

Revisit problem statements

As you prepare to create storyboards and wireframes in this course, you want to ensure that you have defined a problem statement for your mobile app. As a reminder, a **problem statement** is a clear description of the user’s need that should be addressed. A solid problem statement will inform your entire design process, so it’s important to get this right from the very beginning of your project.

A problem statement includes a fictional user’s name, characteristics, their needs, and a key insight gained from your research. You can use this template to create a problem statement:

PROBLEM STATEMENT

is a/an

user name

user characteristics

who needs

user need

because

insight

.

[User name] is a/an [user characteristic] who needs [user need] because [insight].

With this template in mind, you might still be wondering: How do I create a problem statement for my own project? Let’s build a problem statement now, using this template and a real example.

Consider this scenario: As the owner of a new construction business, Sawyer is looking for ways to network with other professionals in their industry. They think that networking may gain them more clients and help them learn from more experienced construction business owners. In order to network, Sawyer wants to research all of the trade conferences in their local area.

With Sawyer and their needs in mind, we’ll use the template to create a problem statement.

PROBLEM STATEMENT

Sawyer

is a/an

construction business owner

user name

user characteristics

who needs

to attend local trade show conferences

user need

because

they need to network to find more clients

insight

.

Sawyer is a construction business owner who needs to attend local trade conferences because they need to network to find more clients.

And there you have it: A problem statement! This problem statement clearly lays out the information that we need to know about who the user is and how our design could help solve their problem. As you begin to come up with ideas and create wireframes for your app designs, continue to revisit the problem statements you’ve created, so that your designs will address important user needs.

