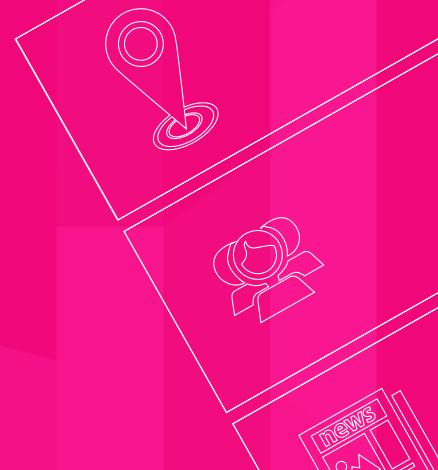# Nesta...

Problem definition
Exploring opportunities and challenges

What

Defining a problem is a deceptively simple task. This tool works to both open up a problem - presenting it in a way that can be examined from a number of angles - as well as focusing it down on the key issues involved. It also works to help define the wider context surrounding a particular problem, showing how it might be connected to a whole range of different issues.

Why

It's an effective tool when trying to focus a team of people on the key issue at hand.

How

The tool has been designed to structure the analysis of a particular problem in a way that makes good use of your time. It introduces a small set of key criteria by which an issue can be articulated and assessed, meaning the actvity is highly efficient, whilst also giving you a standardised way to compare several different problems which might seem to be very different on the surface.

What is
the issue?

Who is it a
problem for?

What
social / cultural
factors shape
this problem?

What evidence
do you have
that this is a
significant problem?

Can you think
of this problem
in a **diferent way**?
Can you **reframe it**?

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