

Future Box Tourism



Method | Design Challenges

Basics

Objective	Based on the (utopian) visions developed, the participants are able to define concrete challenges that need to be overcome in order for the vision to actually become reality.
Competencies	The participants strengthen their competence to <ul style="list-style-type: none"> ● think critically ● think systemically ● think in a value-oriented way ● think multi-perspectively ● ...
Material	Paper (Design Challenge template if required) Pens Quick check if necessary
Form of social interaction	In a team of at least 3 to a maximum of 5 people
Duration	approx. 30 minutes

Short description

The Design Challenge is the starting point for initial solution ideas that are later implemented as prototypes. Inspired by the research and vision development, it is now a matter of finding the focus and defining concrete challenges that need to be overcome in order for the utopian vision to become reality.

Preparation

The materials mentioned under 'Basics' are to be prepared in advance.

Implementation

1. Reflect

Reflect on everything you have learned, experienced, done so far and, if necessary, look again at the research results and one or two videos. Reflect:

- What are the key challenges that need to be overcome or problems that need to be solved for the utopia to become reality?
- Which areas of tension become visible - e.g., between the ideas of the different actors with regard to tourism, a good life and different aspects of sustainability? What conflicts of goals become visible?
- Where were and are which negative or positive feelings / experiences visible or perceptible?
- Who is affected by certain developments? Which target group are we talking about?

- What has an influence on our actions (and thus on possible transformative action). (Note: Problem knowledge is important but has only a small influence. Other influencing factors are: feeling of self-efficacy, sense of responsibility, social norms, cost-benefit trade-offs, habits, emotions ...).

2. Formulate an individual design challenge

Decide on a specific challenge that seems important to you and formulate it using the template in the form:

"How might we (WHO? - target group) help
..... (WHAT? - relation to tourism in the context of
climate change and sustainable development)?"

Note that a design challenge does not contain a solution, but refers to a central problem/challenge. E.g. "How can we design an app ...?" is not a successful design challenge, as the app already shows a solution - alternative: "How can we create an alternative mobility system for commuters in rural areas to make them less dependent on individual cars"? A possible solution could then be app-based).

3. Select, revise, concretise and check the team Design Challenge.

Now exchange ideas in the team: Present your individual Design Challenges and decide on one of them or reformulate it (again in the form of the template). In addition, think about the following aspects: Why is it important to master this Design Challenge and what is currently hinders the solution to become reality? Both aspects will help you to think in different directions during the subsequent brainstorming phase. Now check your Design Challenge against the following criteria:

- Is it related to sustainable tourism of the future?
- Is it a real challenge/problem (not yet a solution)?
- Is the target group clearly defined?
- ...

4. Reflect on method and learning process (optional)

Reflect on the method and learning process, for example by asking the following guiding questions:

- What was the method like for you?
- What did you talk about (for a particularly long time)?
- What did you find easy/difficult?
- Why?
- ...?

Variations

Design challenges can be defined in the context of dystopian visions. In that case, later solutions result in actions that need to be avoided. The individual design challenges may be the starting point for a new formation of groups. In this case, the Benny Hill Sorting method can be used. And finally: Design Challenges can be formulated by the participants themselves or they can be given. If they are given, we suggest preparing different ones to offer the participants a choice.

Good to know

As already mentioned, special attention should be paid to ensuring that they are real challenges. We recommend looking at the team Design Challenges afterwards and supporting any necessary redefinition accordingly.

Follow-Up / Securing results

The Design Challenges are the basis for the development of concrete solution ideas.