

Campus

MMXVII

HELLO ALL & WELCOME

WHY PROBLEM FRAMING



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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



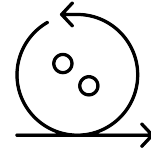
**PROBLEM
FRAMING.**

ONE DAY



**DESIGN
SPRINTS.**

ONE WEEK



**MVP
PRODUCTION**

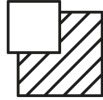
ON-GOING

Problem Framing



DISCOVER

Finding the right problem to solve.



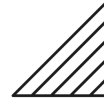
CONTEXT

Understanding the business.



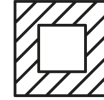
PERSPECTIVE

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

Campus



Avocado on a stick



Lego socks



The path of least resistance

The path of least resistance





Nah this way!



Stairs! Pffft

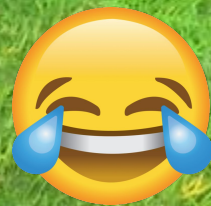


Nah, I'll use this path thanks



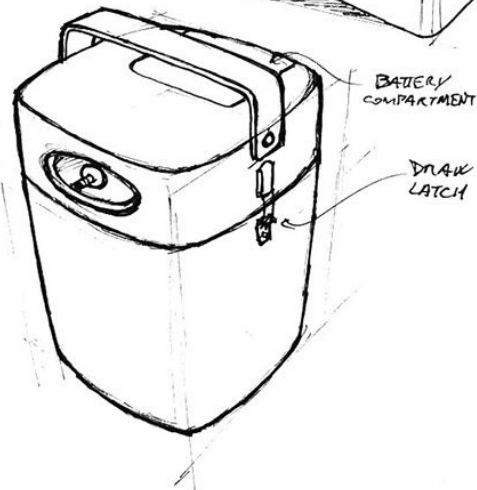
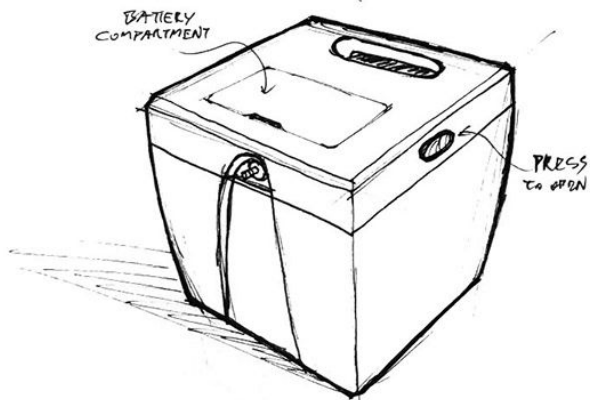
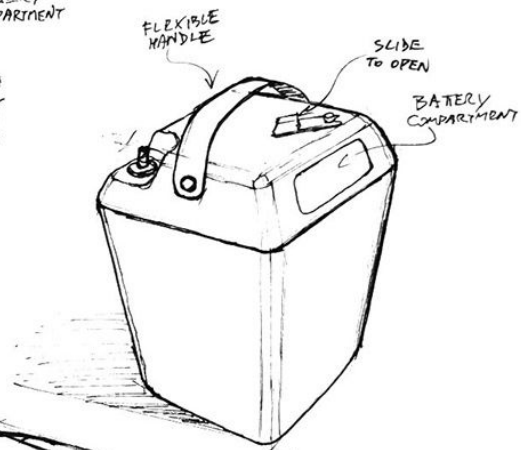
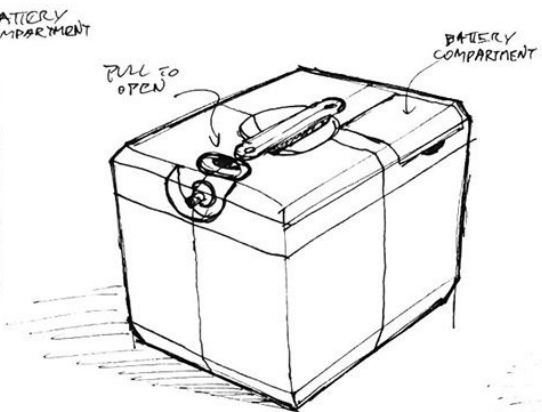
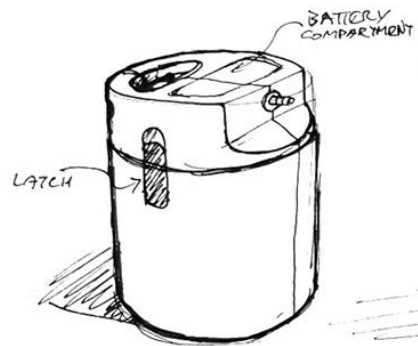


McDonald's!!!



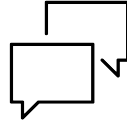
They are even in
Red Dead!

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





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

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

The workshop is a time for everyone to share their ideas and experiences. Please use the 'raise hand' function to indicate when you want to speak.

2

Thumbs up or down

During the workshop, please use the 'thumbs up' or 'thumbs down' function to indicate your feedback on the content.

3

Zoom chat function

Please use the chat function to ask questions or share additional information during the workshop.

Workshop house rules

House rules

1

Rule 1 - No devices

No mobile phones, tablets, or other devices are allowed in the workshop room.

2

Rule 2 - No other meetings

No other meetings or activities are allowed during the workshop.

3

Rule 3 - Minimise discussion

Minimise discussion during the workshop.

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



3

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)

Cynefin is a Welsh word meaning 'landscape'. It is a framework for understanding the context of a problem or opportunity. It involves identifying the current state of the system, the desired state, and the barriers to change.

1. Cynefin



2

Impact vs. Effort (20 minutes)

Impact vs. Effort is a framework for prioritizing tasks or projects. It involves plotting tasks on a graph where the x-axis represents effort and the y-axis represents impact. Tasks are then categorized into four quadrants: high impact/low effort, high impact/high effort, low impact/low effort, and low impact/high effort.

2. Impact vs. Effort



THANKS FOR TAKING PART

QUESTIONS & ANSWERS



KYAN