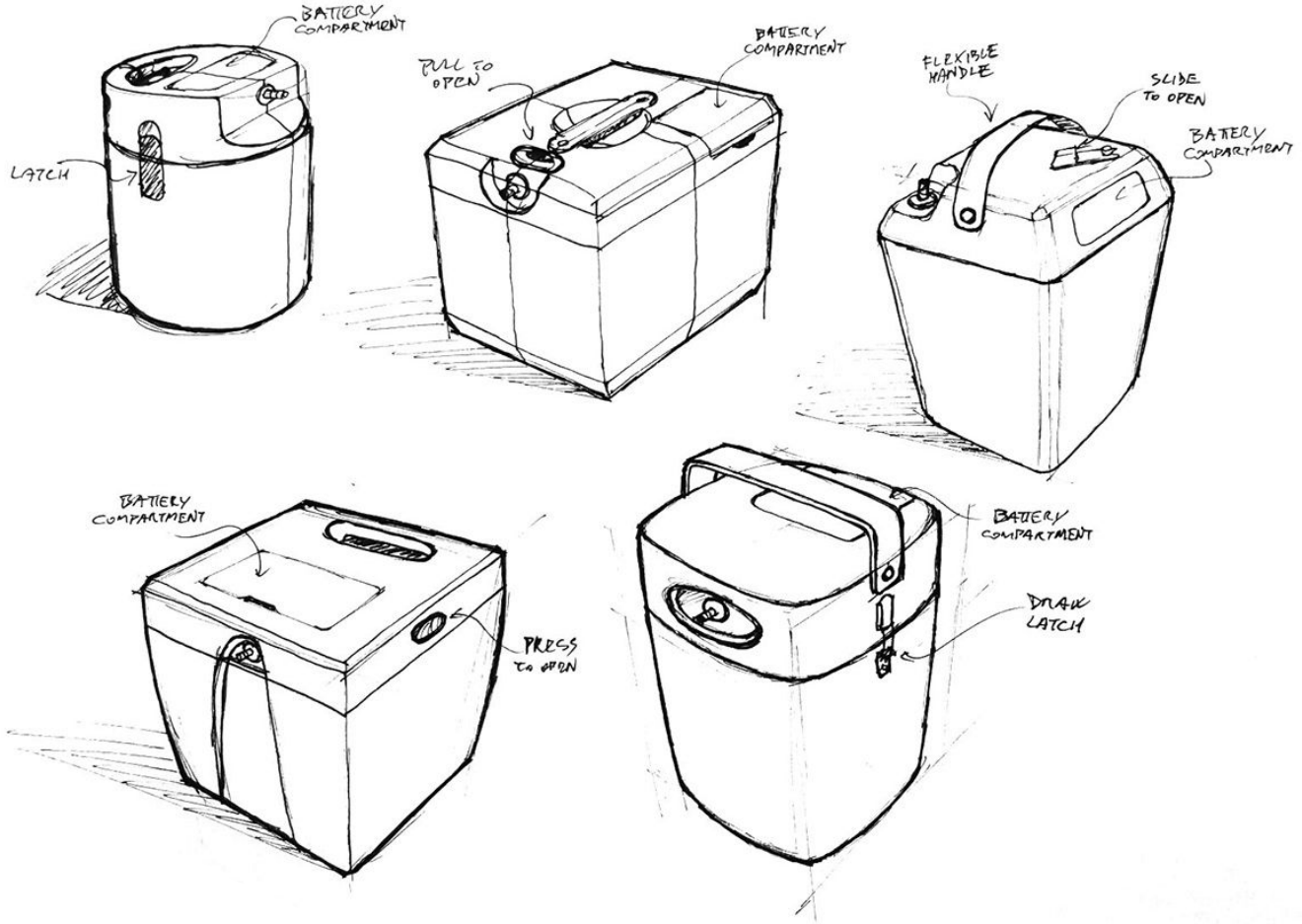
Stairs! Pfffft

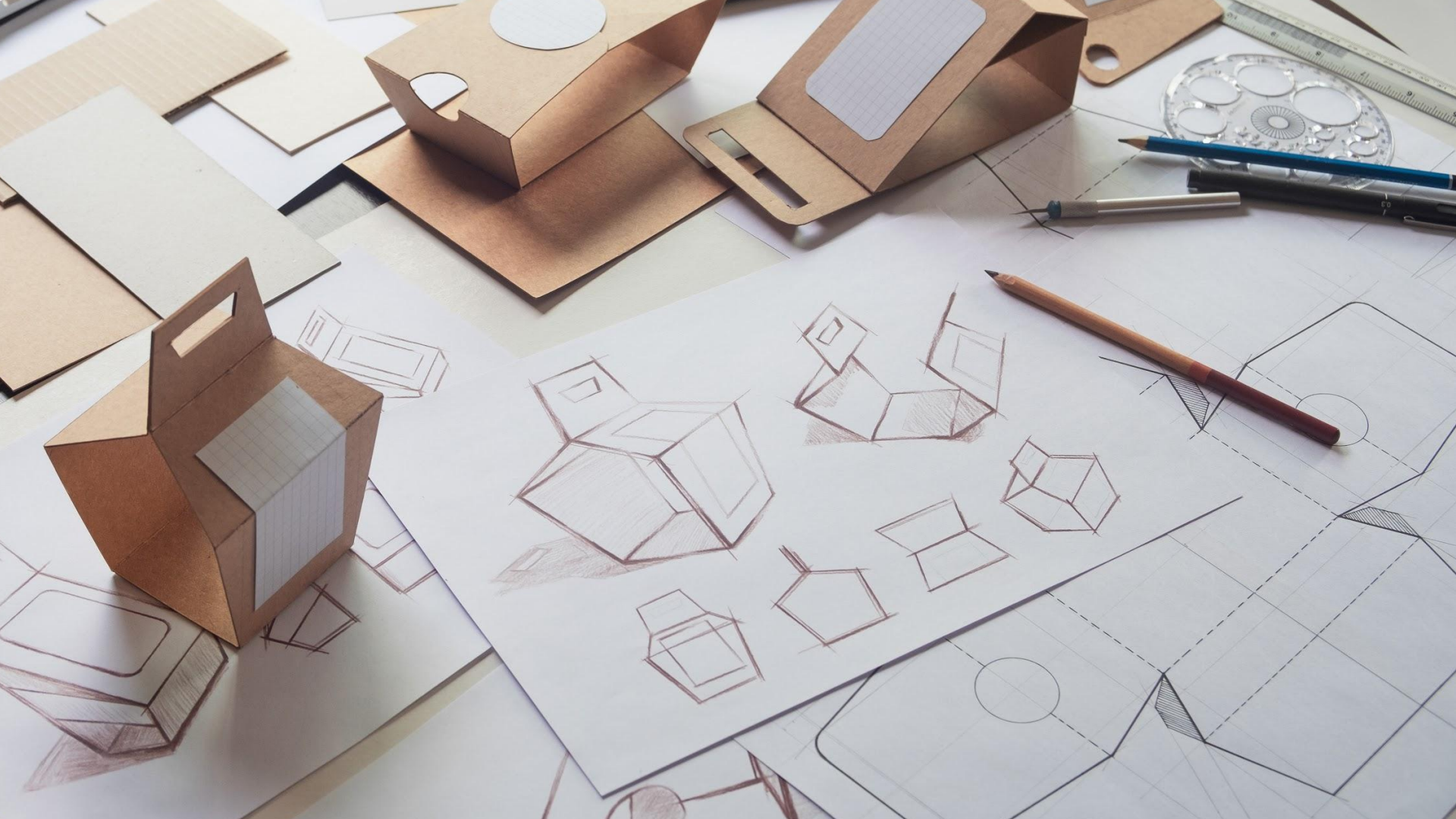
Nah, I'll use this path thanks

McDonald's
McDonald's!!!

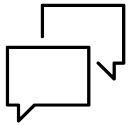
They are even in
Red Dead!

As humans, we love solving problems. We're wired for it!


BATTERY COMPARTMENT
LATCH
PULL TO OPEN
BATTERY COMPARTMENT
FLEXIBLE HANDLE
SLIDE TO OPEN
BATTERY COMPARTMENT
BATTERY COMPARTMENT
PRESS TO OPEN
BATTERY COMPARTMENT
DRAW LATCH



Meaningful requirements



VERIFICATION

ARE YOU ASKING THE QUESTIONS CORRECTLY

VALIDATION

ARE YOU ASKING THE CORRECT QUESTIONS

Bring in early bird research to clarify your users needs

Forbes | statista

42% of startups fail because they have created a product that has no market need

Validating whether a real problem exists and then define it

RW-PF: Campus, Online Whiteb

miro.com/app/board/

miro | RW-PF: Campus

Share

Zoom guidance

Workshop Zoom

We use Zoom for our workshops and below are a few bits of zoom etiquette we like to adhere to during our remote workshops.

Click here to join the workshop

1. Hands up to speak
2. Thumbs up or down
3. Zoom chat function

Workshop house rules

House rules

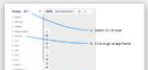
1. Rule 1 - No devices
2. Rule 2 - No other meetings
3. Rule 3 - Minimise discussion

Miro basics

Some Miro tips

Sorry to kill the excitement with these, but getting this out the way will help us have a better smoother experience.

1. Navigation
2. Zooming on laptops
2. Have a play



Work boards

Participant 1 Participant 2 Participant 3 Participant 4 Participant 5 Participant 6 Participant 7

Stage one: Discover

Workshop activities

1. Cynefin (20 minutes)
2. Impact vs. Effort (20 minutes)

1. Cynefin

2. Impact vs. Effort

THANKS FOR TAKING PART

QUESTIONS & ANSWERS