

## The Ant-Step Design Framework

The "Ant-Inspired Design Sprint" framework draws inspiration from the behavior of ants, known for their persistence, teamwork, and ability to solve complex problems through simple, incremental actions. Ants exemplify the "slow and steady" principle: they may be small, but their collective efforts and methodical approach enable them to achieve extraordinary feats, such as building large colonies or transporting objects much larger than themselves.

In observing these characteristics, we recognized parallels to the challenges of innovation. Often, teams face daunting problems that can seem insurmountable, especially when approached all at once. By breaking down the problem into smaller components and progressing in a deliberate, iterative manner, solutions can emerge gradually, allowing for adaptability and continuous improvement.

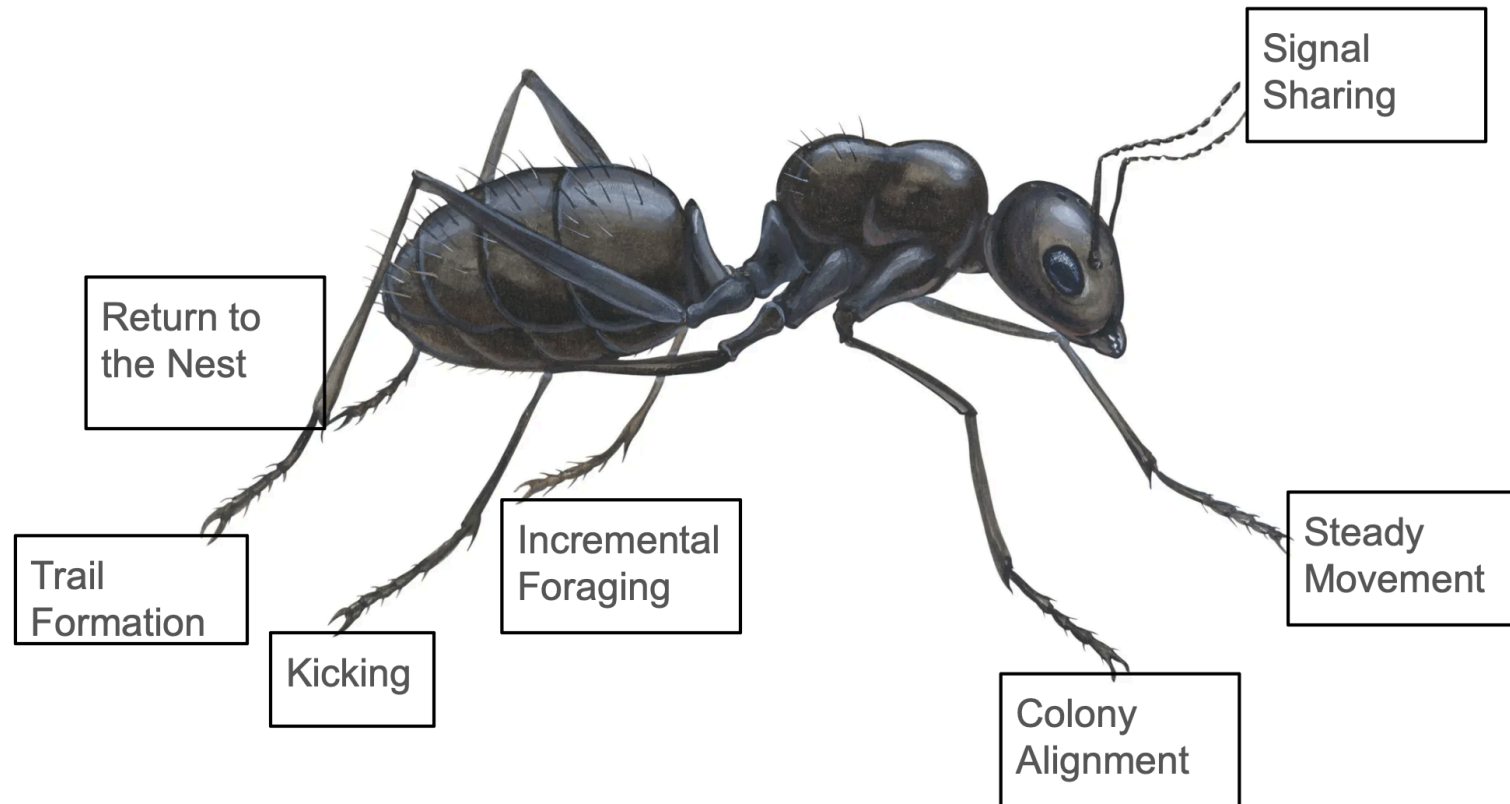
### How We Came Up with the Framework

We designed this framework to emulate the ants' approach by focusing on incremental progress, collaboration, and the ability to adjust based on new information. It aims to guide teams through a design sprint in a way that allows for steady, deliberate movement towards solving complex challenges, while ensuring alignment, persistence, and adaptability throughout the process.

### Scenarios where the Framework can be applied?

1. Developing a user-centric mobile app
2. Improving an existing product's user experience (UX)
3. Redesigning a physical space for better functionality
4. Building an e-learning platform
5. Launching a new marketing campaign

## Design Kit



*Ant-Step Design Framework, CcHUB Design Lab (2024)*

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## Design Kit

Phase	Description	Actions
<b>1. Kicking</b>	Set the foundation by clearly defining the problem and objectives.	<ul style="list-style-type: none"> <li>- Define the problem statement.</li> <li>- Gather background information.</li> <li>- Assemble the team.</li> </ul>
<b>2. Trail Formation</b>	Explore potential paths by breaking the problem into manageable components.	<ul style="list-style-type: none"> <li>- Break down the problem into smaller tasks.</li> <li>- Identify multiple solution paths.</li> <li>- Prioritize paths.</li> </ul>
<b>3. Incremental Foraging</b>	Generate and refine ideas for each smaller component, focusing on simplicity and practicality.	<ul style="list-style-type: none"> <li>- Ideate solutions for each component.</li> <li>- Choose one or two ideas to pursue.</li> </ul>
<b>4. Colony Alignment</b>	Align the team on chosen ideas and establish goals and roles.	<ul style="list-style-type: none"> <li>- Confirm selected ideas and paths.</li> <li>- Set clear, achievable goals.</li> <li>- Define roles.</li> </ul>

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<p><b>5. Steady Movement</b></p>	<p>Develop solutions in small cycles, regularly adapting based on progress.</p>	<ul style="list-style-type: none"> <li>- Work in iterative cycles.</li> <li>- Monitor progress.</li> <li>- Make necessary adjustments.</li> </ul>
<p><b>6. Return to the Nest</b></p>	<p>Consolidate and evaluate all developed components, refining as needed.</p>	<ul style="list-style-type: none"> <li>- Integrate components.</li> <li>- Assess how well they solve the problem.</li> <li>- Identify improvements.</li> </ul>
<p><b>7. Signal Sharing</b></p>	<p>Share feedback and refine the solution for further iterations or rollout.</p>	<ul style="list-style-type: none"> <li>- Gather stakeholder feedback.</li> <li>- Refine solutions.</li> <li>- Prepare for next steps or deployment.</li> </ul>

Send us comments and feedback;  
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