

Introduction to Course 7

Design across devices

Start the UX design process:
Empathize

Continue the UX design process:
Empathize

Continue the UX design process:
Define

▶ **Video:** Define problem statements
1 min

📖 **Reading:** Learn more about problem statements
20 min

📝 **Practice Quiz:** Test your knowledge on problem statements
2 questions

📝 **Practice Quiz:** Activity: Write a problem statement
1 question

📖 **Reading:** Activity Exemplar: Write a problem statement
10 min

💬 **Discussion Prompt:** Share your problem statement
10 min

▶ **Video:** Case study: Defining a user problem in the real world
5 min

Continue the UX design process:
Ideate

Week 1 review

Activity Exemplar: Write a problem statement



Exemplar

Here are the completed exemplars and an explanation of how they fulfill the previous activity's expectations.

This is an exemplar using the Food Saver scenario we have been following in this course. Here is an example problem statement for one of the personas we created for our scenario:

PROBLEM STATEMENT

Thierry is a/an working student

user name user characteristics

who needs reminders, suggestions, and coaching to cook more often with fresh ingredients

user need

because they like to cook and want to make it a part of their routine

insight

Thierry is the user we're imagining will primarily be the mobile user and the persona we'll design for first. The product manager on the project made this decision. Here is an example problem statement for the other persona we created for the scenario:

PROBLEM STATEMENT

Cam is a/an working caregiver

user name user characteristics

who needs exciting, new gluten-free recipes that make tasty, easily reheated leftovers

user need

because most of the food that they're throwing out is old food that they lost track of

insight



Assessment of exemplar

In this exemplar, the problem statement clearly specifies each part of the problem statement template:

1. It starts with the name of the user, Thierry and Cam.
2. It adds a short description of the user's characteristics, working student and working caregiver.
3. It clearly describes the user's need. For Thierry, they need reminders, suggestions, and coaching to cook more often with fresh ingredients. For Cam, they need exciting new GF recipes that make tasty, easily reheated leftovers.
4. It explains why the user has that need. For Thierry, it's because they like to cook and want to make it a part of their routine. For Cam, it's because most of the food that they're throwing out is old food that they lost track of.

With these parts clearly defined, the problem statement is:

- *Human-centered* and focused on the needs of a specific type of user. Reading these, it's clear precisely what Thierry and Cam need from a potential product.
- *Broad enough* for creative freedom. Though the problem is specific, neither of these problem statements lock in a solution.
- *Narrow enough* to be solved by a practical design solution. Though there is no solution implied in the problem statement, it's possible to imagine realistic and practical solutions solving these problems.

Have you constructed a problem statement that meets each criterion described in the bullet points above? If your answer is "Yes," nice job! If there are criteria not addressed by your problem statement, then these are areas where you can improve your statement. Go back and re-write your problem statement with these criteria in mind.

With a well-constructed problem statement, you will be off to a strong start in the design phase of the process. Problem statements will help your design team:

- Establish goals
- Understand constraints
- Define deliverables
- Create benchmarks for success

Mark as completed

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