Learning Objectives

After this lab you should be able to…

1. Evaluate different frameworks
2. Understand design opportunity areas
3. Formulate “how might we” statements for your project
Share Frameworks with Class
Opportunity Areas and Ideation
Defining Opportunity Areas

- Non-solution oriented
- Narrowing in on a specific moment or need
- This is an art not a science!
Creating Design Opportunities

- “How might we…” suggests that a solution is possible
- Offers you the chance to answer them in a variety of ways
- A properly framed How Might We doesn’t suggest a particular solution, but gives you the perfect frame for innovative thinking
Creating Design Opportunities

Example Challenge: creating new bathrooms for India

Potential HMWs:

- “HMW redesign public toilets in India?”
  - Too broad
- “HMW create a doorknob for Indian toilets that is clean, safe, and invites people in?”
  - Too narrow
- “HMW create a sense of safety in public toilets?”
  - Just right!
Creating Design Opportunities

Example Challenge: re-designing accessible transportation

Potential HMWs:

● “HMW improve travel efficiency for wheelchair users?”
  ○ Too broad
● “HMW design an app to find accessible drop-off points for Ubers at an airport”
  ○ Too narrow
● “HMW coordinate transitions between Uber riding and airport entrance”
  ○ Just right!
Creating Design Opportunities

Example Challenge: Improving oral hygiene

Potential HMWs:

- “HMW reduce cases of gingivitis?”
  - Too broad
- “HMW design a new toothbrush that competes with your friends to see who brushes for longer?”
  - Too narrow
- “HMW build better oral cleaning habits in kids?”
  - Just right!
Learning Objectives

After this lab you should be able to…
1. Evaluate different frameworks
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Pick Your HMW & Opportunity Areas (20 minutes)