

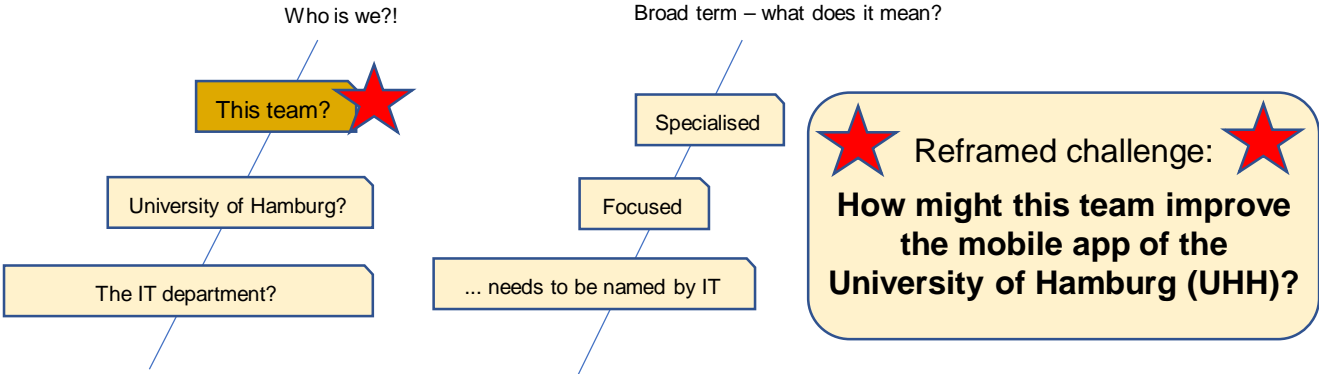
Empathise

Tool: Creative Reframing – example

Example – reflection:

‘How might we improve (business) processes?’ – this Design Challenge is clearly too broad. A more specific version would be: ‘How can we digitise and improve specific business processes (e.g., applications ...)?’

- Notice which alternative words and phrases we found for words which were hard to understand or too broad.
- Within each branch of alternative words, we agreed on one expression and created a reframed challenge based on that.
- Of course, there are many alternative ways of reframing! Use your collective intelligence as a team, discuss alternatives and agree – as a team – for one.
- Especially in your case – given the tight timeline – you might want to select a challenge that is not too hard to deal with. If you perceive collectively that the barrier to finding a solution is too high, feel free to reframe towards a more focused challenge which is easy to deal with.



DT-challenge: How might we digitise and improve specific (business) processes (e.g. applications)

