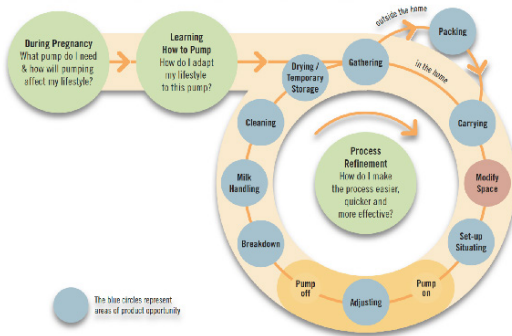


Design Frameworks



Frameworks are simple diagrams that organize the dimensions of your project in a helpful way. They bring clarity to even the most complex problems.

HOW TO

- 1 Conduct research to have plenty of new, relevant content available for your framework.
 - Interview leaders in your organization to understand capabilities, direction of the company and how they think about the problem you're working on.
 - Spend time with your customers understanding their experience, what works well for them and what doesn't work.
 - Research the context of the problem: other solutions, technology, industry dynamics, and trends.
- 2 Identify categories of information as the basis of your framework.
- 3 Organize the categories visually into a diagram. Start with a simple table or a 2x2. If you're interested in relationships between categories, try a venn diagram. Or, if you notice a sequence over time, try a timeline or journey map.
- 4 Use the framework to describe the problem and organize evidence from your research. Use the framework to pitch the content to your coworkers and teammates.
- 5 After using the framework for description, identify focus areas for ideation.

TIPS + TRICKS

Research is the most important step in the process. The data you collect are the building blocks of your framework.

When identifying categories, try organizing the data at least 3-5 different ways. The most obvious option might not be best.

TIME

One to several weeks for research, several work sessions to develop the framework.

TEAM SIZES

2 to 4

MATERIALS

- Post-it notes to document and organize research information
- Camera or recorder for interviews
- Graphic software to make the framework