Frame Your Design Challenge

What is the problem you're trying to solve?

Extend Ed Harper's current PSA's.

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

What can be done to increase the number of people impacted by Ed Harper's PSA?

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

Give Ed an internet presence to reach more people with his billboards.

3)What are some possible solutions to your problem?

Website
Donations section
Call center to answer questions
More detailed information section
TV Commercials
Social Media presence

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

Ed is located in Columbia so communication is not perfect
Lamar's PSA program is not initially clear as to it's availability

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