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| **Are there problems with an existing product or user experience?**  **If so, what are they?** | **Why do you think there are problems?** | **How do you think your proposed design ideas might overcome these?** | **If you are designing for a new user experience, how do you think your proposed design ideas support, change, or extend current ways of doing things?** |
| **HOW TO WRITE A PROBLEM STATEMENT** | | | |
| **The background of the problem** | **The people affected by the problem** | **The impact of the problem on the organisation** | **5Ws:**   1. **Who** is affected by the problem? 2. **What** is the problem? 3. **Where** does this problem occur? 4. **When** does the problem occur? 5. **Why** does the problem occur? Why is the problem important? |