

# Frame Your Design Challenge

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## What is the problem you're trying to solve?

To make the branding more clear and modern so that Hilton Pond will attract more people to the cause.

## 1) Take a stab at framing it as a design question.

How can I make the branding more clear and modern so that Hilton Pond Center can attract more people to the cause.

## 2) Now, state the ultimate impact you're trying to have.

I want the Hilton Pond Center to be able to reach its goals and continue its research through a better designed platform.

## 3) What are some possible solutions to your problem?

Redesigning the logo, create branding for Hilton Pond Center and redesign the website.

## 4) Finally, write down some of the context and constraints that you're facing.

There is a lot to go through on the website and it was been around for a long time so change might not be welcome to it's main audience.

## 5) Does your original question need a tweak? Try it again.

How can I improve the design of Hilton Pond Center's website to help them reach their goals and continue their research with better foot traffic to their website?