

## **1. What is Problem Definition?**

Problem definition is the process of clearly identifying and understanding the problem that needs to be solved. It involves defining the scope of the problem, identifying the stakeholders involved, and understanding the underlying causes of the problem. The goal of problem definition is to create a clear and concise problem statement that can be used to guide the design process.

## **2. Why a Clear Problem Definition is Critical to the Success of Design Thinking**

Problem definition is a critical step in the design thinking process for several reasons:

### **1. It helps to focus the design process:**

Without a clear problem statement, the design process can become unfocused and scattered. By defining the problem upfront, designers can focus their efforts on creating solutions that specifically address the problem at hand.

### **2. It ensures that the solution meets user needs:**

A well-defined problem statement is essential for ensuring that the final solution meets the needs of the users. By clearly defining the problem, designers can gain a deep understanding of user needs and design a solution that addresses those needs.

### **3. It helps to identify the root cause of the problem:**

By understanding the underlying causes of the problem, designers can create solutions that address the root cause rather than just treating the symptoms. This leads to more effective and sustainable solutions.

### **4. It helps to generate buy-in from stakeholders:**

By involving stakeholders in the problem definition process, designers can ensure that the final solution is aligned with their needs and goals. This helps to generate buy-in and support for the solution, which is essential for its success.

## **3. Defining the Problem: Steps to Create a Focused Problem Statement in Design Thinking**

Design thinking involves gaining a deep understanding of the user's needs and identifying the challenge that needs to be addressed. By defining the problem clearly and reframing it in a way that opens up new possibilities, design thinkers can generate innovative solutions that truly meet the needs of the user. Here are the steps to make a problem statement definition in design thinking:

### **1. Identify the problem:**

The first step is to identify the problem that needs to be solved. This can be done through user research, stakeholder interviews, and data analysis. It is

important to consider the problem from multiple perspectives and to gather as much information as possible before moving on to the next step.

## **2. Understand the users:**

In order to create a problem statement that accurately reflects the needs of the users, it is important to understand their needs, wants, and pain points. Use empathy and observation to gain insights into their perspective. Consider factors such as demographics, behavior, and motivations.

## **3. Frame the problem:**

Once the problem has been identified and the user perspective has been understood, the problem must be framed in a way that is focused and specific. Use the insights gathered from user research to create a problem statement that reflects the needs and wants of the user. A good problem statement should be clear, concise, and actionable.

## **4. Use a "How might we" statement:**

Use a "How might we" statement to help frame the problem in a way that invites brainstorming and ideation. For example, "How might we create a product that solves the problem of X for Y user?" This statement encourages creative thinking and generates ideas for potential solutions.

## **5. Consider the constraints:**

Identify any constraints that may impact the problem, such as budget, time, or resources. These constraints will help shape the potential solutions and ensure that they are feasible.

## **6. Iterate and refine:**

Refine the problem statement through iteration and feedback. Test the problem statement with users and stakeholders to ensure that it accurately reflects their needs and wants. Use feedback to refine the problem statement and make sure that it is focused and specific.

The goal is to create a problem statement that accurately reflects the needs of the users and sets the stage for generating potential solutions that meet those needs. A well-defined problem statement is critical to the success of the design thinking process, as it ensures that the solutions generated are focused and relevant to the user's needs.