Unpacking the Problem

Introduction
Problem Space
Knowledge Share
Reframe

10 Minutes

Research & Understanding

Research 101
Customers & Users
Stakeholders
Formulate & Delegate

20 Minutes

Synthesise & Reframe

Review
Knowledge Share
Reframe & Redefine
Identify Achievable Goals
Formulate & Delegate

20 Minutes

Ideation

Review
Brainstorm, Plan
Sketch, Doodle, Draw
Outline, Language, Content
Hierarchy, order, map
User, Journey, Experience
Reframe & Delegate

10 Minutes

Prototype & User Test

Review
Understand and simulate
Prototype, reorder, test
Reframe & Redefine
Outline desirable outcomes
Formulate & Delegate

20 Minutes

Build, Refine & Present

Preliminary Working Model
Realisation
Present to Client
Prepare for milestone 2
Reframe & Redefine
Repeat Sprint

20 Minutes

1. Brief

Use a design sprint to produce and propose a webpage that promotes the BA (Hons) Graphic Communication Course.

➡ **Responsive**
The outcome must be realised for Desktop, Tablet and mobile platforms
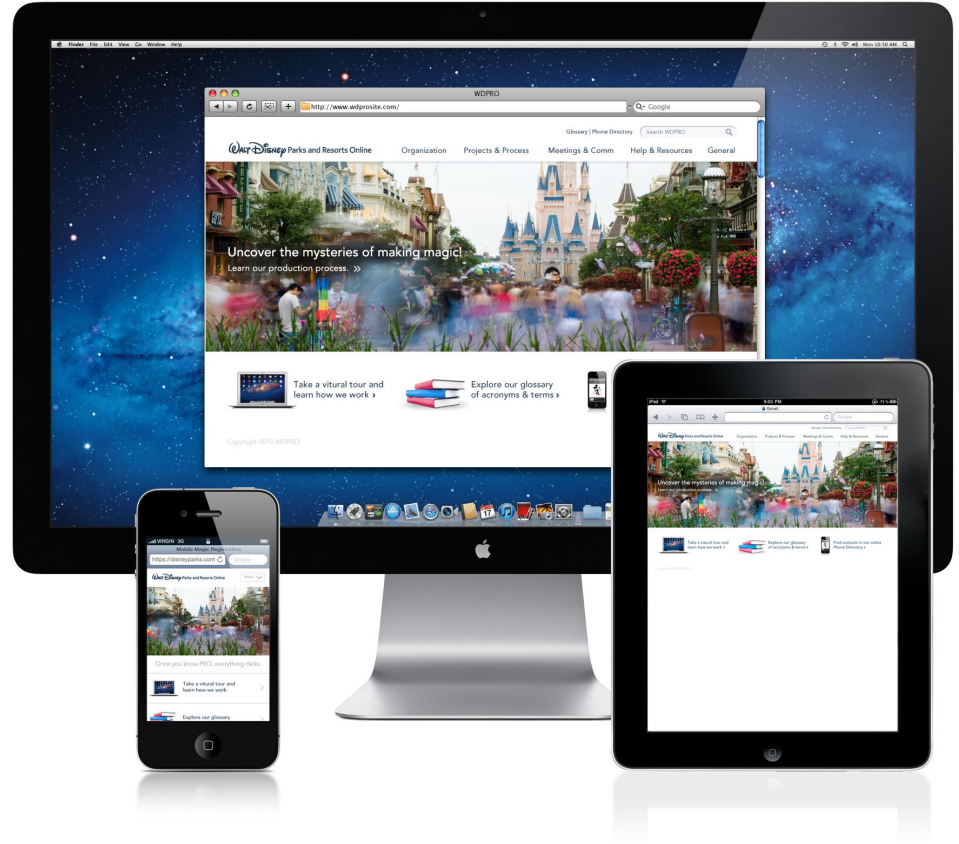
➡ **Content Strategy**
The organisation and layout of content must be considered.

➡ **Present**
3 skyscraper layouts that propose your achieved solution within the given time.

It's important to think about the outcome, but not before addressing the problems and the outlining strategic goals. The technology must be adapted to the ideas and communication of messages.

Step 1: Unpack the Problem

10
Minutes

1. Introduction to the brief
2. Define and record the problems
3. Define the environment, situation or format
4. Knowledge share
5. Reframe the brief and set priority objectives
6. Understand the brief (summary / shared vision)

Step 2: Research & Understanding

20 Minutes

1. Formulate team and delegate initial tasks
2. Initiate basic strategy
3. Research 101
4. Interview customers / users
5. Interview stakeholders
6. Outline requirements and questions (what do you initially want to learn to progress)
7. Explore (Hunter Gatherer)

Step 3: Synthesize & Reframe

20 Minutes

1. Review obtained requirements
2. Share, Discuss, organise and debate newly acquired knowledge
3. Redefine and identify new achievable markers (identify new objectives as priorities i.e. RAG system, or Small, Medium, Large tasks etc)
4. Map / Plan / Outline new outcomes or desirables (written / list)
5. Reframe the problem space / brief (summary / shared vision)

Step 4: Ideation

10 Minutes

1. Review, Brainstorm, Plan
2. Sketch, Doodle, Draw
3. Outline, Language, Content
4. Visualise and Record Ideas
5. Hierarchy, Order, Map
6. User, Journey, Experience
7. Reframe & Outline (delegate) New Objectives

Step 5: Prototype & Test

20 Minutes

1. Understand and Review User Journey Map (device specific)
2. Prototype, Reorder, Rearrange, Reconsider & Test
3. Redefine, Prioritise and Identify Achievable Improvement Markers (RAG, Small, Medium, Large)
4. Outline Desirables Outcomes (Written / List)
5. Build & Develop
6. Reframe the Problem / Challenge / Brief

Step 6: Refine & Present

20 Minutes

1. Produce preliminary working model or realisation
2. Present to client / director / panel for stage 1 feedback
3. Review & outline future milestones outcomes desirables (written)
4. Reframe the problem space
5. Redefine and identify achievable markers (RAG, Small, Medium, Large)