**Mission 1 – Challenge exploration**

**Mindset**

“All I know is that I know nothing.” — Socrates

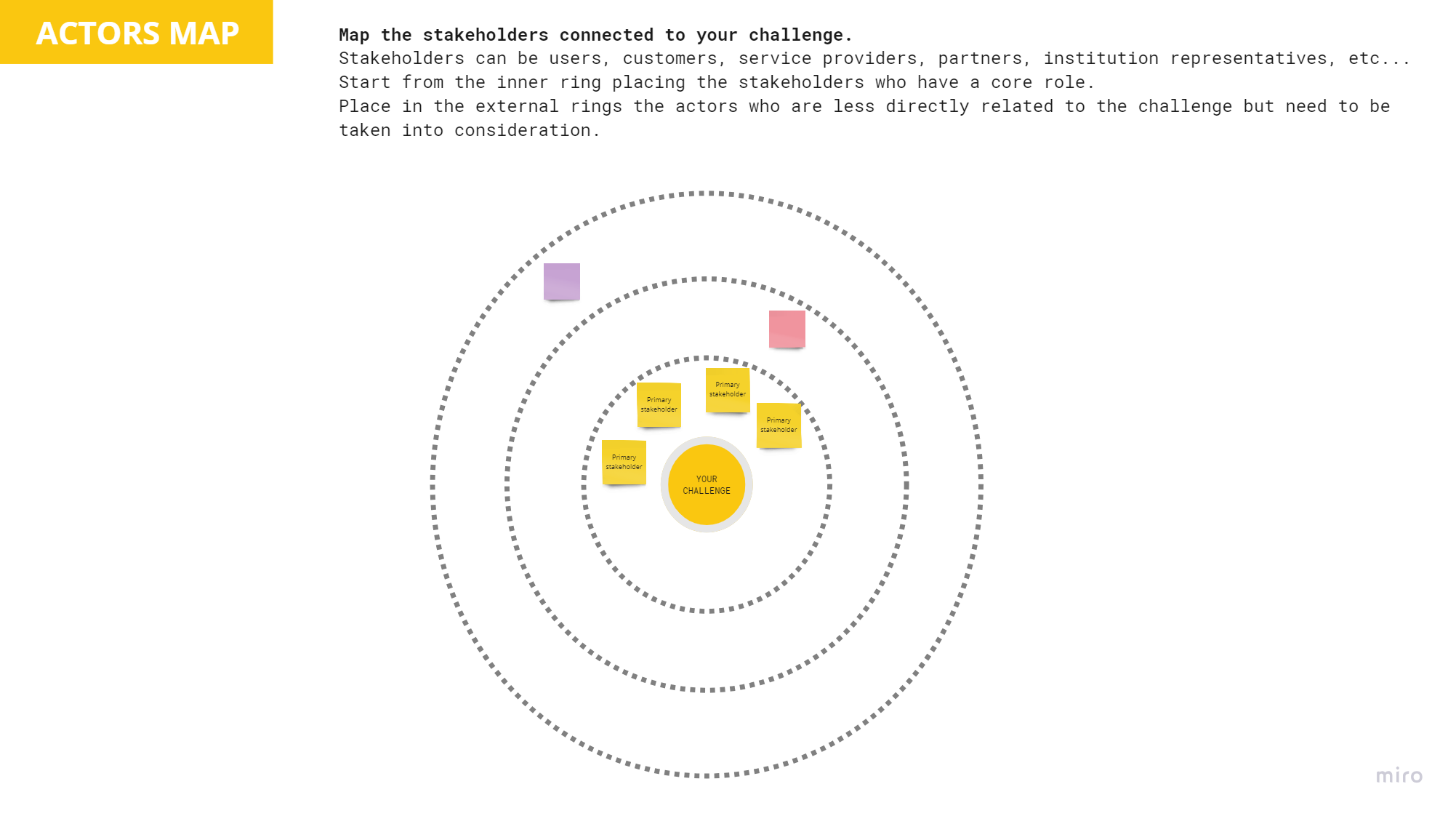
**General instructions**

Now is the moment to explore the challenge. Understanding the final object of the project will help address efforts in the right direction and get your solution faster.

Start identifying stakeholders, their needs and what they are expecting.

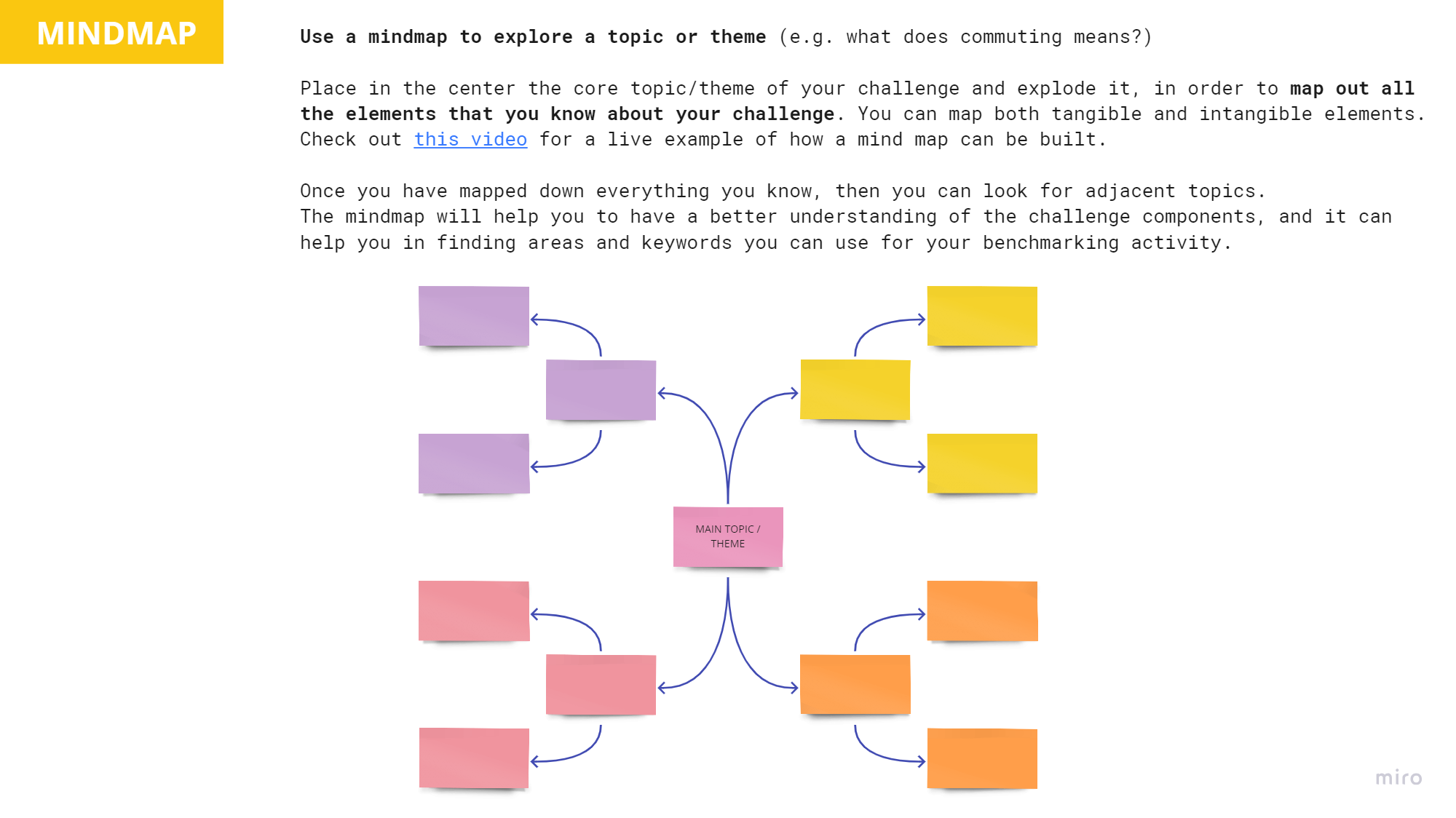
Work on your point of view!

Have a look at the different tools and methods from the inspiration phase and try to understand how to leverage your network to gather information. Which resources could let you explore your topic better? For instance, you can ask your relatives and friends, or look for articles about the resolution of the specific problem by other actors.

**Tools**

Stakeholder map

Create a Stakeholder map, map out all the actors directly and indirectly connected to the company and update it as you go along.

Mindmap

Use the Mindmap tool, write down everything that comes to your mind about the challenge and the discipline. Knowledge, doubts, potential questions, similar challenges, your memories, etc.

Benchmark

**Documentary research and benchmarking:** How have others solved this challenge or similar problems?



TIP: Be open and explore, remaining relevant to the challenge. The goal is to create an archive of many potential solutions or perspectives of the challenge. You have a limited time horizon, so think carefully about which specific benchmarking your team needs more at this initial stage of the project. Use this toolkit and this template to organise your best results.

1. **Guide-lines for Challenge Exploration**

Challenge exploration is the moment that consolidates the starting point of the project. It’s important to explain what “success” means for you and how to represent it in terms of performance.

Some questions to get inspired by for a better comprehension:

**Challenge**

What is the challenge? The best format to express a challenge is setting one or more questions “How to…?”

*Ex: How to create a user experience more…?*

*How to improve the discipline approach to the challenge?*

**Exploration Tips**

Ideas and inspirations to guide your team’s research.

*Which context can be analysed? Where can useful information be found? What can be “studied”?*