DEFINING THE PROBLEM

Defining exactly what problem to solve is an important first step for designers. Use the chart to identify a global problem that matters to you, then break that problem into smaller pieces so that you can create a focused design solution.

Bees dying

Loss of pollinators

Loss of crops

WORLD HUNGER

Drought & Flooding

water system management

Global warming ← Too big

soil erosion

Too many pests

high pesticide use

plant diseases

Lack of natural defense systems

Lack of locally sourced food

no urban farm space

crops too big

War ← too big

Global Food Infrastructure

Industrial farming

GMOs

Pricing/ Equity

Damaging food trends

Avocado craze

Almond milk

meat over production

vegan stigma

nobody will eat bugs!