**Knowing Our Students:  
Understanding & Designing for Success**

DESIGN BRIEF

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| **What problem are you trying to address?** |  |
| **How do you know it is a problem? What evidence exists that describes the current reality?** |  |
| **Who is not served well by this issue currently?**  *Consider specific student populations but also institutional personnel and the community.* |  |
| **Based on what is known about the identities and experiences of these students, what are the biggest pain points related to the challenge?** |  |
| **What other aspects of the student experience are related to this challenge and what do those relationships look like?** |  |
| **What biases, myths, or assumptions need to be acknowledged before the next step begins?** |  |
| **Who is needed to get this information? How will this information be gathered?** |  |
| **Why should your institution attempt to solve this problem?**  *Consider:*   * *How is this effort aligned with your institutional vision and strategic goals?* * *How else could the institution or the community benefit from addressing this opportunity/issue?* |  |
| **How will you know your redesign is having the effect you want? These are the beginnings success metrics.** |  |
| **What critical conditions exist that the solution must operate within?**  *Consider:*   * *Timeline* * *Resources* * *Area of focus* * *Scope of changes that can be made* |  |