

Day 1 Worksheet

Design with AI for Public Service. PM Project Lab.

Team members:

Domain chosen: Small Business Regulatory Navigation · Public Benefits Awareness & Navigation · College Affordability & Financial Aid · Rental Listing Scams

Today's Goal: One Sentence

This is what you hand in today. Rough is fine — tomorrow this becomes the headline of a full page.

[Who] struggles to [what], which causes [what], shown by [data point].

Work in Progress

Not graded individually — this is the thinking that gets you to the sentence above.

1. Who's involved

Real people, by role. Not “the government” or “businesses” — actual humans.

2. Who's most at risk

One person or group from above, and why their situation is the most urgent.

3. The specific pain point

The exact moment or failure point — not a general problem.

4. The real data point

The number or fact, where it came from, and proof you checked it yourself.

Data point / fact:

Source (dataset name + link):

I opened the actual dataset myself and confirmed this number is really there (not just trusted what Gemini told me):

Stress Test

Ask Gemini to argue against your own pain point. What's the strongest case that this isn't actually a widespread problem?

Strongest counterargument:

Did it change your problem statement? Why or why not?

Debrief Notes

Two minutes, no slides. Use these three prompts to prep.

What's the pain point?

Why does it matter?

What's the one fact that backs it up?
