

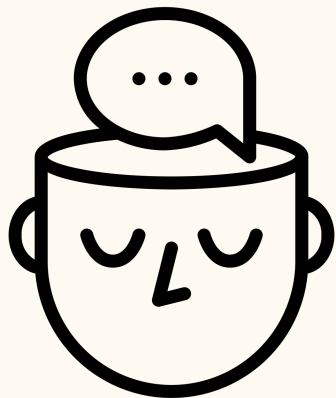
**Discover  
Think  
Make  
Do**



**A lightweight framework for  
solving problems**

Version 1.1 | 2024

# How do you solve problems?!?



We solve problems every day. Whether it's helping a friend fix something, making a mad dash to pick something up for dinner or working on an insanely complex transformation project at work (yikes). As humans, we seek out problems and have a natural ability to solve them. Yet have you ever paused to think about what your process is for solving problems? What goes through your mind? If you had to describe it...could you?

Well, this baffled me too. In the line of work I do, I'm typically solving complex problems and creating impactful change interventions. I needed something to guide me and others. Something to delve deeper into a problem. Uncover insights. Generate ideas and put solutions into practice.

Thankfully my time in the field and working with some amazing people, helped me learn that the best solutions to problems are evidence-based, co-created, iterative and human-centred. So I infused these learnings into a framework for problem-solving called '**discover-think-make-do**'.

The framework borrows from the fields of design, agile, psychology and business. You can learn about it in this guide, which covers the basics of each phase along with suggested tools and resources to get you going.

This framework and guide is for people who work to make a difference. Who enjoy experimenting and keep pushing boundaries to make things better than before. Most importantly it's the guide I wish I had, but couldn't find.

I hope you find it useful and it makes you even more awesome.

Sending good vibes.

**Andy Davies**  
Founder  
[thinkstrike](#)

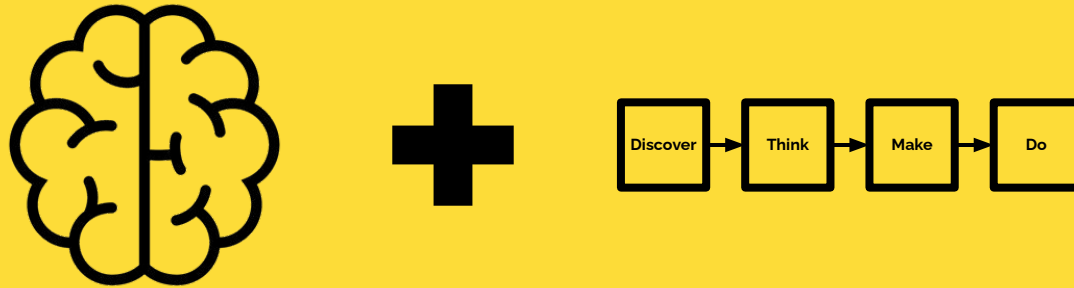


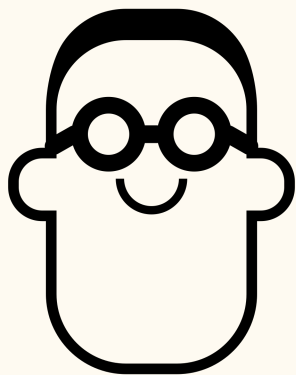
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# 01 | Foundation





“Change-making happens when people fall in love with a **different version of the future**”

Seth Godin

# Mindset

How you work, is just as important as the work you do.

Mindset is everything when it comes to problem solving and change making. It's a set of beliefs that shape how you make sense of the world and yourself. It influences everything from how you think, feel and behave in a situation.

Whether you want one or not, you'll have one. So let's make sure it's the right one. **Start applying these six beliefs today→**

*P.s. wanna learn more about mindsets? Check out [Mindset](#) by Carol Dweck.*

**#1**  
**Be insatiably curious**

Inquisitive thinking helps develop unexpected solutions, be creative and continuously raise the standard.

**#2**  
**Use evidence over assumptions**

Provide an objective point of view through research, data and an outside perspective to make decisions and shift mindsets.

**#3**  
**Be humbly human**

Craft human-centred solutions with positive energy and gratitude. Genuinely help others to be amazing. No ego

**#4**  
**Focus on impact**

Focus on what will have the biggest impact. Keep processes and methods lean so you can put solutions into practice and learn quickly.

**#5**  
**Be naturally collaborative**

The best work and relationships come from openly sharing ideas and working on challenges together.

**#6**  
**Open-source what you do**

Open source insights and tools to encourage success beyond your engagements. Share and share-alike.

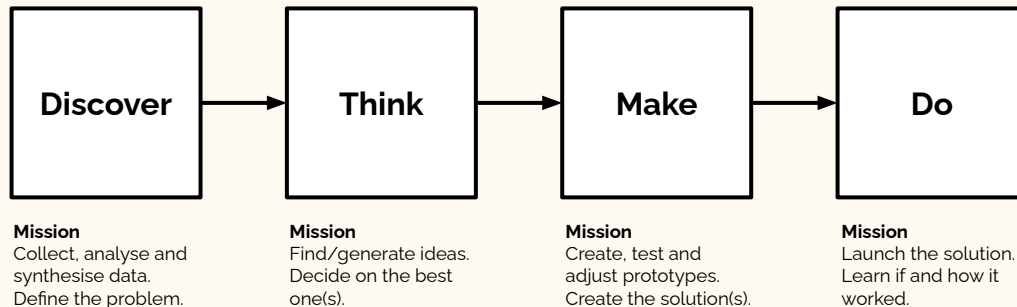
# The Framework

## Lightweight and four phases.

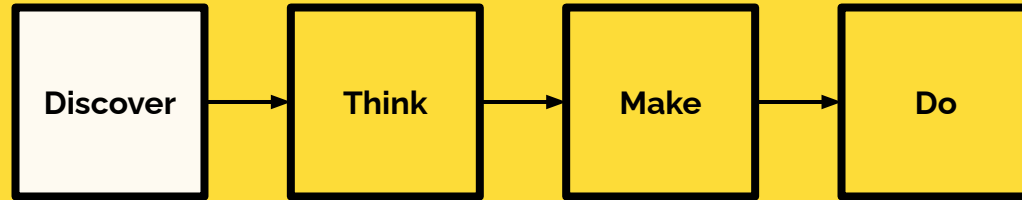
Each phase has a simple mission, a collection of tools and resources for use. You can go back and forth between phases if you need to (in a non-linear way) and/or you can use it in a loop if you are looking to keep improving a solution (iteration).

Importantly it won't replace the hard work needed to research, generate, design and deliver solutions. What it does do is give a concise simple, clear and consistent way to do it.

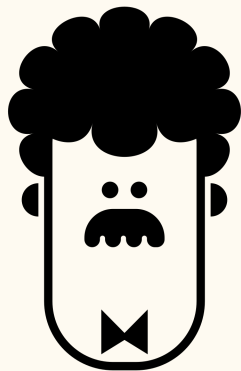
As you use it, keep trying out new tools, methods and ways of working and share what you learn with others.



## 02 | Discover







“A problem well stated is a  
**problem half solved**”

John Dewey

# Discover

## Collect, analyse and synthesise data. Define the problem.

This phase is all about developing the best possible understanding of the problem. It takes research. Ask yourself what you already know and what you want to know as a result. Then factor in the type and scale of the problem, as well as any limitations you have (e.g. time, cost, effort, expectations). Collate, analyse and synthesise your data into insights. Then use the insights to define the problem(s) into a statement for solving.

### Mission

Collect, analyse and synthesise data. Define the problem.

### Checklist

- ☐ Review existing data (if you have any)
- ☐ Identify research gaps (what you do and don't know)
- ☐ Select the appropriate research methods
- ☐ Do the research and collect data
- ☐ Analyse and synthesise the data into insights
- ☐ Create the problem statement(s)

### Tools

- Research Methods
- Problem Statement\*

### Resources

- [Research Methods Handbook](#)
- [The UX researcher's toolkit: 11 UX research methods and when to use them](#)
- [Meet the data quality dimensions](#)
- [Design Synthesis - A step-by-step guide to translate research into actionable insights](#)
- [How to Write Compelling User Research Insights in 6 Steps](#)
- [How to Write Problem Statements You'll Actually Use](#)

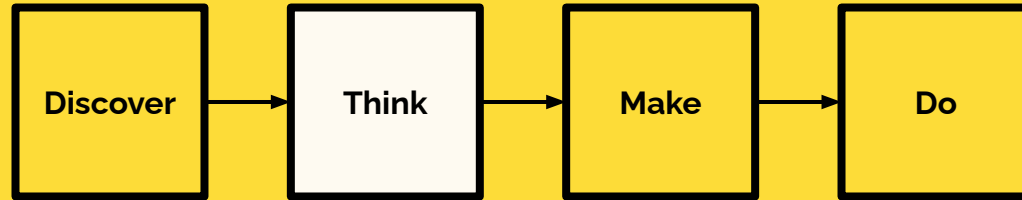
### Key Beliefs Used

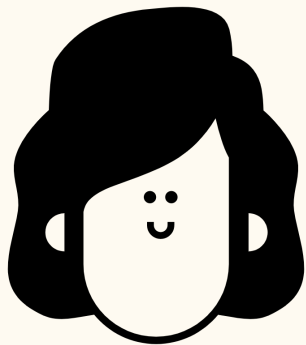
- #1 Be insatiably curious
- #2 Use evidence over assumptions
- #3 Be humbly human

**Pro Tip:** Sometimes you'll only have access to limited data or may already be given a problem statement to solve for. It's okay. Identify any gaps you have and make a note of all the assumptions you need to make to move things forward. You can make a case to collate more data and go deeper on a problem for the next iteration or problem.

\*Get it from our [toolkit](#)

## 03 | Think





“Be less curious about people  
and **more curious about ideas**”

Marie Curie

# Think

## Find/generate ideas. Decide on the best one(s).

Use activities to find/generate ideas that could be potential solutions. It can be done alone or with others. Once you have a load of ideas (think quantity over quality), pick the best ones (focusing on impact) and write a hypothesis statement.

This is also a good time to embrace other models, theories and frameworks as thinking tools. It may be that using one could be a solution in itself or be a foundation for the design of the solutions in the next phase. Plus, if you're working with any specific 'principles' or 'guidelines' make sure to factor them into your thinking too.

### Mission

Find/generate ideas. Decide on the best one(s).

### Checklist

- ☐ Round up some buddies or go it alone
- ☐ Frame your problem as a question for solving (use the 'How Might We' format)
- ☐ Run a workshop to find/generate ideas
- ☐ Assess and pick the most impactful one(s)
- ☐ Choose success measure(s)
- ☐ Create a hypothesis statement(s)

### Tools

- Workshop
- Brainstorming Rules\*
- Hypothesis Statement\*

### Resources

- [Using "How Might We" Questions to Ideate on the Right Problems](#)
- [Workshop - Idea Storm](#)
- [Workshop Training: How to Run an Effective Workshop](#)
- [7 Simple Rules of Brainstorming](#)
- [Forming Experimental Product Hypotheses](#)
- [Metrics of Success in Business: How to Measure What Truly Matters](#)

### Key Beliefs Used

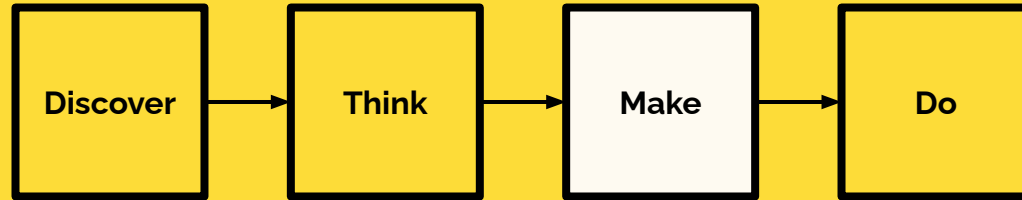
- #1 Be insatiably curious
- #3 Be humbly human
- #4 Focus on impact
- #5 Be naturally collaborative

**Pro Tip:** If you uncover new assumptions or insights that require new data or a redefinition of the problem (what you did in the 'Discover' phase). That's fine. Do what you need to do, then come back here. It happens more than you expect and is a sign that you're really exploring the problem.

\*Get it from our [toolkit](#)



## 04 | Make





“Champions keep playing until  
they **get it right**”

Billie Jean King

# Make

## Create, test and adjust prototypes. Create the solution(s).

It's time to start creating and experimenting. Don't fret about this being expensive. If you need to, produce inexpensive, scaled-down versions of the solution(s) just using stationery supplies.

Test, learn and adjust these prototypes to see if they solve the problem. Keep doing this until you are happy that it can work (get validation), then build the real thing(s) ready for launching in the next phase.

### Mission

Create, test and adjust prototypes. Create the solution(s).

### Checklist

- ☐ Create your prototype(s)
- ☐ Find some real users to test your prototype(s)
- ☐ Evaluate if and how they worked
- ☐ Use what you learnt to adjust your prototype(s) (do this as many times as you need)
- ☐ Validate your prototype
- ☐ Create the end solution(s)

### Tools

- Prototyping Software
- Stationery Supplies

### Resources

- [How to build and test great prototypes](#)
- [10 Best UX Prototyping Tools for UX/UI Designers](#)

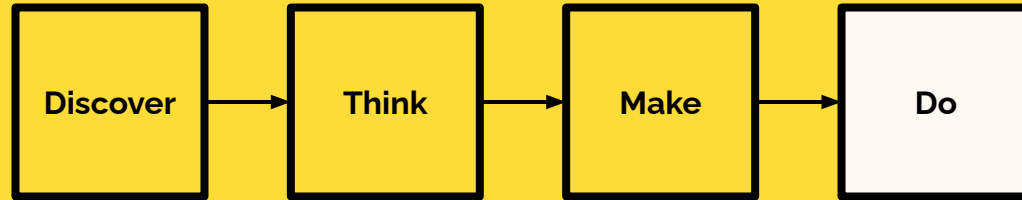
### Key Beliefs Used

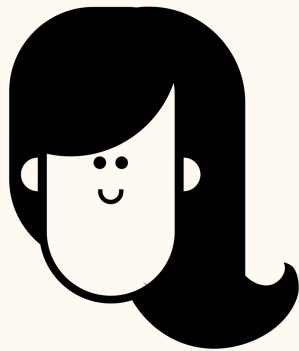
- #1 Be insatiably curious
- #2 Use evidence over assumptions
- #3 Be humbly human
- #5 Be naturally collaborative

**Pro Tip:** Prototyping reveals new insights and ideas that refines the prototype, sparks new ideas or may redefine the problem. Go back to the 'think' or 'discover' phase if you need to, before returning here.



# 05 | Do





“What you do makes a difference,  
and you have to decide what **kind  
of difference you want to make**”

Jane Goodall

# Do

## Launch the solution. Learn if and how it worked.

This is it. The moment you've been working towards. You're ready. Your solution is ready. Launch it and learn if and how it works. Feed forward what you learn into the next iteration of your solution(s) or the next problem you work on as you use the framework again.

\*Get a copy of one from our [toolkit](#)

### Mission

Launch the solution. Learn if and how it worked.

### Checklist

- ☐ Check everything is ready
- ☐ Launch the solution
- ☐ Measure its success
- ☐ Run a retrospective to explore what worked well
- ☐ Collate, store and share the findings
- ☐ Take a breath and enjoy the moment

### Tools

- Retrospective\*

### Resources

- [Metrics of Success in Business: How to Measure What Truly Matters](#)
- [How to run a retrospective meeting in 6 steps](#)

### Key Beliefs Used

- #1 Be insatiably curious
- #2 Use evidence over assumptions
- #5 Be naturally collaborative
- #6 Open-source what you do

**Pro Tip:** Sometimes with our best endeavours a solution may not get launched. That's Okay. It happens. Don't let it detract from all that you've learnt and can apply for the next iteration or new problem that comes up. Keep learning. Keep sharing.

\*Get it from our [toolkit](#)

# o6 | Questions & Answers



# What's on your mind?

**Q: How long does each phase take?**

A: As long as you need or can do. Small problem then maybe a day per phase. A big complex problem, then may 3-6 months at first. Try it out on small problems and see if and how it can work for you..

**Q: What happens if I decide the problem i'm solving for...isn't actually a problem?**

A: Collate and present your insights as to why (it maybe that the real problem is lurking elsewhere).

**Q: How can I convince my boss to let me try this out?**

A: Most organisations and people are more risk averse then they say. Try it out on something small, see if it works for you then share what you did. See if you can apply it elsewhere and with a buddy for support.

**Q: How can I encourage others to try this framework?**

A: Share it with them and let them know what you did and learned. You could even invite them to a live retrospective as part of the 'Do' phase.

**Q: Is this similar to other models /frameworks?**

A: Yes. It borrows from the fields of design, psychology, agile and business. You'll see elements from Design Thinking, Scrum, decision making models and behavioural science.

**Q: Can I use my own tools and resources?**

A: Please do! I encourage this. Play, experiment and work out what works best for you.

**Q: Where can I learn more?**

A: Check out the resources on each phase and explore further as you wish. I've personally been trained in Business Management, UX design, Scrum, Product Psychology and Design Thinking.

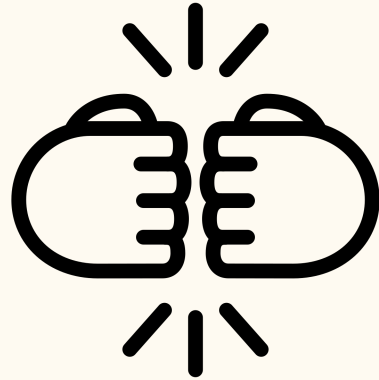
**Q: How come you made this? What's in it for you?**

A: I made it for me and my work friends. I enjoy making things better and if this can help...well that brings me immense joy.

**Q: How can I thank you for this?**

A: Aww shucks, you're too kind. Share it with a friend who might be interested and let's fist-bump if we meet.





## Wait...there's more!

Sign up to my newsletter or follow my socials for a weekly nudge that improves how you work. Boom shakalaka!

