



FRAMEBOARDS

Preparation & Instructions



Description

The Frameboard tool is a canvas/template developed by Guido Stompff in 2018 with the aim of enabling both the visualisation and communication resulting from the exploration of a frame. A frame is intended in this case as a certain temporary perspective on a problem or challenge being explored.

Since the Frameboard focuses on a frame – formulated as a temporary perspective on a determined issue – it is particularly useful to quickly explore the situation and iteratively envision alternatives or ideas to address the problem(s).

The Frameboard is applicable in diverse fields and offers the opportunity to visualise and understand a given problem by building an (iterative) overview of different frames. These frames are alternative ways of examining the situation, with different problems, ideas, and solutions. The frames are explained in slightly different ways to grasp the nuances for envisioning a comprehensive course of action.

How to conduct

Duration: 120 - 180min

Resources:

- Starting issue or initial problem to be defined and discussed

Material: Pens, post-its

Participants per team: 3-10

Instructions:

1. The template is divided into seven slots
 - a. description
 - b. value proposition
 - c. target users
 - d. key problem(s)
 - e. solution approach
 - f. alternative ideas, and
 - g. name and tagline – that can be drawn or sketched into).
2. It is recommended that a minimum of six to ten distinct frames are explored to visualise and comprehend the issue in object at the early stages of a project. This will help to reach the best result possible.
3. The frameboards will then allow for discussing different frames, with different views and types of solutions for the problems individuated.



TITLE & SKETCH		DESCRIPTION	
		VALUE PROPOSITION	
TARGET USERS	KEY PROBLEM(S)	SOLUTION APPROACH	ALTERNATIVE IDEAS