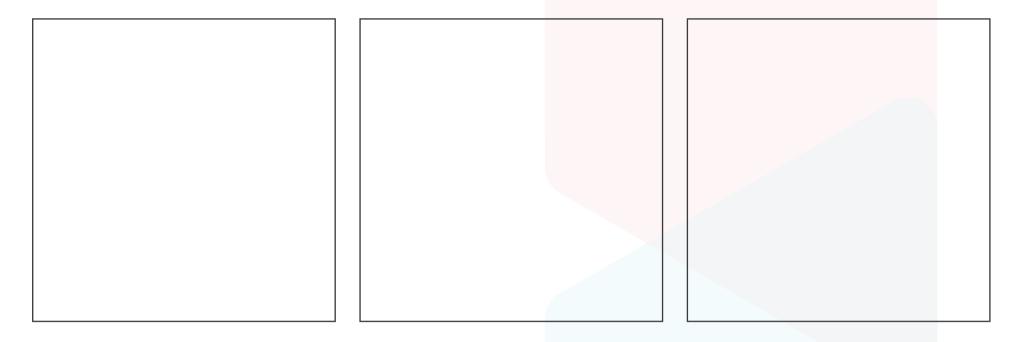# Building a challenge statement

To create a great design you need a clear objective.
Leverage the discussion around 'Know Your Business' & the 'How Might We's from this morning to find an area of focus. Pin 3 post-its that came out of it.

What is your focus?

Define a specific feature, moment or data use case to build for.

What is your objective?

Describe what your are trying to achieve with your design.

Write a 1-2 sentence design brief for your team.

DESIGN JAM