

## Don't Ask What, Ask Why

**Instead of accepting a given constraint, ask whether this is the right problem to be solving.**

Every parent knows how infuriating 5-year-olds can be with their constantly questioning “Why?” But for design thinkers, asking “Why?” is an opportunity to reframe a problem, redefine the constraints, and open the field to a more innovative answer.

For example *Will Work For*, the design provocation [I wrote about earlier](#), questions the core motivations for *why we work*.

There is nothing more frustrating than coming up with the right answer to the wrong question. This is true whether you’re designing a new company strategy or [designing the next week of your life](#).

A willingness to ask “Why?” will annoy your colleagues in the short run, but in the long run it will improve your chances of spending energy on the right problems.

**What will you ask “Why?” about this week?**

Read more from Tim [here](#).