



Says

What have we heard them say?  
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?



Identify the root cause of the problem by collecting information and then talking with stakeholders. Combining existing research and information from your stakeholders can offer some insight into the problem and its causes.

A good problem statement is beautiful in its simplicity. It should be a one or two sentence statement that clearly articulates a problem that you -and your business -went to address.

A discovery effort should have one problem statement and the problem statement should be focused on one problem of course a single problem could cause further problems and those related problems can be added to your problem statement . But listing many unrelated problems is a sign that you're tackling too much.

A research problem helps you identify the approach you must take for the research activity .It helps in the identification of each step you must take to do your research - the sampling strategy , the research design ,the research analysis ,and the research instruments to be used.

From the point of view of the user :  
"I am (persona) trying to (verb) but (because) (cause) which makes me feel (emotional reaction)..."

Drawn from user research:  
"(persona) needs a way to (user's need) because (insight)."

Good problem statements don't need complicated . In fact, as these examples show , they should be simple and direct. In one sentence ,they describe exactly what the problem is, leaving little to no ambiguity about what should happen next.

A statement of the problem is used in research work as a claim that outlines the problem addressed by a study. A good research problem should address an existing gap in knowledge in the field and lead to further research.

The statement should explain why the problem is important and what gap in current knowledge o understanding it fills. It should provide context for the research project and help to justify its importance.

A research problem is a statement about an area of concern, a condition to be improved, a difficulty to be eliminated, or a troubling question that exists in scholarly literature, in theory, or in practice that points to the need for meaningful understanding and deliberate investigation .

A general statement ,or general idea, is one that refers to broad categories or groups of people or things. General statements may allude to the overall characteristics or elements of these categories or groups.

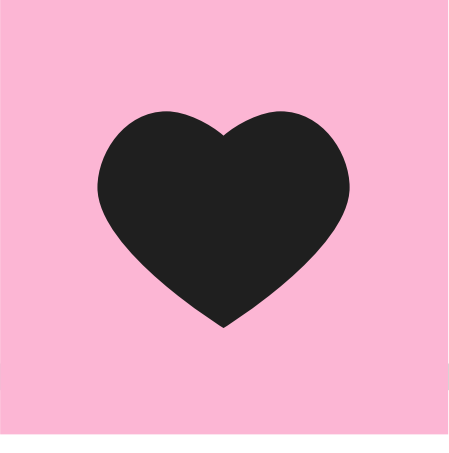
The 5 Whys Problem Solving technique is a simple process to follow to solve any problem by repeatedly asking the question "Why" (five times is a good rule of thumb), to peel away the layers of symptoms that can lead to the root cause of a problem .

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?



Does

What behavior have we observed?  
What can we imagine them doing?



Feels