**Design Brief Worksheet**



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| **PROJECT DESCRIPTION** | What is the complex challenge that you are working on, or trying to solve? What is your convening question - your “How might we” or “What if” statement? Describe the problem or opportunity statement and relevant context and information.  The [creative question canvas](https://www.strategicdesigntoolkit.com/generating-creative-questions) might help you with this piece. |
| **NORTH STAR :: NEAR STAR** | What is your North Star? A vision of a desired future system or state that your team is working toward.  What is your Near Star? The 5-10 year distant but foreseeable and imaginable goal with outcomes that could be attained. |
| **SCOPE** | What is within the scope of the convening question and what is outside it?  What efforts sit adjacent to this particular convening question, but won’t be addressed directly? What constraints are you operating within?  What else is happening in the “context” of the convening question? |
| **TEAM DESCRIPTION + POSITIONALITY** | Who is involved in this process, and in what roles/capacities? What is the positionality of your team members? What power, privileges, experiences, assumptions, values, professional training or other perspectives does each of your team members hold? How might this shape the way that the problem space is currently being framed? What perspectives might be missing?  The [mapping self as system canvas](https://www.strategicdesigntoolkit.com/mapping-the-self) might be helpful here. |
| **USER + ACTION RESEARCH** | Who is this initiative for, and why is it for them? What don’t you know, and how are you going to learn more about this? Whose perspectives do you need to understand?  What are you curious to learn about your users and how they think and behave? What key questions will you need to answer through your user and action research? What research methods are required?  What insight, pain point, or inspiration from your key users are you responding to? How will they be involved, engaged, or co-designed with in this process?  Some more framing about [user and action research](https://www.strategicdesigntoolkit.com/slab-action-research) might be helpful here. |
| **THEORY OF CHANGE** | What theories are informing your approach to innovation? What assumptions and understandings do you hold about how change happens? How do you currently describe your contributions to this change?   * Consider the [theorization flower](https://www.strategicdesigntoolkit.com/theorizing-innovation) to help conceptualize your innovation purpose. * The [foundations](https://www.strategicdesigntoolkit.com/slab-foundations) might be helpful as well. * More information on what a theory of change is can be [found here](https://www.theoryofchange.org/what-is-theory-of-change/). |
| **PROCESS, TIMELINES + TOOLS** | Outline your proposed process, including some timelines and milestones. What tools and techniques might you experiment with? What deliverables might you be expected to produce, for whom, and when and how will you align these with your chosen process?  The [process archetypes](https://www.strategicdesigntoolkit.com/slab-process-archetypes) might be helpful here. |
| **EVALUATION, LEARNING + IMPACT** | How will you evaluate, learn from, and adapt your initiative as you experiment your way forward? Who are the primary users of your evaluation, and how are they going to use the results? What might success look like? How will you know what the most significant changes and impacts arising from your work are? How will you tell stories of impact?  The [developmental evaluation canvas](https://www.strategicdesigntoolkit.com/developmental-evaluation) might offer some helpful guidance. |