

Framing the problem space

Mid-Term Review

Presentation of research analysis of the problem space, including:

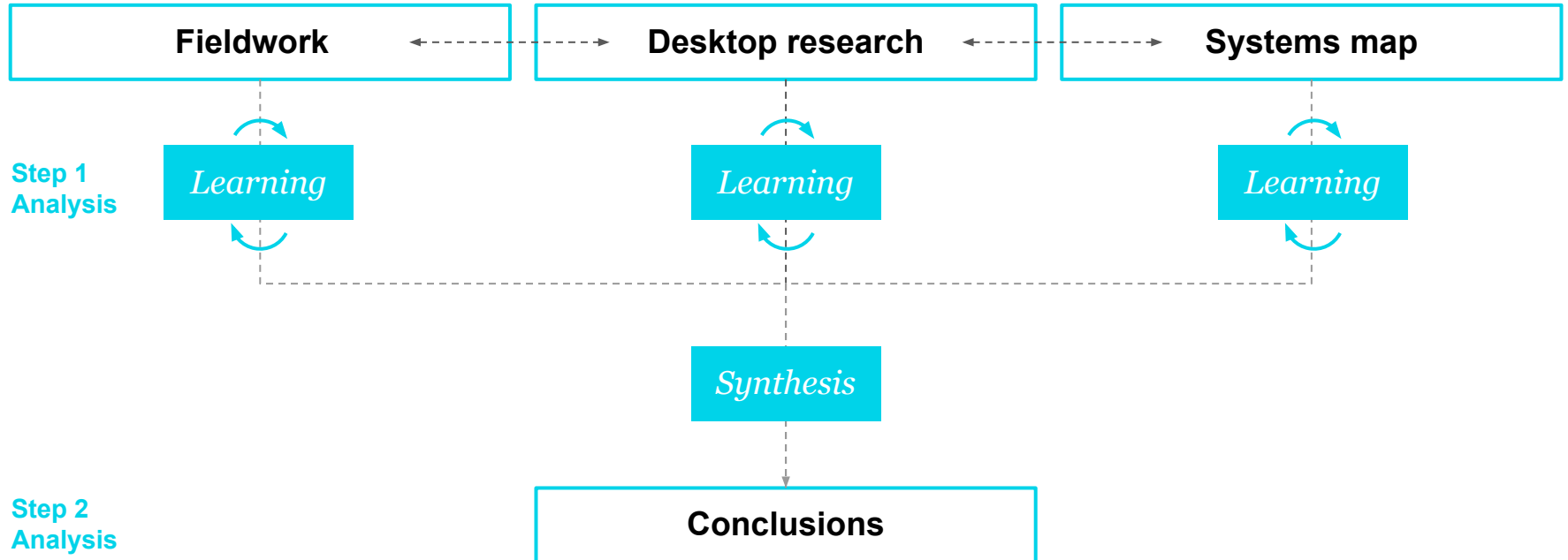
- **Brief:** What's the angle you've chosen to approach this challenge?
- **Process:** What data/materials is your analysis based on? What methods did you choose? Who did you talk to? Why?
- **Research analysis:** What did you discover? What are your findings? What is the evidence behind this? e.g. Qualitative details, quotes, pictures, stories from your interviews... Systems map of relevant variables and structures, perhaps flows, obstacles and opportunities?
- **Problem areas / insights:** What problems have you identified that could be promising to continue with? What are the stories, arguments and frameworks that can help us understand this problem? Use these to evoke stakeholder feedback!

Framing the problem space

- Problem and solution are unknown
- “Frame creation: the act of proposing a hypothetical way of looking at the problem” leading to actions to meet the desired outcomes
- **Frame failures**, where the government cannot adopt a proposed frame or the frame cannot achieve desired outcomes

Jung-Joo Lee (2020), *Frame Failures and Reframing Dialogues in the Public Sector Design Projects*

From research to analysis



“Step 1” Analysis

Understanding the current situation:

- Identifying problem domains (e.g. conservation, recreation, tourism)
- Defining your system borders, identifying its elements, relationships, feedback loops
- Identifying different stakeholder needs, contexts, realities involved

Example: “It’s still hard to measure biodiversity loss and its relation to visitors’ footprint.”

“Step 2” Analysis

Synthesis or conclusions, building your arguments:

- Providing “new insight” into the project challenge
- Providing a framework to build an understanding the phenomena
- Support argumentation with research evidence and documentation

Example:

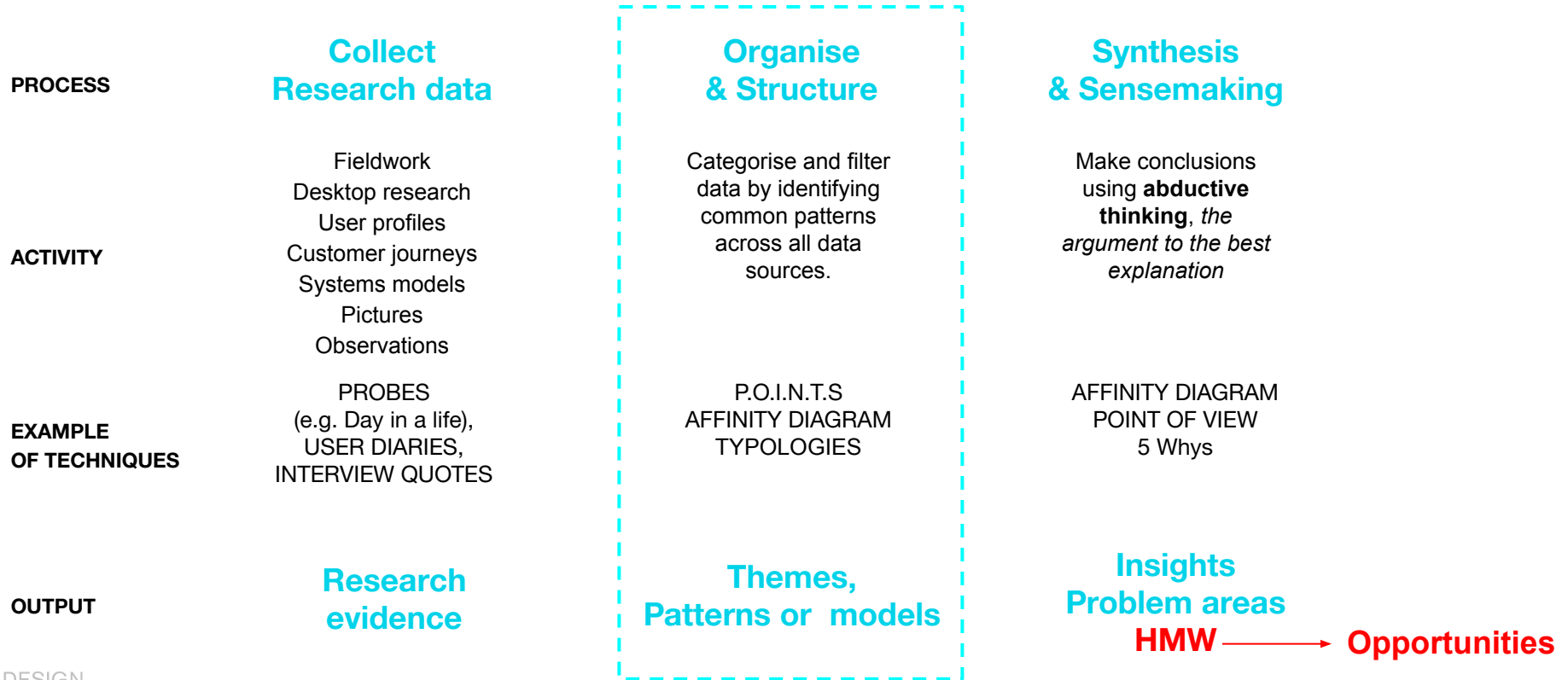
“It’s still hard to measure biodiversity loss and its relation to visitors’ footprint, **because...**”

Tools & Methods

Tools, methods and techniques

	Collect Research data	Organise & Structure	Synthesis & Sensemaking
PROCESS			
ACTIVITY	Fieldwork Desktop research User profiles Customer journeys Systems models Pictures Observations	Categorise and filter data by identifying common patterns across all data sources.	Make conclusions using abductive thinking , <i>the argument to the best explanation</i>
EXAMPLE OF TECHNIQUES	PROBES (e.g. Day in a life), USER DIARIES, INTERVIEW QUOTES	P.O.I.N.T.S AFFINITY DIAGRAM TYPOLOGIES	AFFINITY DIAGRAM POINT OF VIEW 5 Whys
OUTPUT	Research evidence	Themes, Patterns or models	Insights Problem areas HMW → Opportunities

Tools, methods and techniques



Example of point system for note taking and using debrief sessions

INSIGHTS SUMMARY TEMPLATE

Participant name: Actor role: Segment and Organisation: Date:

Profile:

Key quotes:

1.
.....
2.
.....

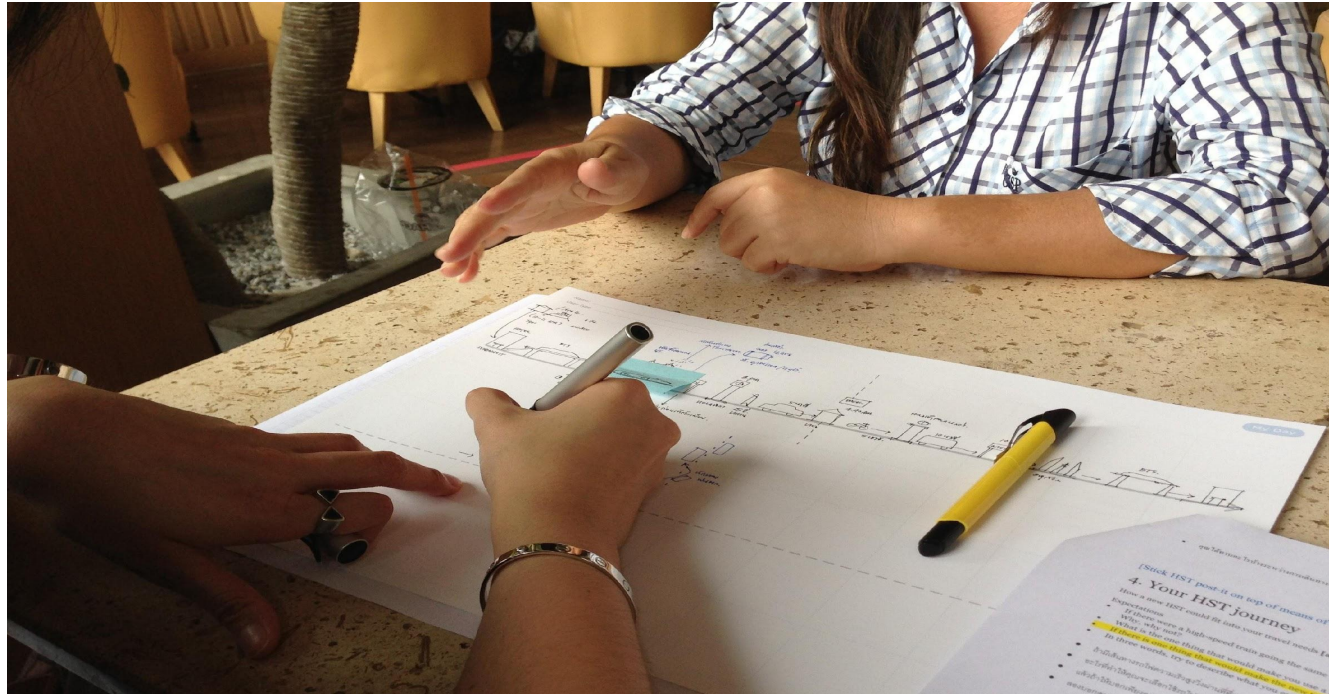
Purchase drivers

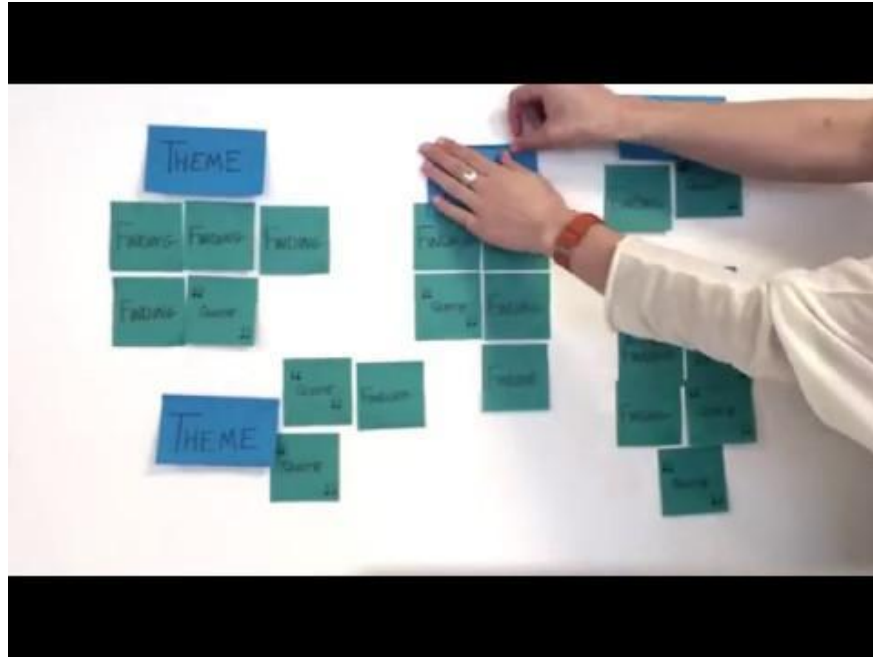
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Decision-making process

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Example of customer journey mapping as a note-taking technique for data gathering





The analysis process (CID): <https://vimeo.com/157994576>

DESIGN
FOR
GOVERNMENT

Insights

What is a problem statement / research insight?

Insights or problem statements are meaningful conclusions that result from the synthesis of the different research activities.

Characteristics:

1. Provide discovery (insight) around a specific topic, it provides an interpretation about *what it could mean*
2. They describe a phenomena, by uncovering the reason why (cause and effect) and identifying patterns
3. An insight is NOT ONLY an observation. It is the synthesis of what I heard, what I saw, and your own intuition
4. They are not solutions or suggestions on how to fix a problem
5. Insights are inspiring and may lead others to act upon. Good insights lead to designing the right thing.
6. Research evidence, like quotes from fieldwork, pictures or figures from other sources, should be used to support them

Is this an insight?

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Halfway insight missing some reason why

Is this an insight?

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Insight: Cause and effect. It identifies a pattern or phenomena and it provides the reason why

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Expatriates' connection and disconnection with Finland change over time, based on their personal life experiences. These life moments are linked to certain life events which trigger responses to connect with Finland.

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The role of Motiva and local energy advisors could be leveraged to create trust with oil heating users

Opportunity area. The insight behind it should uncover why is there a problem with trust

Be ready to present your emerging insights (one or two) next Monday 28.03, each group will have 5 min. to present and 5 min. for feedback.

Keep connection with primary data, evidence, documentation
Make connections to the project brief, goals, and stakeholders