**PROBLEM SOLVED**

***Please include a bio and headshot for whoever is answering the questions and send to newsdesk@lbbonline.com***

Problem Solved delves into the design and development of experiences, platforms, products and tools designed by agencies for clients. The criteria is that they must be genuinely creative and innovative - and inspiring. This series allows agencies to show off their design and innovation flair but it’s also a chance for readers to delve into the creation of projects that often don’t get the in-depth creative coverage as more ’traditional’ advertising/marketing outputs. We’re talking UX, e-commerce platforms, live experiences, business or digital transformation projects, products, tools, design solutions etc.

If you have images of the team at work or wireframes/prototypes/sketches etc this will really bring the story to life and bring readers along for the journey. It also gives you a chance to share your thinking.

**WHAT YOU MADE**

* *In order to orientate our readers, we need to start at the end! Tell us about what the outcome/product is and why you think it’s of interest, either from a design/tech perspective or how in its application to the client’s particular sector.*

**THE PROBLEM**

*What was the initial brief or problem set out by the client?*

*And after a bit of digging around, what did you discover the ‘real’ problem to be (and what thinking or research brought you there)?*

**IDEATION**

*After breaking down the initial problem, what were your first steps?*

*And how did you arrive at what sort of shape the solution would take? What options or ideas did the ideation process throw out?*

*Was the problem relatively straightforward to ideate around or were there any blocks or challenges? How did you crack it? Was it a case of having to sift through a multitude of ideas and ‘murder some darlings’ or were ideas quite hard to come by (and why)?*

*Where did you look for inspiration?*

**PROTOTYPE & DESIGN**

*Tell us about what you think were the interesting aspects of the designing and prototyping process.*

*What were the most interesting conversations or challenges that emerged at this stage? (could be technical, could be emotional, aesthetic… really, what was the grit in this oyster!?)*

*And what sort of talent/collaborators/specialisms did you have to reach out to and work with at this stage, and what did they bring to the mix?*

*Were there any novel technologies or creative risks that you had to play with, design around and if so, how did you navigate that?*

**LIVE**

*How did testing and iteration factor into your approach to this project?*

*What were some of the spicier issues and tweaks and back-and-forths that emerged from your testing and learning?*

*Now that the project is live, how is data and feedback helping to refine it?*

*Looking back over the whole project, what were the most personally interesting aspects of it for you?*

*And what impact has this project had on your client’s business or the initial problem you set out to solve - either anecdotal or data-based, depending on the nature of the project?*