Step 1 Questions

Is the project you have in mind a good fit for your organization?	• Would your project address issues that are clear organizational priorities? • Does it tackle an issue that your users and stakeholders actually see as a problem or need? (It's hard to solve problems that people don't think they have.) • Do you have the necessary resources to deploy to gather data, experiment with solutions, and then implement them? • Do you have leadership support to provide "cover" if you need it? (Approaches like design thinking that involve asking a lot of questions can make people uncomfortable, so it's important to have an advocate.)
Is your challenge a good fit for design thinking?	• Is the problem human-centered? (Technical challenges that don't involve human behavior are not a good fit for design thinking.) • How clearly do you understand the problem or potential solution? (If you already know the answer or have a pre-determined solution, then you're better off choosing another topic.) • What's the level of uncertainty? • What's the degree of complexity? (The more unknowns and interdependencies exist within your project, the greater the likelihood that design thinking will lead you to a new insight.)
Is taking on this design thinking project good for you?	• Can you safely explore this challenge or opportunity without too much performance anxiety setting in? • Are you able to actually find and interview at least several individual users in the amount of time you have? • Once you understand your users' needs more deeply, do you believe you can likely design something for them? • Are you willing to actually do rough prototyping of new ideas, and courageous enough to share those prototypes with others?