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?

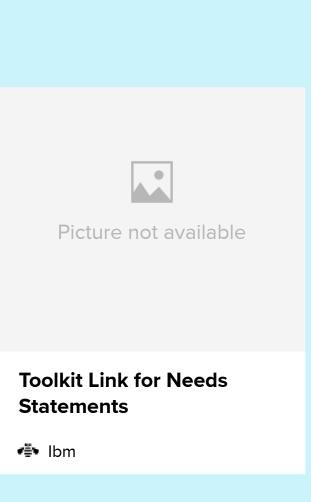
When we outline what users need, we can better focus on ideas that help achieve their goals.

When do you use this activity?

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

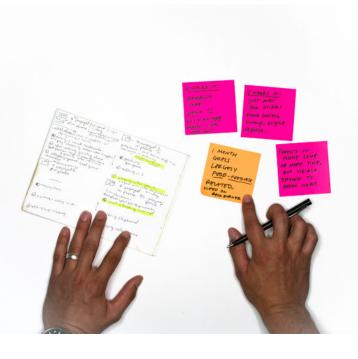
For more info about this IBM EDT activity, visit: https://www.ibm.com/design/thinking/page/

Enterprise



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

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





3 UNCOVER NEEDS

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

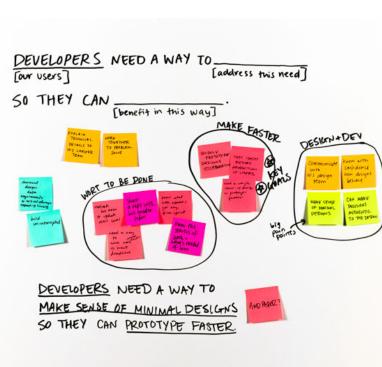


Stay away from writing features as best as you can.

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.

5 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.

