Problem Statement

A statement that captures the project's goals, problems, and measurable success criteria.

RUNNING THIS WORKSHOP (45 minutes)

Participants: Key stakeholders, project team members

Instructions:

1. **ANSWER THE QUESTIONS**

   Solo work: have everyone answer the questions.

2. **FIND THE THEMES**

   Facilitator(s) - group the assumptions into themes, starting with one and asking peopel to call-out similar ones they may have put down. When all the sticky notes have been clustered, write a title for each group on a larger sticky. These are your themes.

3. **COMPLETE THE STATEMENTS**

   Facilitator(s) - Referring to the themes, lead in completing the statements, discuss and amend until everyone is happy with the problem statement.

AFTER THIS WORKSHOP:

1. If using the Lean UX canvas, use segment 1 on the canvas to document this.
2. Try unpacking your Problem Statements by following with Assumption Collecting.

1 ANSWER THE QUESTIONS

What are the current goals of the product or system?

What problem does the stakeholder(s) want addressed?

Which goals aren't being met?

What is the explicit request for improvement that doesn't dictate a specific solution?

2 FIND THE THEMES

3 COMPLETE THE STATEMENTS

[**Our service/product**] was designed to achieve [**these goals**]

We have observed that the product/service isn't meeting [**these goals**].

How might we improve [**service/product**] so that our customers are more successful based on [**these measurable criteria**]?