Dissecting The Digital Landscape: A Comprehensive Analysis Of Social Media

Ideation Phase

Define the problem statement

- problem statement is **a short, clear explanation of an issue or challenge that sums up what you want to change**.
- It helps you, team members, and other stakeholders to focus on the problem, why it's important, and who it impacts. A good problem statement should create awareness and stimulate creative thinking.

When to use problem statement

- The best time to create a problem statement is before you start thinking of solutions.

- If you catch yourself or your team rushing to the solution stage when you're first discussing a problem, hit the brakes.

- Go back and work on the statement of the problem to make sure everyone understands and agrees on what the real problem is.

How to identify a problem statement

- These [two steps will help you uncover the root cause of a problem](#):
- Collect information from the research and previous experience with the problem
- Talk to multiple stakeholders who are impacted by the problem

What are problem statements used for?

- You can use problem statements for a variety of purposes
- For an organization, it might be solving customer and employee issues. For the government, it could be improving public health.
- Generally, problem statements can be used to:
- Identify opportunities for improvement
- Focus on the right problems or issues to launch more successful initiatives – a common challenge in leadership
- Help you communicate a problem to others who need to be involved in finding a solution

What are the 5 components of a problem statement?

- Who: Who are the stakeholders that are affected by the problem?
- What: What is the current state, desired state, or unmet need?
- When: When is the issue occurring or what is the timeframe involved?
- Where: Where is the problem occurring? For example, is it in a specific department, location, or region?
- Why: Why is this important or worth solving? How is the problem impacting your customers, employees, other stakeholders, or the organization? What is the magnitude of the problem? How large is the gap between the current and desired state?

How do you write a problem statement?

- To simplify the process, we've broken it down into three steps:
- 1. Gather data and observe
- 2. Frame the problem properly
- 3. Keep asking why (and check in on the progress)

What is Empathize:

- Empathize is the first stage of the [design thinking](#) process.
- Design teams conduct research to get personal grasps of their users' needs.
- They set aside assumptions to obtain insights into the users' world by observing and consulting with users.

Empathize with Real People – Leave Your Assumptions Outside

- Empathize is design thinking's first stage for a reason.
- It's the first step on the road to thoughtfully designed products that prove the designers built with a compassionate eye for their users.
- Empathy is a naturally occurring characteristic which people have in varying degrees.
- However, they can improve their ability to empathize as a soft skill.

What is an example of empathetic design?

- A lack of empathy in design occurs when designers fail to consider, understand and address their users' true needs, feelings, and experiences.

- This results in products that might be functional or aesthetically pleasing but are not user-friendly or inclusive.

- Such oversight can lead to reduced user satisfaction, accessibility issues, or design solutions that miss the mark

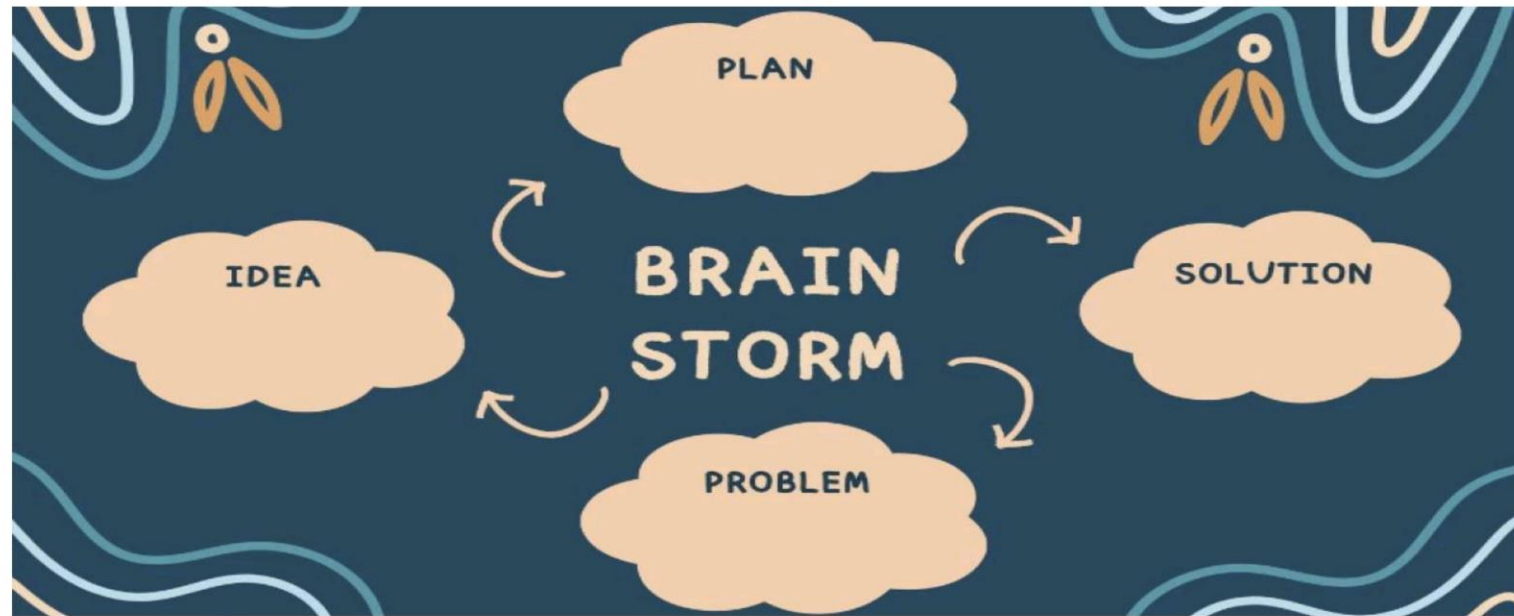# Pros and cons of discover social media

Brainstorm

- To try to solve a problem or come up with new ideas by having a discussion that includes all members of a group

- This technique requires intensive, freewheeling discussion in which every member of the group is encouraged to think aloud and suggest as many ideas as possible based on their diverse knowledge.

Brainstorm

- **7 Examples of Brainstorming**
- Example 1: Product Development.
- Example 2: Marketing Campaigns.
- Example 3: Brainstorming for a Novel.
- Example 4: Brainstorming for Business Strategic Plans.
- Example 5: Brainstorming New Classroom Ideas.
- Example 6: Brainstorming Home Decor Projects.
- Example 7: Brainstorming for Event Planning.

Brainstorm

Brainstorm

Advantages And Disadvantages Of Brainstorming

Advantages Of Brainstorming	Disadvantages Of Brainstorming
Many participants already know the rules of brainstorming.	Not everyone actively takes part in brainstorming. Some participants are more quiet and don't like to speak spontaneously in groups.
Lots of risks can be recognized quickly.	Other participants speak too much.
One idea inspires the next.	Some participants need longer to understand the theme and can't immediately provide ideas.
Participants need not be afraid that their ideas will be evaluated during the session.	It's not possible to cover all risks with brainstorming.

Prioritize ideas

- decide which of a group of things are the most important so that you can deal with them first: You must learn to prioritize your work. SMART Vocabulary: related words and phrases. Classifying and creating order.

- **Examples of prioritize in a Sentence**

- It's always difficult to prioritize work, school, and family.

- If you want to do your job efficiently, you have to learn to prioritize.

- The town council hopes to prioritize the bridge construction project at the next meeting.

Prioritize ideas

- **7 Popular Strategies and Prioritization Frameworks:**
- Value versus Complexity Quadrant.
- Weighted Scoring.
- Kano Model.
- Buy a Feature.
- Opportunity Scoring.
- Affinity Grouping.
- Story Mapping.

Prioritize ideas

Prioritize ideas

PROS

- Highly collaborative
- Great for visualizing a large body of work
- Two-way sync with Jira
- The workspace is the documentation
- Anonymous voting function

CONS

- Not where all the work should actually be tracked
- Isolated from other services
- Everyone has to have an account
- Transferring priority & rank into Jira