

Define problem and hypothesis statements

- Video: Welcome to week 3
43 sec
- Video: Create problem statements
2 min
- Reading: Define problem statements
15 min
- Reading: Optional - Learn more about defining user problems
30 min
- Practice Quiz: Self-Reflection: Problem statements and the 5 Ws framework
1 question
- Video: Define hypothesis statements
2 min
- Reading: Define hypothesis statements
15 min
- Practice Quiz: Practice Activity: Build a problem statement and hypothesis statement for the CoffeeHouse project
1 question
- Reading: Activity Exemplar: Build a problem statement and hypothesis statement for the CoffeeHouse project
15 min
- Practice Quiz: Activity: Build a problem statement for your portfolio project
1 question
- Reading: Activity Exemplar: Build a problem statement for your portfolio project
15 min
- Discussion Prompt: Share your problem statement
10 min

Create a value proposition

Optional - Explore the influence of psychology in UX design

Week 3 review

Activity Exemplar: Build a problem statement and hypothesis statement for the CoffeeHouse project

Here is a completed exemplar along with an explanation of how the exemplar fulfills the expectations for the activity outlined in the previous reading.



Exemplar

This is an exemplar created using the CoffeeHouse scenario we have been following in this course.

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

Here is an example problem statement for one of the personas we created using this scenario:

PROBLEM STATEMENT

Anika

is a/an

busy marketing intern

user name

user characteristics

who needs

a faster, more collaborative way to take many coffee orders from co-workers at one time

user need

because

taking individual orders takes too much time and isn't a good use of Anika's time

insight

Here is an example of a hypothesis statement that matches with the problem statement.

IF/THEN STATEMENT

If

Anika uses the CoffeeHouse app to collect orders and submit them

action

then

they can get coffee for everyone in the office quickly and easily

outcome

And here is another example problem statement for the second persona we created for the CoffeeHouse scenario:

PROBLEM STATEMENT

Ali

is a/an

remote student

user name

user characteristics

who needs

to place and receive orders without leaving their table

user need

because

if they get up to order, someone else might sit at the table and they will lose their spot

insight

Here is a hypothesis statement that corresponds with Ali's problem statement.

IF/THEN STATEMENT

If

Ali uses the CoffeeHouse app to place an in-store order from their table

action

then

an employee can deliver their order so Ali won't lose the table

outcome



Assessment of exemplar

In this exemplar, each problem statement:

- Starts with the name of the user.
- Adds a short description of the user's characteristics.
- Clearly describes the user's need.
- Explains why the user has that need.

With these parts clearly defined, the problem statement is:

- Human-centered and focused on the needs of a specific type of user.
- Broad enough for creative freedom.
- Narrow enough to be solved by a practical design solution.

The matching hypothesis statements express a clear design goal and the criteria for success:

- By stating a specific action they tell us what our solution should enable the user to do.
- By stating the desired outcome they give a specific accomplishment. This helps determine whether the solution was successful in meeting the user's need.

Now compare the exemplar above to your completed deliverable. Assess what you've done using each of the criteria used here to evaluate the exemplar.

Have you constructed a problem statement that is:

- Human-centered and focused on the needs of a specific persona?
- Broad enough for creative freedom?
- Narrow enough to be solved by a practical design solution?

From your problem statement were you able to formulate a corresponding hypothesis statement that:

- States a specific action and tells us what your solution should enable the user to do?
- States the desired outcome that determines whether your solution was successful in meeting the user's need?

If you're able to answer 'Yes' to each of these questions, nice job! If there are questions you were unable to answer 'Yes' to, then these are areas where you can improve your problem and hypothesis statements. Go back and try re-writing your statements with these criteria in mind!

Mark as completed

