

Problem Definition

□ What is it

- Defines a perceived unmet user need in a clear, concise description through the use of a problem statement template. The problem statement applies a number of lenses to the problem area, assisting the author to surface aspects that require further analysis and research. This technique assists in not diagnosing the more easily observed symptoms as the defined problem.

□□ Who

- Problem definition is a joint activity lead by the product manager, user researcher and service designer
Initial outputs are then refine through collaborative sessions with the service owner and direct user research
- Identify the problem space and draft a simple sentence that describes what the problem is and who is it a problem for

□□ Running the technique

- Find supporting evidence that this is a material problem and not anecdotal in nature (ie. it happens to 100s of users and not just 4 or 5)
- Understand the symptoms of the problem, allowing you to get closer to identifying the root cause
- Formally capture the problem statement using a template. This should help identify if there are multiple problem statements that should be broken out into their own problem statements and addressed separately
- If there are multiple problem statements, assess which problem statements are likely to have the biggest impact, ie which problems hold the most value in being solved.
- Refine the problem statements throughout discovery and validation to be accurately reflected in the value proposition framework

☐☐ Authoritative source

(Ways of working problem statement template Miro)

Revision #2

Created 21 September 2023 10:58:25 by James Hall

Updated 22 September 2023 09:39:48 by James Hall