1.

Activity introduction

In this activity, you'll practice writing a problem statement for your portfolio project based on the personas and user journey maps you created earlier in this course. A problem statement is a clear description of a user need that should be addressed.
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.

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

Step 2: Add a user name to the problem statement
Select a persona to use from the Create personas for your portfolio project ↗ activity you completed earlier in the course. Add the name of the persona in the space called "user name."
Step 3: Add a short description of the user's characteristics
Add your persona's main characteristic, or a description that summarizes this type of user. Add the characteristics in the space provided on the template.
Step 4: Clearly describe the user's need
What is the specific need that you've identified for this user persona? Add the user's need in the space provided on the template.
Step 5: Explain why the user has that need
In other words, use the "because" statement to describe an insight into what benefit or improvement would result if the persona's need was fulfilled. Add the reason for the user's need in the space provided on the template.
Keep in mind that a well-written problem statement will help your design team:

Establish goals

Identify constraints

Define deliverables

Create benchmarks for success

Step 6: Add to your case study
After you write a problem statement for the persona you're focusing on, add it to slide #8 of your case study slide deck.
If you need access to the template for the case study slide deck introduced at the beginning of Course 2 ↗ , click the link below and select "Use Template."
Link to template: Case study slide deck template ↗ .

OR

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

📎 Google UX Design Certificate - Case study slide deck [Template]
PPTX File

Here's an example of slide #8 for Zia's Pizza: