

PROBLEM STATEMENT



A problem statement is a description of the problematic situation in one sentence. The purpose of a problem statement is to continuously remind you what problem you decided to tackle collaboratively during the whole design process.

Given that

(context/root causes)

how might we enable

(the people you design for)

to

(gains/immediate goal, use verbs)

so that

(underlying needs/hopes/dreams)

and to overcome

(barriers, underlying frustrations/fears/anxieties)