Design Brief

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| What problem are you trying to address? |  |
| How do you know it is a problem? What evidence exists that describes the current reality? |  |
| Who is not served well by this issue currently? *Consider specific student populations but also institutional personnel and the community.* |  |
| Based on what is known about the identities and experiences of these students, what are the biggest pain points related to the challenge? |  |
| What other aspects of the student experience are related to this challenge and what do those relationships look like? |  |
| What biases, myths, or assumptions need to be acknowledged before the next step begins? |  |
| Who is needed to get this information? How will this information be gathered? |  |
| Why should your institution attempt to solve this problem?  *Consider:*  *• How is this effort aligned with your institutional vision and strategic goals?*  *• How else could the institution or the community benefit from addressing this opportunity/issue?* |  |
| How will you know your redesign is having the effect you want? These are the beginnings success metrics. |  |
| What critical conditions exist that the solution must operate within?  *Consider:*  *• Timeline*  *• Resources*  *• Area of focus*  *• Scope of changes that can be made* |  |