

➤ DEFINE

PROBLEM STATEMENT

Team:

Critical Elements

WHO

is experiencing the problem? Who is affected by the problem?
.....

WHAT

is the problem they experience? What is the underlying user need(s)?
.....

WHEN/WHERE

do they experience the problem? Where does this problem happen?
.....

WHY

is this a problem?
Why does this problem happen?
Why is it worth solving?

Use the outputs from the Persona, Barrier Identification, Journey Map and Discussion Guide.

Example Problem Statement

New mothers that need support **get overwhelmed by conflicting childcare advice when they search online**, making them feel confused, alone, and unsupported.

Your Problem Statement

Make sure your statement is clear and to-the-point. Say the problem statement to others to gauge its clarity.

How to use this tool:

Using all of the “Critical Elements”, create a clear statement that describes the problem you are trying to solve. This tool is best used with:

Persona - Journey Map - Barrier Identification