Define problem and hypothesis statements

- Video: Welcome to week 3 43 sec
- **Video:** Create problem statements 2 min
- Reading: Define problem statements 15 min

1 question

- Reading: Optional Learn more about defining user problems
- Practice Quiz: Self-Reflection: Problem statements and the 5 Ws framework
- 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
- (ii) **Practice Quiz:** Activity: Build a problem statement for your portfolio project 1 question
- problem statement for your portfolio 15 min

Reading: Activity Exemplar: Build a

Discussion Prompt: Share your problem statement

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 □.

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

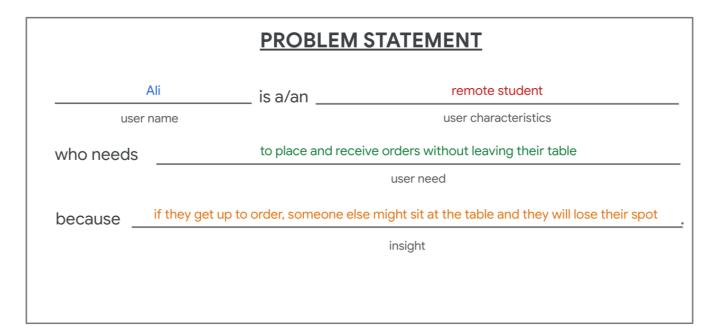
Here is an example problem statement for one of the personas we created using this scenario:

PROBLEM STATEMENT busy marketing intern Anika is a/an user characteristics user name a faster, more collaborative way to take many coffee orders from co-workers at one time who needs user need taking individual orders takes too much time and isn't a good use of Anika's time because insight

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

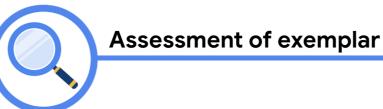
IF/THEN STATEMENT Anika uses the CoffeeHouse app to collect orders and submit them they can get coffee for everyone in the office quickly and easily outcome

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



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





In this exemplar, each problem statement:

- 1. Starts with the name of the user.
- 2. Adds a short description of the user's characteristics.
- 3. Clearly describes the user's need. 4. 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