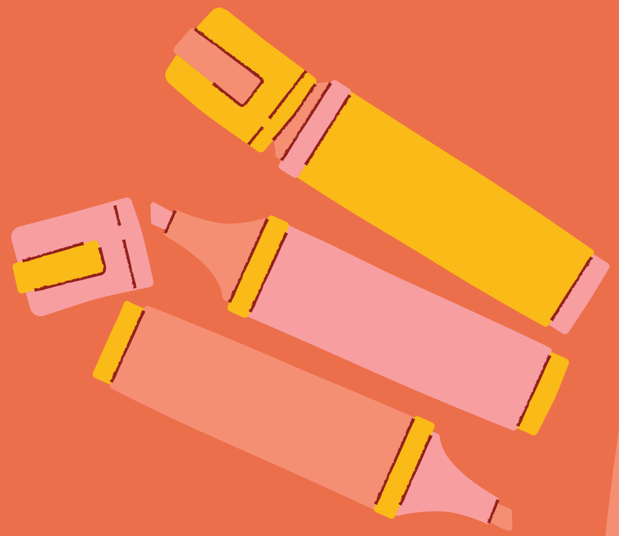
the FrontProject
Impact Foundry

Crafting a challenge statement

THE INNOVATION LAB

the FrontProject
Impact Foundry



WHAT IS A CHALLENGE STATEMENT?

A challenge statement is a preliminary statement to set out the challenge which you want to address.

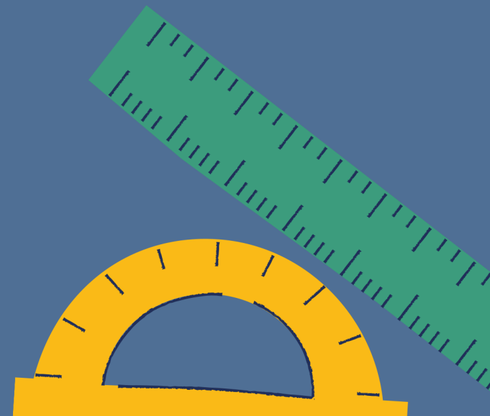
A challenge statement can help you to scale down a complex system challenge by making it ‘local’ and relevant to you.

the FrontProject
Impact Foundry

WHY YOU SHOULD CREATE A CHALLENGE STATEMENT

The point of this exercise is to help you to identify a challenge that is both broad enough to inspire a wide range of responsive solutions, but also narrow enough so that there are some helpful boundaries.

By creating a challenge statement, you can also clearly articulate the big question of ‘why’ you need to innovate in the first place.



the FrontProject
Impact Foundry

THERE ARE 3 KEY PARTS TO A CHALLENGE STATEMENT

WHO

The target audience / intended user

WHAT

The challenge

WHY

Why the challenge (and innovative solution) matters

the FrontProject
Impact Foundry

INNOVATION CHALLENGE STATEMENT

We believe...

(State who the target audience is and what the system/community needs are.

needs a way to...

(What is the issue or risk? Clearly articulate the current situation outcome that you would like to disrupt, mitigate, or alleviate.

because...

(Why does it matter? What is the big opportunity? What are the underlying costs for not addressing this challenge?)

the FrontProject
Impact Foundry

CONGRATS!

You have completed your innovation challenge identification statement.