

| | | |
|--|---|---|
| Defining the Right Problem | | |
| What is the problem? | Who has the problem? When and Where do they experience it? | What is the scope? Small ↔ Big Trivial ↔ Serious Static ↔ Dynamic |
| Who else has it? <i>Colleagues, competitors, other domains, etc.</i> How do they deal with it? | What are the elements of the problem? <i>Physical, social, emotional, professional, primary, secondary</i> Why haven't we solved it? <input type="checkbox"/> It's New <input type="checkbox"/> It's Hard <input type="checkbox"/> It's Low Priority <input type="checkbox"/> Other | Who does not have it? <i>Colleagues, competitors, other domains, etc.</i> Why not? <input type="checkbox"/> Avoided <input type="checkbox"/> Mitigated <input type="checkbox"/> Solved <input type="checkbox"/> Other |
| Stated another way, the problem is: | | |
| <p>How might we create ways to _____ ACT ON PAIN/GAIN</p> <p>for _____ PERSONA</p> <p>while considering _____ OTHER STAKEHOLDERS</p> <p>as we aim to _____?</p> <p style="text-align: center; font-size: small; color: gray;">JOB TO BE DONE</p> | | |