



Circular design brief

ideate

product

service

value creation



20-40 min



3-5 people



canvas
(sticky notes)

Defining the design brief is an important gate in the design process. Challenges are translated in opportunities, the scope and objectives of the project are defined.

Contrary to “standard” design briefs, here environmental and user needs are equally valued and treated. Whereas in current business models those needs and objectives are often considered as contradictory or even opponent, in circular approaches they can be combined and even support each other.

Description

Fill in the user (persona) and then the challenges identified through research (e.g. interviews, desktop research...).

The questions can guide you to unconsidered aspects of the problem and help to formulate the challenge.

Translate the challenges into opportunities. Choose the focus opportunities or areas and combine the environmental and the user perspective into one challenge statement.

The statement should be open for manifold solutions but not too broad. Do not try to solve everything in one approach. Do not include any solution yet!

For Facilitators

Participants not used to challenge statements tend to think in solutions, it is important in this phase, to be open minded and think in opportunities. “How might we” questions can be helpful but are often hard to define.

If the opportunities seem to contradict, make the participants try thinking in “and” approaches rather than “or”.

A voting process can be helpful if the discussion or decision making gets stuck.

CIRCULAR DESIGN BRIEF

CHALLENGE

OBJECTIVES & GOALS



ENVIRONMENTAL IMPACTS

What are impacts of the current product and it's usage. What aspects in the lifecycle cause most negative impact, where is less or already positive impact? What could easily be improved, are there interdependencies that prohibit or support a better product?

FOR WHOM

Describe the user as a persona or target group. Illustrate some personal attributes that help connect to their life and describe their connection to the challenge.



USER NEEDS

What challenges does the user have, what are they trying to get done? How are they currently doing it and what is frustrating about it, what is already good? Are there hidden values or secondary tasks they try to solve?

DESIGN CHALLENGE

How might you improve the impact of the product? How could you reduce impact, where could you to create value along the lifecycle? Think about e.g. function, efficiency, durability, reliability, synergies
What should be achieved? No solutions yet! How would you know you solved the challenge?

How might you help the user solve their challenge? Where are opportunities to improve the current process? Think about e.g. function, accessibility, efficiency, comfort, social needs, appeal. **What should be achieved? No solutions yet! How would you know you solved the challenge?**