

Workshop 19

**Track: A good problem is worth 100 a brainstorms
(Brand Design & Strategy)**



Speaker: Pratyush Pillai
Behaviour Design Lead at TinkerLabs

Talk Theme: Mr. Pratyush Pillai challenged us with the three ingredients we need to design a good problem. He spoke about the need for enabling before motivating, how to select an interesting extreme user and how to be really specific with the behaviour.