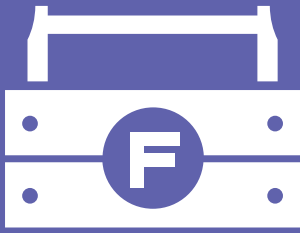


FINNISH
VERSION
AVAILABLE!



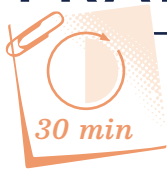
FRAMING SESSION CHEAT SHEET



Aalto University
Design Factory



FRAMING SESSION CHEAT SHEET



10 min

setting the stage

INTRODUCTION

- Why the challenge matters (share connections and data if possible) and the goal of the day
- Explicating assumptions regarding design goals, target audience, and envisioned impact
- Fall in love with the problem: framing reflects the problem and informs the solution space

5 min

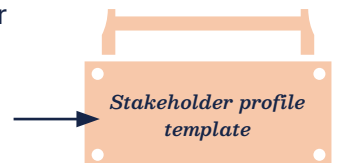
WHO'S AT THE TABLE

- Everyone introduces themselves in the group
- Pick a time keeper in the group if you don't have a dedicated facilitator

10 min

STAKEHOLDER PROFILE

- Describing key characteristics of the stakeholders
- Identifying core needs and frustrations

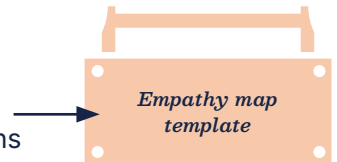


15 min

perspective taking

EMPATHY MAP

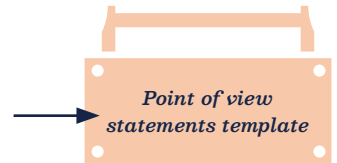
- Describe a person's experience in a situation
- Explicating what they think, feel, see, hear, say, and do, pains and gains
- Map one person or collate insights



20 min

POINT-OF-VIEW STATEMENTS

- 10 min individually at least 6 point-of-view statements
- 10 min share without choosing



– 5-10 min break –

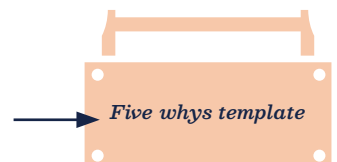


15 min

developing design challenges

FIVE WHYS

- 8 min individually digging deeper to reveal underlying motivations
- 7 min share without choosing



10 min

“HOW MIGHT WE” CHALLENGES

- Formulate 5 “How Might We” challenges
- Explore different design goals, target stakeholders, and envisioned impacts



15 min

choosing and refining challenges

CHOOSING TWO CHALLENGES

- 10 min share without judgment and dot vote
- 5 min choose or form two challenges that spark ideas

10 min

ACID TEST

- 5 min refine the scope of each challenge
- 5 min enhance the desirability focus of each challenge

5 min

WRAP-UP

- How and with whom will you share the challenges
- What are the next steps in your development efforts
- Thank everyone for their time and insights!