Activity Exemplar: Build a problem statement for your portfolio project

Here is a completed exemplar of a problem statement for Ying along with an explanation of how the exemplar fulfills the expectations for the previous activity.

PROBLEM STATEMENT

Ying is a/an busy working adult
_____   is a/an   _____
user name   user characteristics

who needs   easy access to healthy food ordering options
                         _____
                                              user need

because   they have no time to cook dinner for themself.
                   _____
                                              insight

Ying is a busy working adult who needs easy access to healthy food delivery options because they have no time to cook dinner for themself.

Assessment of exemplar

Here's how the problem statement for Ying was completed.

Step 1: Opening the problem statement template and creating a copy.

Step 2: Choosing the example persona, Ying, from the Zia's Pizza example, to be the focus of the problem statement. Then, adding Ying's name to the "user name" section of the template.

Step 3: Adding Ying's primary characteristic, that they're a busy working adult, to the "user characteristics" section of the template.

Step 4: Adding Ying's primary need, easy access to healthy food ordering options, to the "user need" section of the template.

Step 5: Finally, filling in the "insight" section of the template with the reason Ying has their need: because they have no time to cook for themself.

Ying is the **user name** in this example. Their **user characteristic** is that they are a busy working adult. The **user need** is that they need easy access to healthy food ordering options. Ying's **insight**, or why they have the need, is that they have no time to cook for themself.

Now compare your problem statement to the matching exemplar above.

As you compare, ask yourself:

- Does the problem statement include the name of your user persona?
- Does the problem statement include defining characteristics of your user persona?
- Does the problem statement help describe needs for your user persona?
- Does the problem statement clearly define an insight for your user persona?

What did you do well? Where can you improve? Take this feedback with you as you continue to progress through the course.