

1.



Activity introduction

In this activity, you'll revisit or create a problem statement for your portfolio project based on the personas and user journey maps you created earlier. 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:

Persona: Ying

Problem statement:

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

"I live an active lifestyle so I need healthy and hearty meal options. I just don't have the time to cook them myself."



Ying

Age: 45
Education: Juris Doctor degree
Hometown: Denver, Colorado
Family: Single, lives alone
Occupation: Lawyer

Goals

- To be a great advocate for their clients.
- To maintain a healthy work-life balance.
- To minimize the energy they have to put into basic needs, so they can focus on their hobbies and personal life instead.

Frustrations

- "Products and service providers are often poorly prepared to accommodate my visual impairment."
- "There are things I'd like to do, such as cooking, that I simply don't have time for."
- "It's difficult to find fast and healthy pickup options near me."

Ying is a lawyer with a busy and demanding schedule. They work as a litigation specialist in a mid-size city law firm, and swim for a local semi-professional team. Ying has a visual impairment for which they use screen reader technologies. This technology makes online shopping much more convenient for Ying, but not all platforms are effectively equipped for screen reader usage. Ying specifically would like for there to be an easier way to order food to pick up on-the-go.

Google

Step 7: Review your work

Before completing this activity, check that you can answer yes to the following questions related to your problem statement:

Does the persona contain demographic information?

Did you include relevant quotes from the persona?

Does the persona have goals, frustrations, and quotes that provide meaningful insights?

Did you include a picture or avatar representing the persona?