

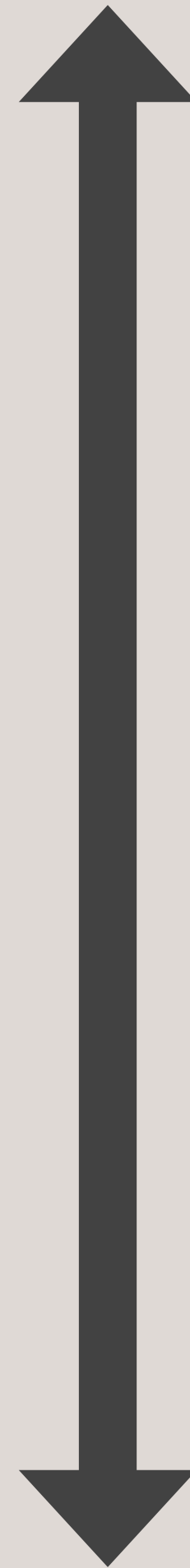
# **The Art of Problem Solving\***

**By Ben Everard**



**THE IDEA BUREAU**

**Ben, why the f\*\*\* are you  
talking about this?**



**Opportunity**

**Enjoyment**

**Money**

**Time**

**Stress**



**Opportunity**

**Enjoyment**

**Money**

**Time**

**Stress**



**Opportunity**

**Enjoyment**

**Money**

**Time**

**Stress**

**Before we start...**

~~Read~~

**Consume**

**Contribute**



Browser tabs: Edit Post < Gutenberg — WordPress X +

Address bar: gutenberg.test/wp-admin/post.php?post=1&action=edit

WordPress Admin Bar: Gutenberg 0 + New View Post Howdy, ben


Left Sidebar (Dark):

- Dashboard
- Posts (Active)
- All Posts
  - Add New
  - Categories
  - Tags
- Media
- Pages
- Comments
- Appearance
- Plugins
- Users
- Tools
- Settings
- Collapse menu

Main Content Area:

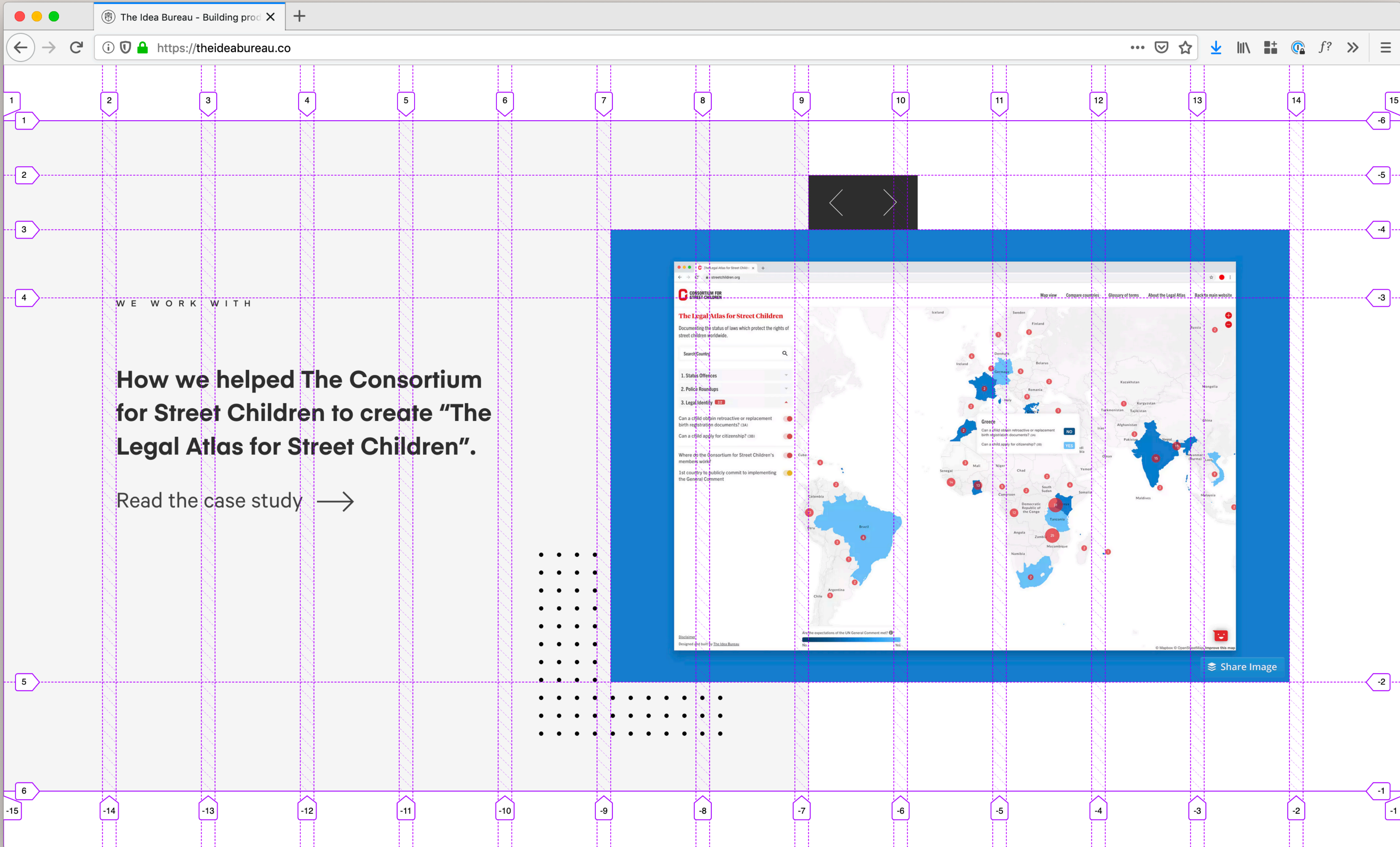
# Gutenberg

Welcome to WordPress. This is your first post. Edit or delete it, then start writing!



Right Sidebar (Document):

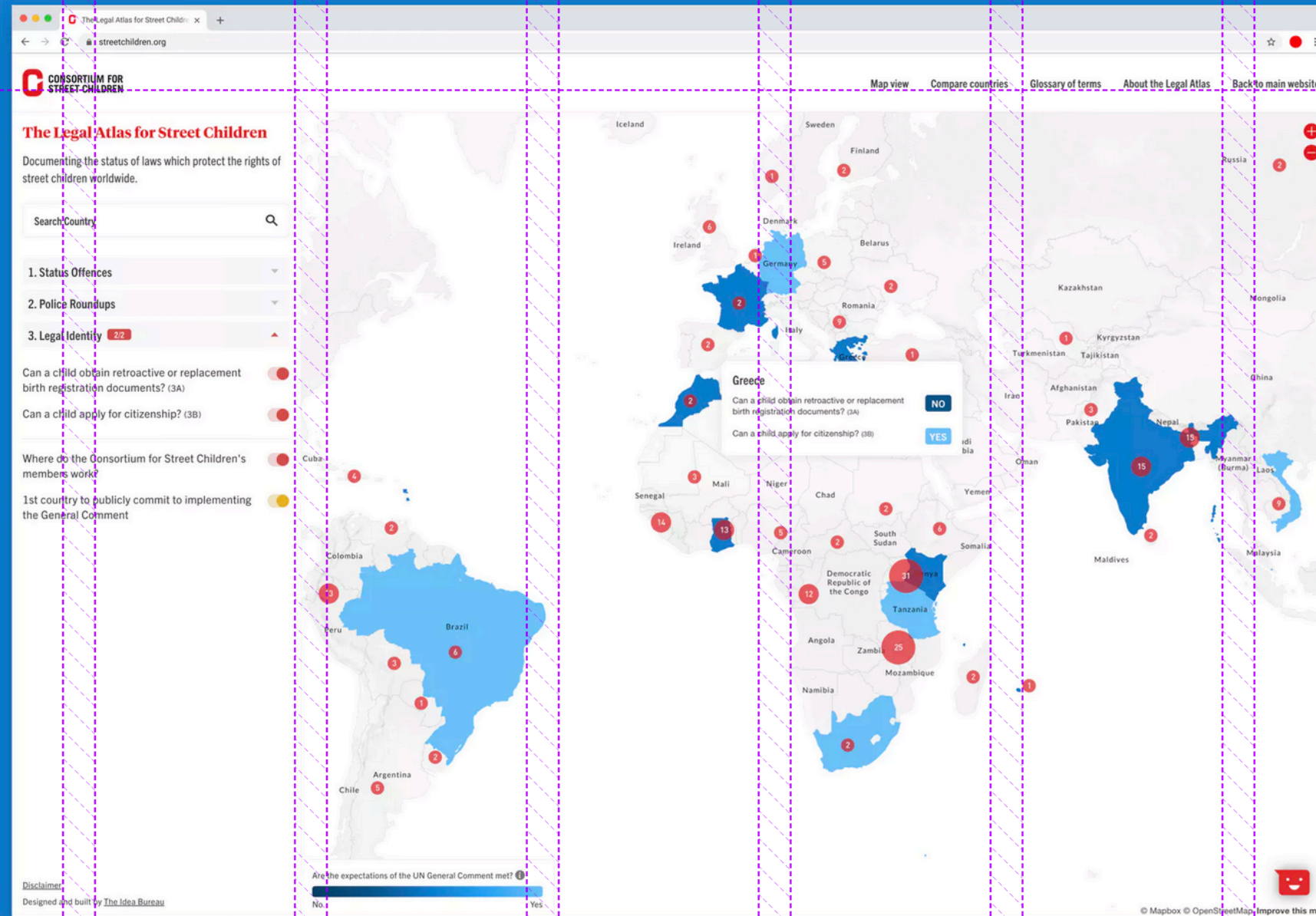
- Document (Active) | Block | X
- Status & Visibility
  - Visibility: [Public](#)
  - Publish: [May 6, 2019 10:24 am](#)
  - Stick to the Front Page
  - [Move to trash](#)
- Permalink
- Categories
- Tags
- Featured Image
- Excerpt
- Discussion



WE WORK WITH

# How we helped The Consortium for Street Children to create "The Legal Atlas for Street Children".

Read the case study →



Share Image

**This isn't just for our  
work problems.**



# Brexit



# **Five steps:**

**1. Discover**

**2. Understand**

**3. Solve**

**4. Report**

**5. Share**

# **1. Discover**

## 1. Discover

**Proactively discover  
our problems.**



## **1. Discover**

**Embrace problems while  
they're cheap to solve.**

## 1. Discover

**Think about the future  
now, it'll be an investment  
you wished you had made.**

## 1. Discover

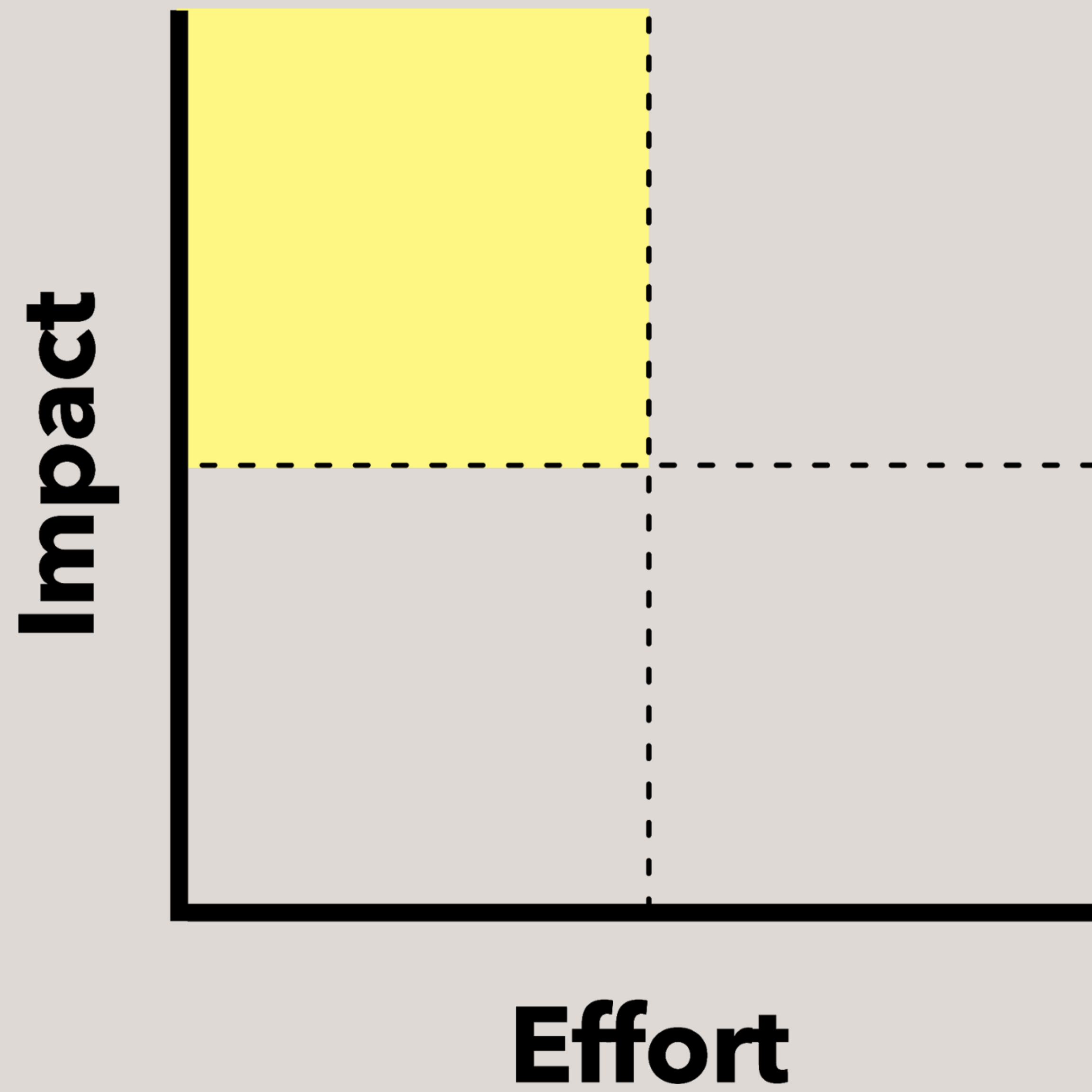
**Don't hide from our problems.**

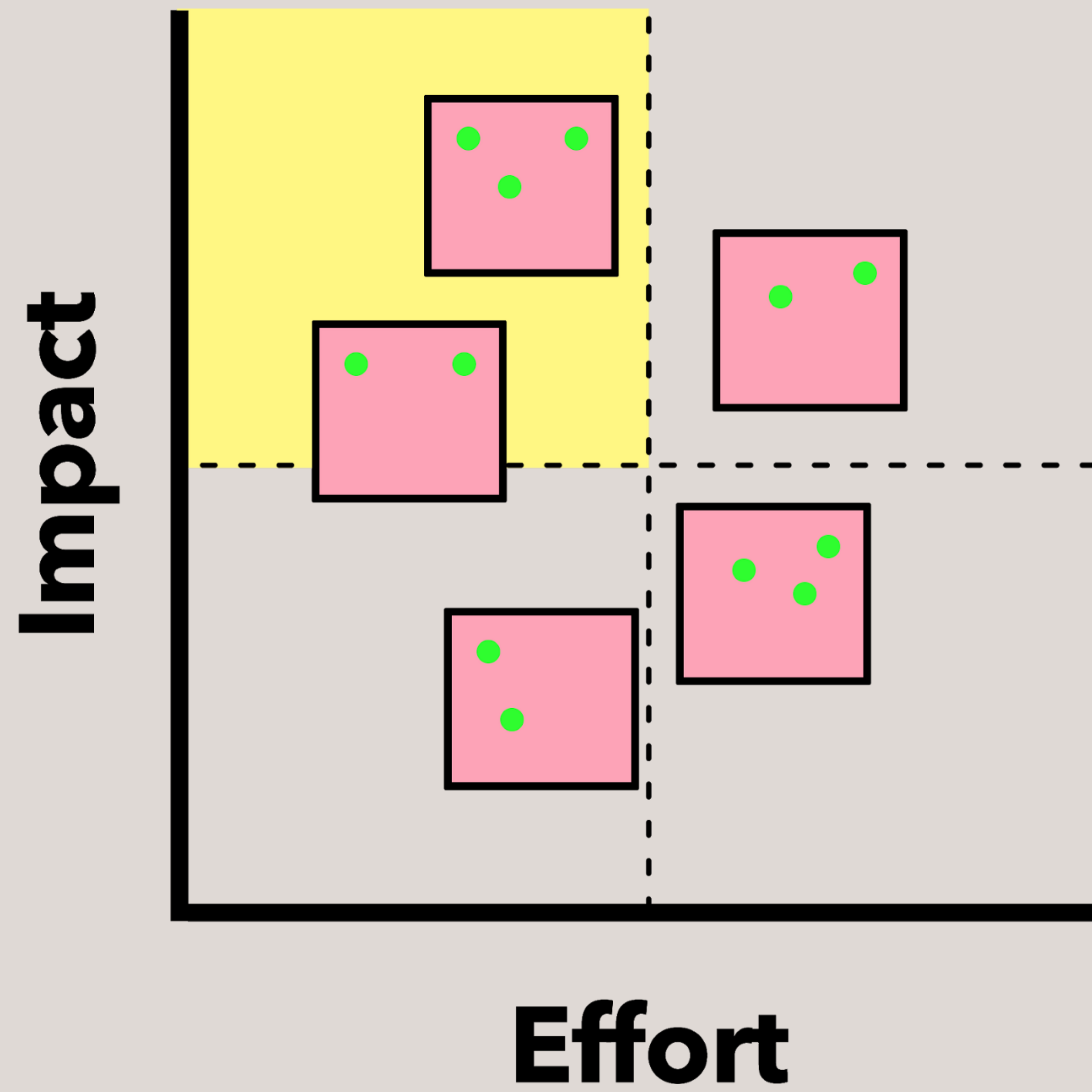
## **1. Discover**

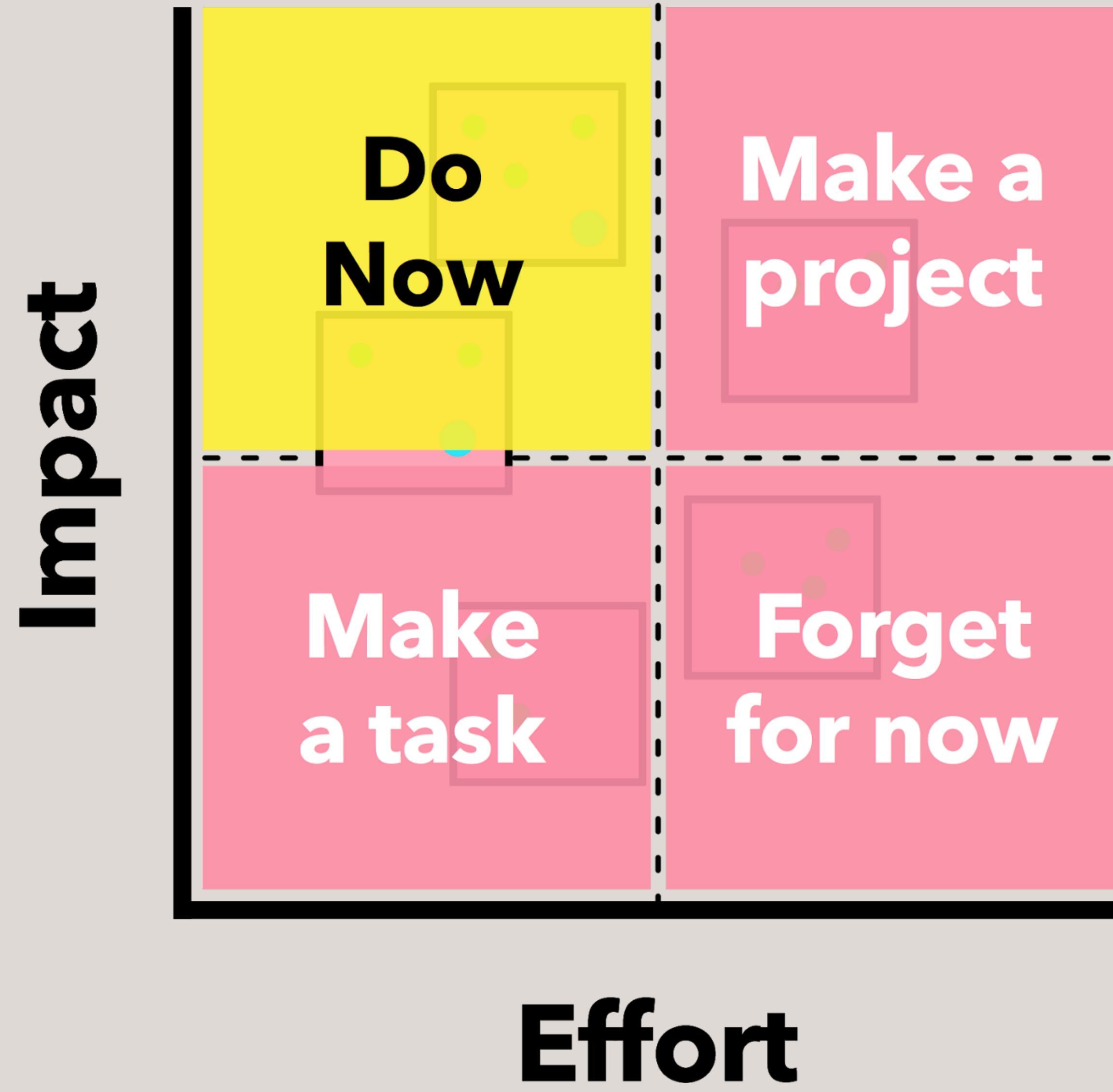
**Document our problems.**

## **1. Discover**

**Prioritise our problems.**









# I've got 99 problems but prioritising ain't one

☆ | The Idea Bureau BC | Private | Invite

- All my problems**
  - The spare bedroom needs redecorating  
Effort: High Impact: Low  
Score: Forget for now
  - We could be celebrating our projects more  
Effort: Low Impact: High  
Score: Do now
  - Our projects are over running  
Effort: High Impact: High  
Score: Make a project
  - How do I convince to my gran that Brexit was a stupid idea.  
Effort: High Impact: Low  
Score: Forget for now
  - The headlight in my car is broken  
Effort: Low Impact: High  
Score: Do now

+ Add another list

## Menu

- About This Board  
Add a description to your board
- Change Background
- Filter Cards
- Stickers
- More

- Power-Ups** 1  
Calendar, Google Drive and more...
- Effort / Impact**
- Add Power-Up...
- Add Power-Up...

- Activity**
- Ben Everard** added We could be celebrating our projects more to All my problems  
9 hours ago
- Ben Everard** added How do I convince to my gran that Brexit was a stupid idea. to All my problems  
9 hours ago
- Ben Everard** enabled the Effort / Impact Power-Up  
9 hours ago

I've got 99 problems but priorit...

- All my problems**
  - The spare bedroom needs redecorating  
Effort: High Impact: Low  
Score: Forget for now
  - We could be celebrating our projects more  
Effort: Low Impact: High  
Score: Do now
  - Our projects are over running  
Effort: High Impact: High  
Score: Make a project
  - How do I convince to my gran that Brexit was a stupid idea.  
Effort: High Impact: Low  
Score: Forget for now
  - The headlight in my car is broken  
Effort: Low Impact: High  
Score: Do now
  - Our website contact form isn't performing so well  
Effort: Low Impact: High  
Score: Do now

### Our website contact form isn't performing so well

in list [All my problems](#)

EFFORT IMPACT SCORE  
Low High Do now

#### Description

Add a more detailed description...

#### Add Comment

Write a comment...

Save

#### Activity

Ben Everard added this card to All my problems a few seconds ago

Hide Details

#### ADD TO CARD

- Members
- Labels
- Checklist
- Due Date
- Attachment

#### POWER-UPS

- Archive
- Share

#### Effort / Impact

Effort: Low

Impact: High

Save

#### Menu

- About This Board
- Change Background
- Filter Cards
- Stickers
- More
- Power-Ups (1)

Ben Everard added [We could be celebrating our projects more](#) to All my problems 9 hours ago

Ben Everard added [How do I convince to my gran that Brexit was a stupid idea.](#) to All my problems 9 hours ago



Boards



# I've got 99 problems but prioritising ain't one



The Idea Bureau

BC

Private



Invite

## All my problems



+ Add another list

How do I convince to my gran that Brexit was a stupid idea.

Effort: High Impact: Low

Score: Forget for now

Our projects are over running

Effort: High Impact: High

Score: Make a project

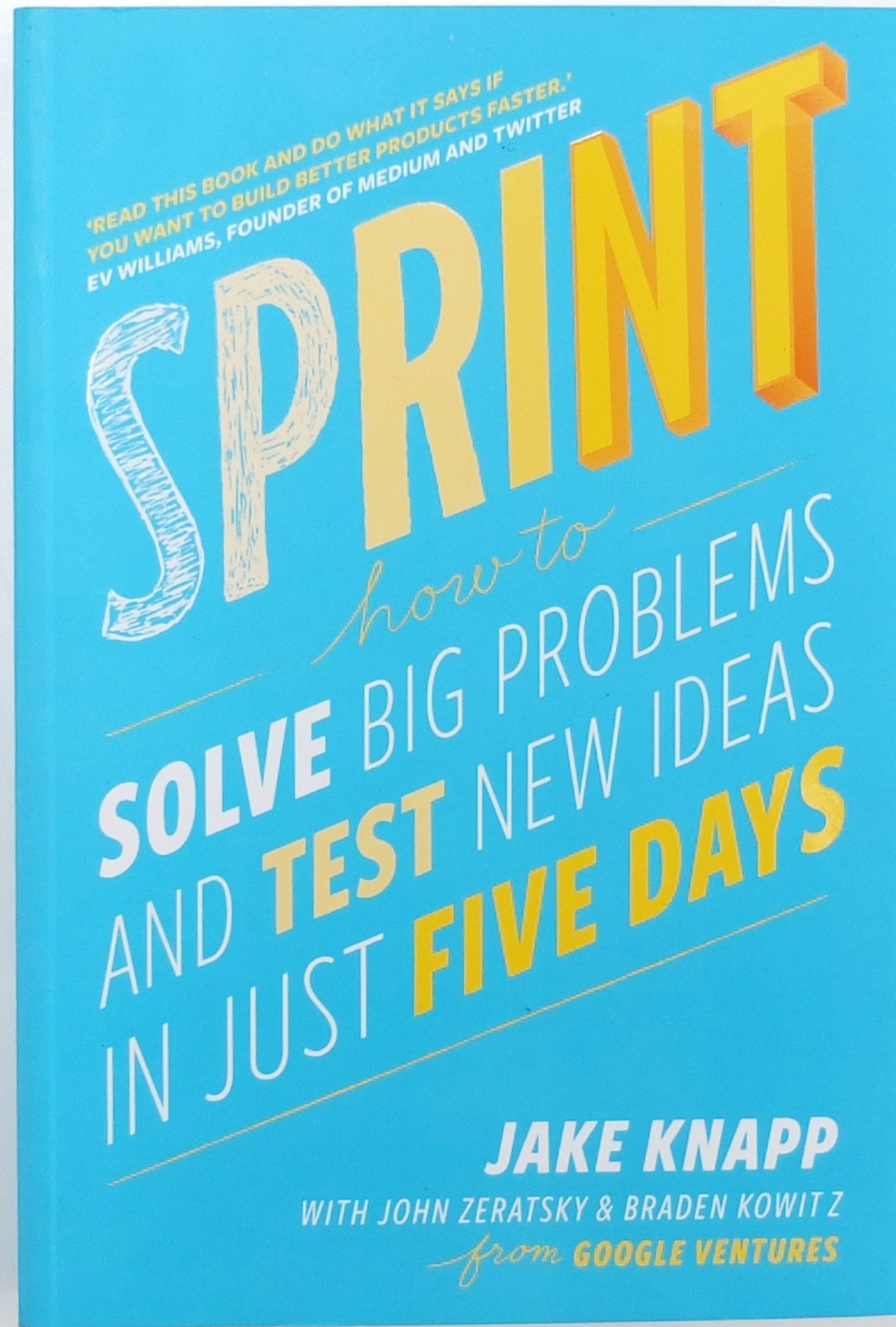
Our website contact form isn't performing so well

Effort: Low Impact: High

Score: Do now

We could be celebrating our projects more

Effort: Low Impact: High



## **2. Understand**

## 2. Understand

**Know the problem.**

## 2. Understand

**"Very little will cost you more than having to do something twice"**

## **2. Understand**

# **How do we understand our problem?**

**We ask questions**

**We consult experts**

**We speak to users**

**We challenge assumptions**

**We challenge our bias**

**We use data**



## **2. Understand**

**Is this even a problem  
that needs solving?**

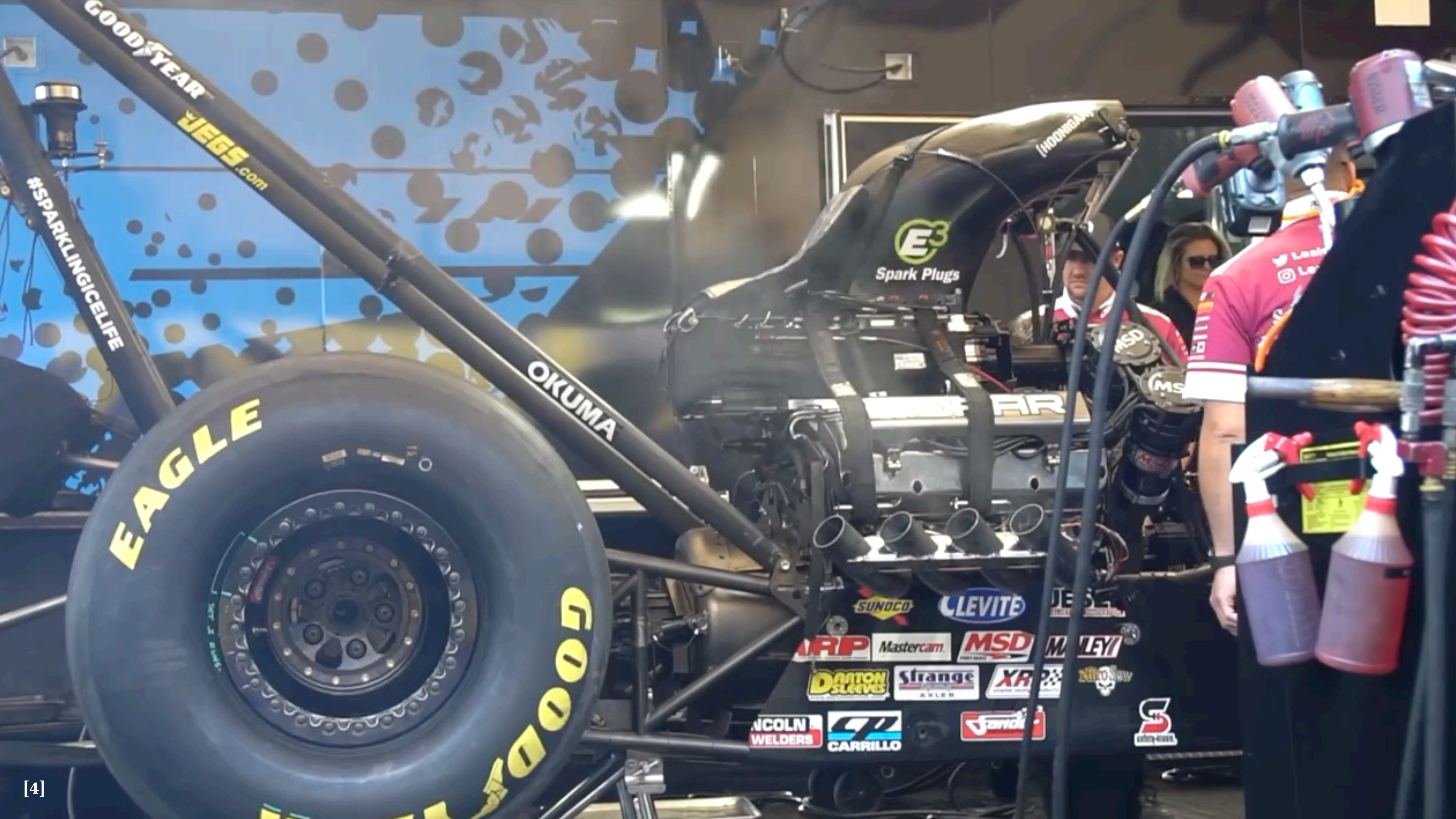
# **3. Solve**

### 3. Solve

**Keep it simple!**

### 3. Solve

**Layering complexity will either  
become a money/time drain  
or a failure, pick one.**



### 3. Solve

**Test. Test. Test.**

# 4. Report

## 4. Report

**Things go wrong, it's important to be able report on what happened.**



## 4. Report

**It's a strength to report to a stakeholder how a problem occurred, not a weakness.**

# **5. Share**

## 5. Share

**The problem is solved...  
are we done?**

## 5. Share



A screenshot of a Twitter post. The user's profile picture is a circular image of a man with glasses and a beard. The text of the tweet is in a large, black, sans-serif font. Below the text is the time and date, and the source. At the bottom, there are icons for replies, retweets, likes, and share, along with their respective counts.

 **Luke Murphy-Wearmouth**  
@lurkmoophy

London Design Teams! We're wanting to do some design team knowledge swaps at Memrise. The idea is we sit down together in a room and share stuff around process, learnings etc. Anyone keen to chat?

11:33 AM · Jan 31, 2019 · [TweetDeck](#)

**4** Retweets   **5** Likes

# **The Art of Problem Solving\***

# **Cheers, drive!**

**@\_beneverard**

**noti.st/beneverard**

# References

1. <https://www.space.com/24835-spacesuit-water-leak-nasa-investigation.html>
2. <https://www.thesprintbook.com/>
3. <https://youtu.be/InlXTbGwj4?t=1065>
4. <https://www.youtube.com/watch?v=F98lUtez3EU>
5. <https://twitter.com/lurkmoophy/status/1090936204047142912>

# Colophon

Typeface: Utopia Std Regular