Challenge definition

EMPATHIZE

CHALLENGE DEFINITION

SOLUTION GIVERS

Human-centricity starts by understanding

Once you have a good idea of who your users are and, most importantly, their wants, needs, and pain-points, you're ready to turn this empathy into an actionable problem statement.

# Continues by having a clear goal to solve

A meaningful, actionable problem statement will steer you in the right direction, helping you to kick-start the 'ideation process' and work your way towards a solution.

And finds the best solution out there for it

The correct framing of the problem will allow a diverse type of solution givers to think how they could solve the problem. Variety is key to find the best solution.

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The Sandbox
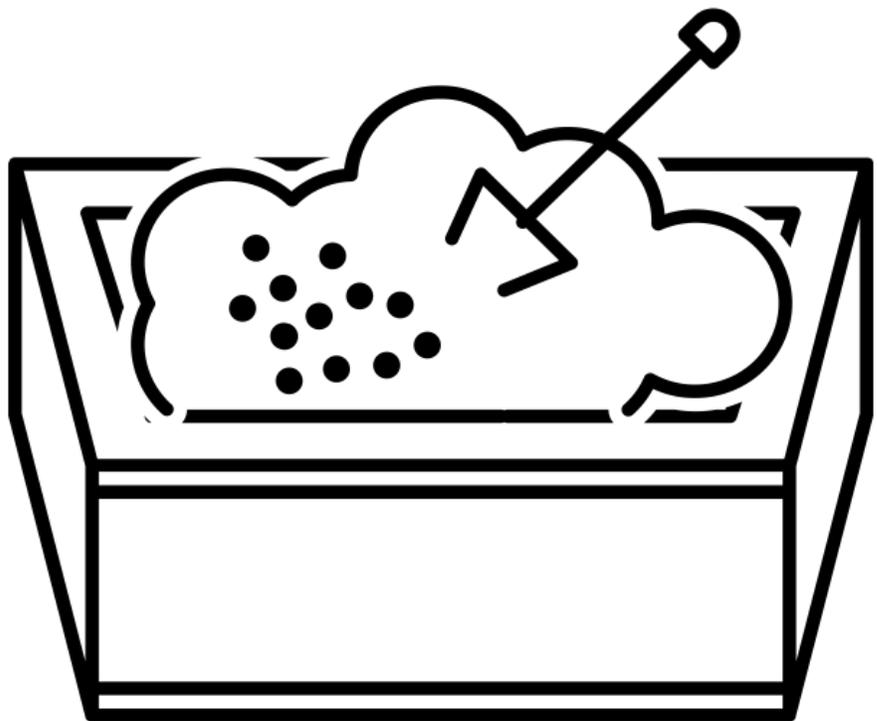
The use of this metaphor will help you frame your challenge with the right elements.

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■ Sandbox criteria for a good challenge definition

The Criteria that needs to be included in the video:

1. Human-centered	**2. Context**
3. Implications	**4. Problem statement**

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This is an inspiring and thought-provoking way to design a better world.

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1. Human-centered

What is it? We are trying to find a solution to a human problem therefore it is important to put people at the center. By understanding, who is suffering the problem, their current pains and motivations we will be able to build a meaningful solution that will create impact and have a high adoption.

Trigger questions:

Who is experiencing a problem that needs to be solved? Try describe their situations, demographic details, motivations, and behavioral patterns.

What difficulties are the people facing? What pain point needs to be relieved?

What are the patterns of their everyday behavior? What needs to be changed and what should remain the same?

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2. Context

What is it? In order to paint a good picture for the challenge and as knowledge experts on the matter, giving context allows people to think of possible tangible solutions. Describe this in the best concise way possible.

Trigger questions?

Where is the problem happening? What environment does the problem take place in?

How many people are experiencing the same problem in the same environment?

What kind of alternatives to mitigate the problem are people using?

Which other actors should we consider to create a successful solution?

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3. Implications

What is it? Imagining and forecasting what would be the benefits of having a solution to the problem will make the challenge more engaging and appealing to the audience. Even though it might be hard to assess what could the implications be, it is key to think of how the future would look like if we find a solution to the problem.

Trigger questions:

Why is the problem needs to be solved?

How could the life of the people improve? In which different ways will it impact positively?

What are the gain points? How many people will benefit from it?

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4. Problem Statement

What is it? Summarize it in an actionable question statement. Not only does phrasing our work as a question put us in the mindset of arriving at impactful solutions, but it also helps us generate as many ideas as possible along the way.

Trigger questions:

Use 'How Might We…' as the start of your statement. It needs to be broad enough for creative freedom but narrow enough to make it manageable.

Does the question allow for a variety of solutions? Don't suggest possible solutions already, leave the 'how' to the solution givers.

Is the question focused on ultimate impact? The question is framed around a clearly stated end goal. A key element of the question is that it does not specify how the impact will occur.

Does the question take into account context and constraints? We know immediately who we are designing for and where.

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Evaluation framework

Get a score from 1 to 5 in each of the criteria for the Challenge Definition and extra 5 bonus points for the video.

From the Challenge Definition

Human-centered	Context	Implications	Problem Statement

+ Communication

How well were the topics covered?

How well was it presented?

1 point = not well described

we aim for an Inspiring, clear, and efficient video.

5 points = very well described

However, the quality of the video is not under evaluation. It's about how well the challenge is being communicated and not about how flashy the video is.

You can get a maximum of <u>25 points</u> in total

What happens if there is a tie?
The challenges will be re-evaluated and new points will be assigned.

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Milestones

1	2	3	4
28th of October	**9th and 10th of November**	**26th of November**	**8th of December**
Kick-off	Shape	Enter	FINALS
Get your skills, tips and tricks on how to enter the competition	Online coaching on the criteria for a good Challenge Definition	Submission Deadline. Submit your video and complete the form: https://source2gather.com/humanitarian-challenge-award-2020-application/	Claim the spotlight at Start-up Tuesday: https://www.startuptuesdaythehague.com/

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■ Example of a good Problem Statement

What is the problem we are trying to solve? The changing world with social distance norms has affected the mental well being of people who are staying away from home, working remotely, and are unable to meet their friends, family, and go out to make new connections.

Problem statement > How might we provide a way of easy connection for people in urban cities in NL who feel alone and need to feel connected while they stay at home and work remotely?

Criteria evaluation:

> Context and constraints: we know who has the problem and what is their context.

> Impact focused: we know what is the problem to be solved

> Variety of solutions: is it open for different possible solutions

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■ Example of a good Problem Statement

Too Broad

How might we help people to not feel alone?

<u>Just right</u>

How might we provide a way of easy connection for people in urban cities who feel alone and need to feel connected while they stay at home and work remotely?

To narrow

How might we provide a mobile app for people living in cities that allows them to connect according to their interests?

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■ Why focus on the problem?

"If I had an hour to solve a problem, I'd spend 55 minutes thinking about the problem and 5 minutes thinking about solutions."

— Albert Einstein

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■ The downsides of not having a good problem articulation

1. It's hard to know what you're aiming for. Your work will lack focus, and the final solution will suffer.

2. In the absence of a clear problem statement, it's extremely difficult to explain to stakeholders and team members exactly what you are trying to achieve.

3. If you think in solutions already, this limits the options for the prospect solution givers to be creative and help you solve the problem.

4. and more...

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Be part of
the coalition.

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Welcome to the Humanitarian Challenge Competition!

Calling Aid Organisations

to define today's

humanitarian challenges

& disseminate

ImpactCity powers:

October –

December

2020

10,000 euro

prize money

challenge definition

=

more impact

=

efficiency in humanitarian aid

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Taking Part is Easy!

Kick start at Impact Fest 2020

Who knows best how to identify todays humanitarian challenges? During the DCHI Challenge Breakfast you will learn about challenge definition

- We've warmed you up with a fun quiz

- You will now work on your own challenge by starting to make a video about your challenge definition

- With professional help, you will shape your challenge, ready to broadcast and find meaningful collaborators

- If you take part you will be able to participate in a coaching session about your challenge definition on **9 or 10 November.**

ImpactCity powers:

1

kick-off

DCHI Challenge Breakfast

28 October 2020

8.30 hr.

Online tuned from our DCHI Studio

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Competition rules

❏ Your application can have a maximum score of 25 points. It will be rated and ranked (0-5) by the jury according the sandbox criteria for a good challenge definition: Human-centered, Context, Implications and Problem statement. And the last 5 points can be earned for its communication efforts.

❏ The application needs to be future driven and accurate (post 2020 / COVID19)

❏ Registration for the competition is open **from 28 October until 26 November.**

❏ The broadcast (mp4) needs to include your most pressing humanitarian challenge post COVID19 in min 1 and max 3 minutes and needs to be compelling in why it deserves to win 10000 euro and the opportunity to join an accelerator porgamme to see if scaling is feasible. The video's will be published on DCHI you tube channel and www.Source2Gather.com

❏ The winner is the organisation who has defined their challenge in the most innovative but structured way by the criteria of the jury mentioned above: It is not necessary to have the best and glacy video to win. It's all about the process and ability to learn.

❏ The jury will announce the winner, 2nd and 3rd place on 8 december 2020 during StartUp Tuesday.

❏ Submitted data will only be used for the challenge and competition itself.

❏ Registration gives DCHI the authorisation to publish the challenge, name and organisation of the winner and runners up.

❏ By registering to take part in the competition participants confirm that the organisation is informed about the submission and has agreed to it, taking into account the above conditions.

❏ The competition is only open to humanitarian organisations with an office in the Netherlands.

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Submit your Challenge

Fine tune your application and recording

Here's how: **https://dchi.nl/2020/10/27/humanitarian-challenge-competition-2020/**

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Before 26 November 2020

On Source2Gather**:**

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The panel reviews
26 November – 8 december

Pepijn Zaagman

City of The Hague

Harwin de Vries

Rotterdam School of Management, Erasmus University

Guido Jilderda

DCHI

If you want to learn more about challenge definition process for executive professionals, read the scientific paper here:
https://www.sciencedirect.com/science/article/abs/pii/S1472811719302319

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Finals
8 december
Start-up Tuesday

Winner

10,000 euro price money and DCHI professional guidance to accelerate the challenge brief into a programme. Publication on www.Source2Gather.com – open marketplace platform

2nd

Professional guidance to accelerate the challenge brief into a programme and Publication on www.Source2Gather.com – open marketplace platform

3rd

Professional guidance to accelerate the challenge brief into a programme and Publication on www.Source2Gather.com – open marketplace platform

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How to participate

- Register to take part in the DCHI breakfast session and regularly check the DCHI webpages for updates.

- The launch of the competition is scheduled for 28 October once the quiz has started, you can submit your challenge **until 26 November 2020.**

- Register for coaching session on 9 and 10 November to help you shape your challenge definition.

- Save the date for the Award Ceremony on Start-up Tuesday on 8 december.

ImpactCity

source 2 gather

The Hague
VREDE EN RECHT

WE ARE REASONABLE PEOPLE

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the coalition.

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You are
the coalition.

Dutch Coalition for
Humanitarian Innovation

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