

1.



Activity introduction

This practice activity is an opportunity for you to apply the concepts that you learned throughout the course. We provide a completed example activity so you can compare and contrast your ideas, designs, and grow as a user experience designer.

In this activity, you'll craft a problem statement and a hypothesis statement for one of the CoffeeHouse personas you created during the activity

[Create personas for the CoffeeHouse project](#)^[↗].

This activity will help you recognize how problem statements and hypothesis statements help UX designers establish design goals and define deliverables. A problem statement is a clear description of a user need that should be addressed. A hypothesis statement communicates your best educated guess on what you think the solution might be to the problem described by your problem statement.

A strong problem statement meets these criteria:

It's human-centered.

It's broad enough for creative freedom.

It's narrow enough to be solved by a practical design solution.

Your hypothesis statement should communicate a practical design solution to the problem defined by your problem statement.

Here's a link to that scenario for this course item, click the link below and select "Use Template."

Link to scenario: [CoffeeHouse Business Scenario](#)^[↗].

OR

If you don't have a Google account, you can download the scenario directly from the attachment below.



[Google UX Design Certificate - CoffeeHouse Business Scenario](#)
[DOCX File](#)

After you complete this activity, you will be able to check your work by comparing it to a completed exemplar. The exemplar will be provided in the course item immediately following this activity.

Note: As this is a self-review activity, you do NOT need to submit a document to proceed to the exemplar.



Step-by-step instructions

Step 1: Access the problem statement template

To use the template for this course item, click the link below and select "Use Template."

Link to template: [problem statement template](#)^[↗].

OR

If you don't have a Google account, you can download the template directly from the attachment below.



[Google UX Design Certificate - Problem Statement \[Template\]](#)
[PPTX File](#)

PROBLEM STATEMENT

Click to add text

is a/an

Click to add text

user name
user characteristics

who needs

Click to add text

user need

because

Click to add text

insight

Step 2: Formulate a problem statement

Create a problem statement using the template. A problem statement can be written using a simple formula:

- . Start with the name of the user.
- . Add a short description of the user's characteristics.
- . Clearly describe the user's need.
- . Explain why the user has that need. In other words, you are developing an insight into the user.

Let's review the example text provided in the course:

"Amal is an athlete who needs a way to sign up for workout classes because the classes they want to participate in fill up fast."

PROBLEM STATEMENT

Amal

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insight

Amal is the user's name in this example. Their user characteristic is that they're an athlete. Their user need is that they want to sign up for a workout class. Amal's insight, or why they have this need, is that the workout classes are filling up quickly.

Keep in mind that a well-written problem statement will help your design team:

Establish goals

Understand constraints

Define deliverables

Create benchmarks for success

Step 3: Access the hypothesis statement template

To use the template for this course item, click the link below and select "Use Template."

Link to template: [hypothesis statement template](#) .

OR

If you don't have a Google account, you can download the template directly from the attachment below.

<u>IF/THEN STATEMENT</u>	
If	<div>Click to add text</div> <div>_____</div> <div>action</div>
then	<div>Click to add text</div> <div>_____</div> <div>outcome</div>

Step 4: Formulate your hypothesis

Create a hypothesis statement using the template. A hypothesis statement can be written using a simple formula:

- . Determine an action that could be taken to solve your user's need and enter this as the "action" in your template.
- . Specify the outcome that you expect from the "action" and enter it as the "outcome" in your template.
- . If necessary, reword your if/then statement to make your hypothesis more flexible.

The hypothesis statement template gives you an easy way to communicate your design hypothesis in the form of an if/then statement. But hypothesis statements don't have a standard form and sometimes an if/then statement may sound unnatural. So, you should feel free to reword your if/then statement to create a statement's that's more flexible. Here's an example based on the above problem statement for Amal:

<u>IF/THEN STATEMENT</u>	
If	<div>Amal downloads the gym's app</div> <div>_____</div> <div>action</div>
then	<div>they can reserve their favorite workout class in advance</div> <div>_____</div> <div>outcome</div>

Instead of using this if/then statement, you could also write the hypothesis statement in a more flexible way, like:

"Amal needs an app that allows them to reserve their favorite classes in advance and notifies them of the first opportunity to sign up."

Whichever way we write this hypothesis statement, we are guessing or hypothesizing what has to happen for Amal's need to be solved!