THE PROBLEM STATEMENT TOOL

A problem statement is a clear description of the user's needs to be addressed. A problem statement aligns the team on 1) what user problem to focus on, 2) the user's needs, and 3) the problems they are having. A problem statement can be written with a simple formula.

A strong Problems Statement is always human-centered. It should be broad enough to allow some creative freedom but narrow enough to be solved with a simple design.

LEARNINGS FROM AN EFFECTIVE PROBLEM STATEMENT

Set goals

Problem statements help us set goals that tell us what users really need. All members of the design team are on board and focused on the same thing

Understanding Constraints

Second, the problem statements help us understand the constraints. We want to know what prevents users from satisfying their needs.

Define results

Third, problem statements help us define outcomes. When we finally solve the problem, we need to know what we need to do to do it - to know what our solution will do

Establish benchmarks for success

Finally, they help us establish benchmarks for success. How will we know when we are successful? That should be quite simple.

PROBLEM STATEMENT FORMULA

Moni

user name

is a

CEO

user characteristics

Who needs

to get regularly corporate profile-based law updates

user need

because

he needs to make sure his company is compliant to new law requirements.

insight

THE HYPOTHESYS STATEMENT

"Our best guess about what the solution to a design problem might be."

A hypothesis statement articulates our best guess about what the solution to a design problem might be. Unlike problem statements, there is no standard formula for writing a hypothesis statement. But for starters, you can use what is called an "if-then" statement.

HYPOTHESYS STATEMENT – <mark>IF THEN</mark>

If

Moni has an App where she can get
and share profile-based law updates

_____

action

then

She can share the right information to
the right person within his team
about new law requirements for
corporate compliancy.

_____

outcome

HYPOTHESYS STATEMENT – **FLEX**

TMoni needs an App to get and share

profile-based law updates within her team members

to be compliant with the law.