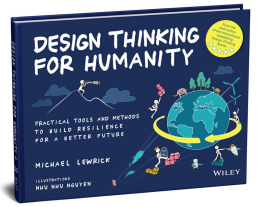
Project:
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Version & Date:

Wicked Problem Framing

Quick guide: A Wicked Problem is a complex challenge that resists simple solutions because of incomplete, contradictory, and shifting requirements. This tool deconstructs it to find a clear, actionable starting point.

More tips & tricks on book page: 152



Lewrick, M.
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1 The Broad Wicked Problem Statement:

What is the overarching, multilayered, and contradictory problem we are trying to solve?

2 Stakeholders

Which people, institutions, and nonhuman entities are key actors in this system?

3 Conflicting Values

What trade-offs are the key actors being forced to make? (e.g., short-term profit versus long-term health)

4 Systemic Drivers

What are the key economic, political, and environmental mechanisms locking the current system in place?

5 Leverage Point Identification

Where can a small intervention create the greatest positive ripple effect that solves a pain for the persona?

6 The Focused HMW Question

How do we make the intervention (leverage point) directly benefit our core persona to achieve their deepest desires (gains)?

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