

Worksheet 1: Discovering a problem

Often when trying to come up with new ideas, products or services people start with thinking straight away about the potential solution, while in fact design best practice shows that its much more effective to start with the problem.

By starting with the problem then you can come up with lots of different ideas to solve it rather than getting stuck on one initial idea. Also by finding a real problem you'll know that the people who are affected by it will be interested in your ideas on how you might be able to solve this - this avoids a common mistake amongst some new businesses who create products or services which no one actually needs!

Your challenge

How can you use technology to create an app, product or service that will make the world a better place, enabling people to Live Better, Live Longer, Live Greener and Live Together?



Living Better

There have been huge leaps and bounds in technology and medicine to help us live healthier lives, but that we are also faced with ongoing health challenges, these can be both physical and mental.



Live Greener

It is becoming increasingly important to transform the way we live to reduce our negative impacts on the environment, including challenges like pollution and climate change. .



Living Longer

We are living longer than ever. But as we get older, our needs change, with challenges around mobility and isolation, re-skilling, and access to care.



Living Together

We are presented with more and more options that can help us move about, access vital services and supplies and stay connected to each other however these may also have negative consequences, such as impact on our environment and mental health.

1. On your own choose a theme which interests you and write down as many problems or challenges you can think of within this.

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2. As a group share these problems or challenges with each other and discuss the following questions.

- a. Are there any new problems or challenges that you can add to your list?
- b. Are there any duplications with other people's lists?
- c. Can you identify at least three main problems or challenges you could explore further?

3. On your own or as a group complete some quick research (e.g. using a search engine like google or speaking to friends/family) into the problems or challenges you've identified. Use this research to answer these questions.

- Who has this problem? (*how are they affected by it?*)
- How are they addressing it/Is anyone addressing it? (*How do they feel about it?*)
- Are there any existing solutions already?