# Needs Statements



We suggest 30 minutes for this activity. How much you spend is up to you!

### Introduction

When you're trying to solve a problem it can be tempting to slip into a technical discussion that focuses on features and functions. If you get caught up in the details too early, you risk inadvertently solving the wrong problem. Reframe your thinking by writing Needs Statements and answer the question: "What does our user actually need?"

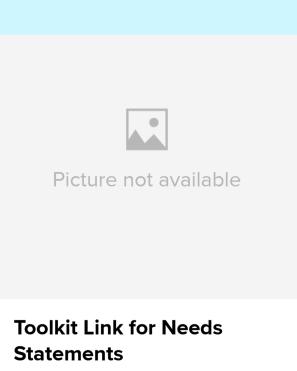
## Why do you use this activity?

When we outline what users need, we can better focus on ideas that help achieve their goals.

## When do you use this activity?

Use this activity after research and when you want to reframe your thinking to be more usercentered.

For more info about this IBM EDT activity, visit: https://www.ibm.com/design/thinking/page/ toolkit/activity/needs-statements



#### 1 COME PREPARED

Needs statements are only as reliable as the data you have, so make sure you have defensible data based on real observation (for example, from an Interview or Contextual Inquiry).



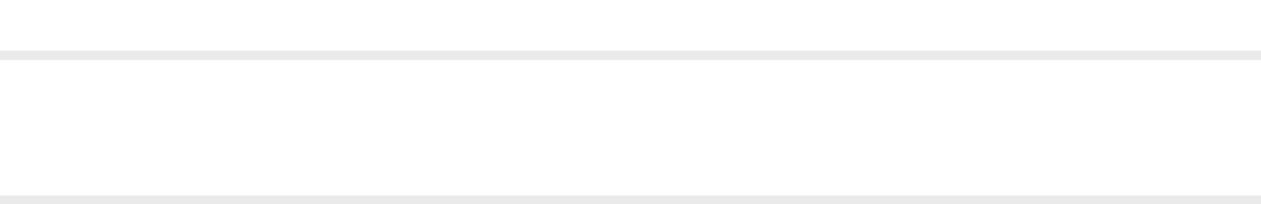
When you can, feel free to invite users or Sponsor Users to participate.

### 2 SET UP THE ACTIVITY

3 UNCOVER NEEDS

Use the area to the right labeled with the following sentence prompts:





Have everyone diverge around the needs and benefits they believe they're solving for to fill out the prompt.



DEVELOPERS NEED A WAY TO [address this need]

SO THEY CAN [benefit in this way]

Stay away from writing features as best as you can.

If an idea is expressed in terms of the machine ("dashboard," "click," "log in," "export," and so on), that's a clue that it's a feature—not a user need.

## 4 CLUSTER

Cluster similar ideas and discuss. As you converge, try writing a few needs statements that represent key elements.



Make sure you use the same format as the original prompt.

#### PLAYBACK

Choose one person to play back the converged Needs Statements.



What new questions do you have based on this exercise?

Consider immediately following up with an ideation session.

User 1	needs a way to	Detect skin problem	so that they	Detect successfuly
User 2	needs a way to	They want to know our skin problem	so that they	To get a diseases name
User 3	needs a way to	A user wants low cost features	so that they	A service provide with in economic range
User4	needs a way to	A user want detect problem less time	so that they	A software take less time to detect
User 5	needs a way to	A user want to detect efficiently	so that they	A software detect a problems efficiently
User 6	needs a way to	A application have run in all devices	so that they	A application work efficiently on all the devices
User 7	needs a way to	To prevent from wrong detection	so that they	It's detect a problem high accuracy
	needs a way to		so that they	{benefit in this way.}
{Our user}	needs a way to	{addresses this need}	so that they	{benefit in this way.}
{Our user}	needs a way to	{addresses this need}	so that they	{benefit in this way.}
{Our user}	needs a way to	{addresses this need}	so that they	{benefit in this way.}
{Our user}	needs a way to	{addresses this need}	so that they	{benefit in this way.}