Exercise 5: Re/frame

Select your most promising idea from Exercise 4, and using last class's "Redesigning How We Carry Stuff" exercise, interview a potential end-user of your idea. Follow the same steps: interviewing, reflecting, digging deeper, and re/framing.

You're doing two re/framings: 1) reframe your original project as a potential solution (new product, service, or social movement); 2) using your re-envisioned project, reframe a contemporary problem in terms of it.

Try to write a problem statement that takes this form: _____ needs to way to _____.