02

Define

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This section will support practitioners in the second stage of the Design Thinking for Social Change model: **define a problem statement.**

For example, addressing **learning loss due to the Covid-19** or **increase educator digital skills.**

The aim of this phase is to "define"/focuses problems and challenges. On the base on the data collected during the first stage (Emphatize) we will be able to create an actionable design problem statement or point of view. The objective is to inspires the generation of ideas to solve it by using methods for synthesizing raw data into a meaningful and usable body of knowledge.

Activities	Tools to Use	Deliverables
1. **Problem Statement Workshops**	• Drawing & writing tools	• Design Brief for Social Change /Problem Statement Mural
2. **Stakeholders meeting**	• Post-its	• Stakeholder map
3. **Focus group**	• Flip-charts & whiteboard	• Context map
4. **Group Interview**	• Community discussion	• Opportunity Map / Community Journey
5. **Data activism**	• Tableau	• Data visualization

01 Workshops *(face to face/online)*

A workshop can be define as "a seminar, discussion group, or the like, that emphasizes exchange of ideas and the demonstration and application of techniques, skills, etc." [www.dictionary.com]. There a lot of workshop formats and tools to apply. The design thinking methodology frequently employs workshop activities to bring together a diverse group of people to identify problems to be solved and potential solutions. One of the possibility is to create common objectives using the **Problem Statement Workshop** and learn about the various sub-problems that other stakeholders wish to solve. **On the other side through the Design brief for social change everyone can understands the problem and the design intent's primary objectives.** Basically, a design brief is a document that contains background and key information about a potential design project/problem in condensed form.

02 Stakeholders Meeting *(face to face/online)*

A stakeholder meeting is a strategic event that is used to introduce stakeholders to one another, gain commitment to social change, and define common objectives. It is also a method for gathering information from domain and technical experts about the social change challenges and the context of it. The design for social change team needs to convince the stakeholders to pay attention to the community need. The key is to guarantee that each stakeholder's demands and involvement are understood. Organize the stakeholders into groups and plot them on the **stakeholders map** is the aim of this action. This allows the project manager to identify who the project's stakeholders are and how much attention and effort each stakeholder requires to keep the project on track. In design project management, this is a necessary talent.

03 Focus Group *(face to face/online)*

A focus group is a gathering of ten or fewer people in a room to discuss a product, service, concept, or even just an idea. A focus group is a qualitative research tool for discovering various opinions and responses to a topic. When we need to get the opinions of a group of people, focus groups are a great way to go. Community problems are usually affected by numerous people, and community members debate these among peers in real life. A focus group is a method of capturing those dynamics and is commonly used for validation.

Focus groups have recently been criticized as a technique due to an inherent flaw. In most cases, one of the participants is far more dominant than the others and tends to influence the entire group. In this case, the outcome may represent only one participant rather than the entire group. However, we believe that focus groups will continue to be one of the most widely used research methods. It requires an experienced moderator to mitigate any challenges that may arise during the event.

The tool we will is to gather the community need through a focus group is a **context map**. A context map is a tool and document used to illustrate complicated aspects affecting a community. Designers for social change and community members and leader utilize context maps to facilitate talks about change related to different aspects. It also addresses the project's prospective target audience, emerging trends, and risks and uncertainties.

Key benefits of a context map

1. Develop a team-wide strategic vision
2. Document any informal knowledge that exists within the community
3. Understand the external factors that influence social changes decisions and planning.

04 Group Interview *(face to face/online)*

A group interview is a methodology used to facilitate community discussions and generate insights for social change initiatives. This method involves bringing together a diverse group of individuals who represent different perspectives and experiences relevant to the issue at hand.

During the group interview, participants are asked a series of open-ended questions and are encouraged to share their personal experiences, thoughts, and opinions. The discussion is facilitated by a skilled moderator who ensures that all voices are heard and that the conversation stays on topic. The ultimate goal of the group interview is to generate a shared understanding of the issue, identify opportunities for social change, and create a roadmap for action.

At the end of the group interview, the facilitator typically synthesizes the insights gathered and creates a visual representation of the discussion. This can take the form of an **opportunity map** or a **community journey**, which illustrates the key themes and ideas that emerged during the discussion. These deliverables can be used to guide future initiatives and to communicate the insights and ideas generated during the group interview to a wider audience. Overall, group interviews are a valuable tool for social change initiatives as they provide a way to engage with communities, generate insights, and develop a shared vision for change.

05 Data Visualization *(face to face/online)*

Visualization is the transformation of information into images that you can see with your eyes or in your mind's eye. It is sometimes necessary to use images to represent text, numbers, or other bits of data (which, as you may have heard, are worth a thousand words). Sometimes it's about putting disparate ideas together to form a compelling story that can evoke vivid mental images.

To create visual representations of social challenges (pollution, unemployement data etc.) can be very useful to create an immediate awareness about it by individuals or communities. Indeed, visualisation makes concepts physical and concrete. It activates a different portion of your brain; it's a new way of thinking. Visual approaches don't have to be difficult or sophisticated. Drawing graphics on a whiteboard can be a really effective activity. For a huge amount of data collected through data scraping digital tool like **Tableu** can be the best solution.