

Defining the Right Problem

What is the Problem?

Who has the problem?
When and Where do they experience it?

What is the scope?

Small \longleftrightarrow Big
Trivial \longleftrightarrow Serious
Static \longleftrightarrow Dynamic

Who else has it?

Colleagues, competitors, other domains, etc.

What are the elements of the problem?

Physical, social, emotional, professional, primary, secondary

Who does not have it?

Colleagues, competitors, other domains, etc.

How do they **deal** with it?

Why haven't we solved it?

- It's New
- It's Hard
- It's Low Priority
- Other

Why not?

- Avoided
- Mitigated
- Solved
- Other

Stated another way, the problem is:

How might we create ways to _____

Act on pain/gain

for _____

Persona

while considering _____

Other stakeholders

as we aim to _____?

Job to be done